



RAMA UNIVERSITY

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E-Content BBA402- Marketing Management

Lecture 31- Promotion- Public relations

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Public Relations

Public relations (PR) is the process of maintaining a favorable image and building beneficial relationships between an organization and the public communities, groups, and people it serves

Unlike advertising, public relations does not pay for attention and publicity.



Public Relations Techniques

PUBLIC RELATIONS TECHNIQUE

2. INFLUENCER / ANALYST RELATIONS
3. PUBLICATIONS AND THOUGHT LEADERSHIP
4. EVENTS
5. SPONSORSHIPS
6. AWARD PROGRAMS
7. CRISIS MANAGEMENT

• Corresponding Role and Description

1. Generate positive news coverage about the organization, its products, services, people, and activities
2. Maintain strong, beneficial relationships with individuals who are thought leaders for a market or segment
3. Provide information about the organization, showcase its expertise and competitive advantages
4. Engage with a community to present information and an interactive “live” experience with a product, service, organization or brand
5. Raise the profile of an organization by affiliating it with specific causes or activities
6. Generate recognition for excellence within the organization and/or among customers
7. Manage perceptions and contain concerns in the face of an emergency situation

Personal Selling

Personal selling uses in-person interaction to sell products and services. This type of communication is carried out by sales representatives, who are the personal connection between a buyer and a company or a company's products or services.





Sales Promotion

Consumer Sales Promotions

Coupons

Sweepstakes or contests

Premiums

Rebates

Samples

Loyalty programs

Point-of-purchase displays

B2B Sales Promotions

Trade shows and conventions

Sales contests

Trade and advertising allowances

Product demonstrations

Training

Free merchandise

Push money