

Public Relations Strategy in a Nutshell

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Public relations is crafting on-target communications to position your company, agency, or project successfully. A successful public relations strategy will inform the public, gain positive media coverage, enhance reputation, rally community support, educate voters, distinguish identities and achieve client satisfaction.

The successful strategy develops a positive message and material to support the message, then uses the most effective means to deliver the message to each target audience. For instance, a media event might be the best way to attract press attention, but a one-on-one meeting might be the best way to reach decision-makers such as elected officials.

In general, a public relations strategy identifies each segment of audience – media, employees, customers, suppliers, and government – and the appropriate method of outreach for each to deliver the desired message. In addition to identifying the best method of delivery, it is important to identify and train the most effective representative to reach each audience segment. Your public relations strategy should consider media relations, crisis communications, internal communications, media training, design and creation of material, public opinion research, advocacy, event planning, and presentation skills.

A successful public relations program is an important part of an organization's strategic plan and works seamlessly with marketing and other communications.

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