



Marketing Vs Public Relations

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Public Relations – The professional maintenance of a favorable public image by a company, organization or a famous person



Traditional Definitions

The action or business of promoting and selling of products or services including market research and advertising

Marketing

Marketing is focused on promoting and selling a specific product

PR is focused on maintaining a positive image for a company as a whole

What is
the MAIN
difference?

On any given day you could find a PR doing these..

Day – to – day activities



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Writing press release



Pitching positive stories

Securing speaking opportunities for executives at events

Building
relationships
with the media
and influencers





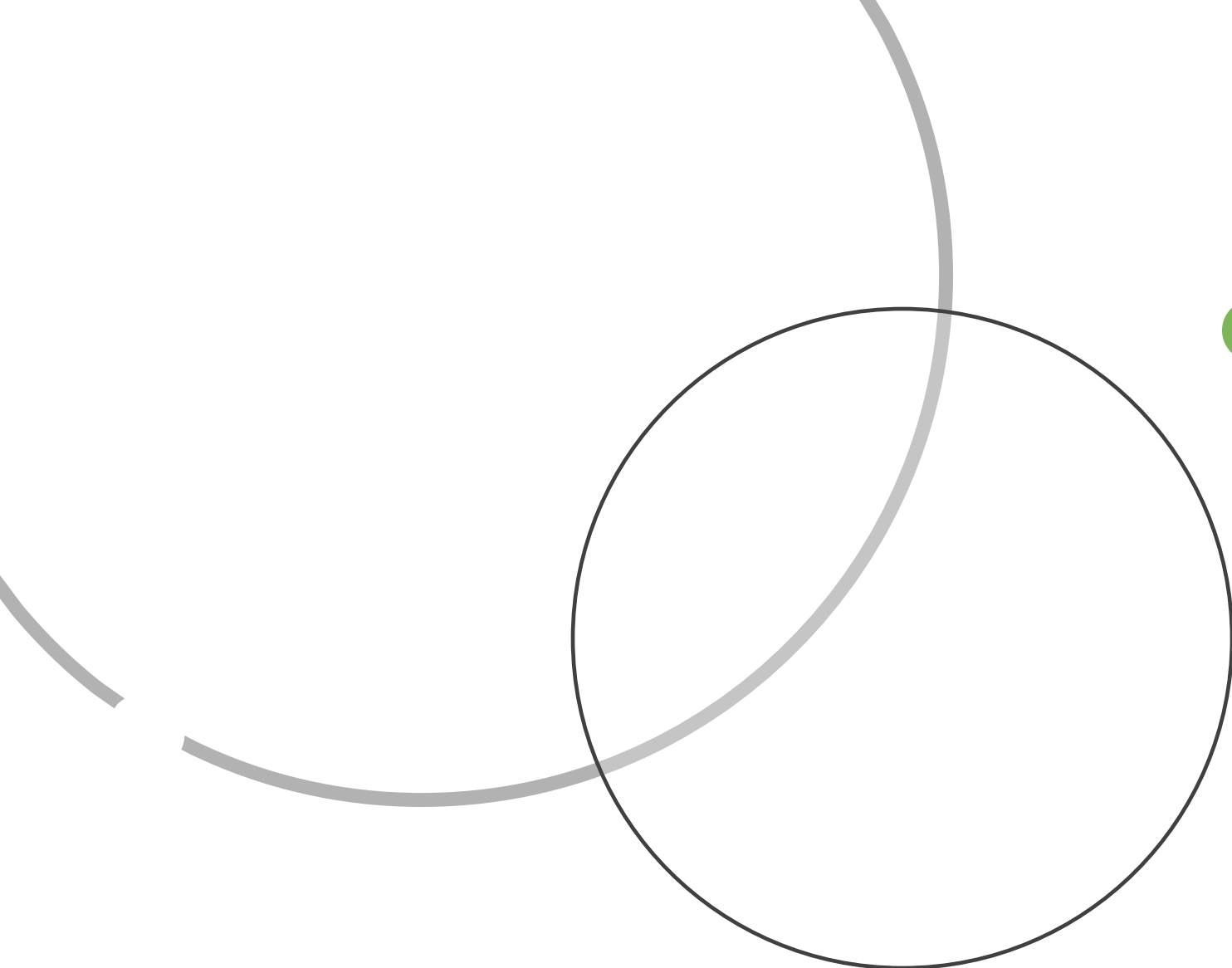
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Managing and updating company messaging

Public relations messages are sometimes referred to as “earned **media**” (as opposed to “paid **media**” like advertising.) This means that the PR professional has “earned” the attention of the journalist who decides to use the information the PR professional supplied as the germ of a news story.



Creating talking points and speaking to the press about company crisis

- 
- A decorative graphic on the left side of the slide consists of several overlapping circles. One circle is a thin black outline, while others are thicker grey lines, some partially cut off by the edge of the frame.
- While a Marketing Professional would be..



Creating an advertising campaign



Creating supporting materials for product launches like brochures website landing pages and FAQs for sales team



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Conduct industry and client research to help drive the direction of the marketing campaign

Tasks/Assignment

- What is the purpose of survey?
- What are the differences between offline and online surveys
- Give several examples for each type
- Conduct an interview with one of your family member and ask them questions on their job experience and compare what differences are there now and then. Please have this in a recorded video of not less than 2 minutes. Be creative.

NEWSLETTER TITLE

Inside this issue:

- ✓ High-quality word templates make it simple for you to create great looking newsletters, free!

Newsletter Tips:

- ✓ All text is contained in separate text boxes, you will need to select text to replace it. If you wish to remove the entire box, select the text box edge and press delete.

Newsletter 3-column template for business school or private use.

Subtitle of main newsletter header or title



Start your article with key point bold the three columns are all linked text and it will continue from box one to two to three as you add your article. Fringilla et elementum ac, elementum non neque. Donec sit amet ut eu massa aliquet bibendum. Donec auctor lectus at purus accumsan malesuada. Nunc mollis ligula non ligula grew vestibulum ac groenw lacinia arcu imperdiet.

Add another bold statement

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Add title of important statement

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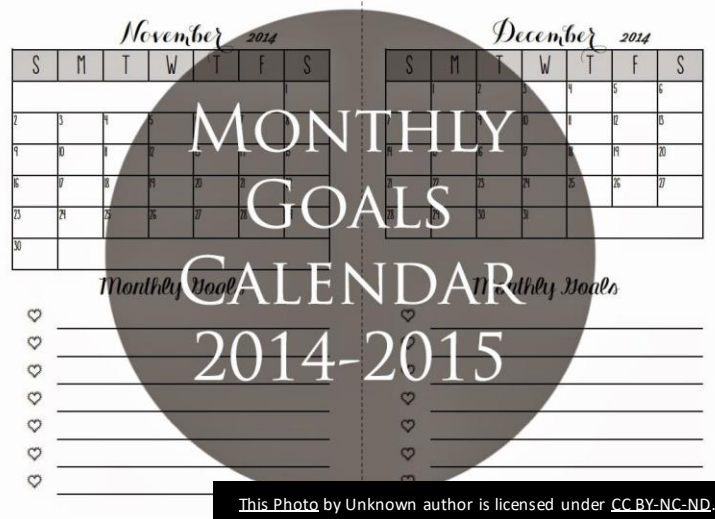


Drafting a weekly newsletters for clients



How to measure the success of each activities?

If a marketer is nearing the end of a marketing campaign and wants to understand her impact, here are a few questions she'll ask to determine whether the campaign was successful:



Did the product being marketed meet or exceed the sales goals?

Comparing how much was spent on the marketing campaign to the profit made from sales of the product, was the return on investment (ROI) of the campaign high?



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Did you generate a great buzz from customers, social media followers, industry influencers, and the general public around the product?

For a PR person, success would look like..

Lots and lots of press coverage in relevant top tier and trade publications, about a product or a company as a whole.



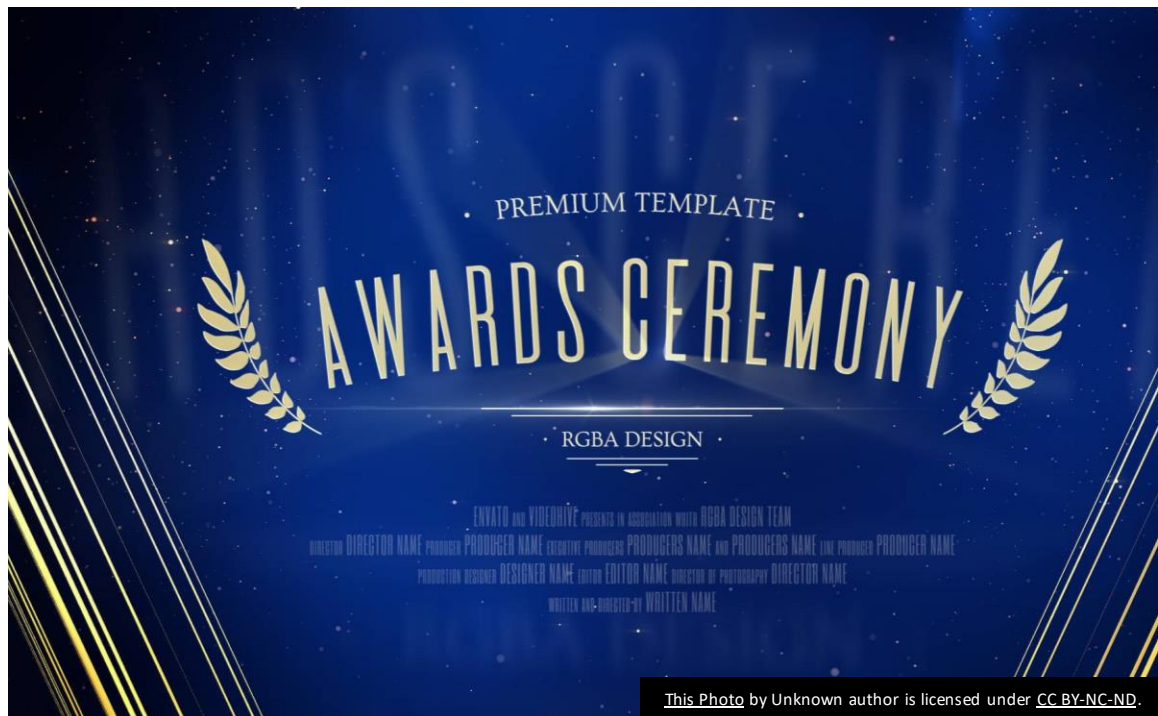
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A powerful speech
by one of the
company's
executives at a high
profile event that
leads to more
positive press





Awards won at high profile industry events



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Great buzz from social media followers, journalists, industry influencers, and the general public as a whole