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EFFECTIVE PR AS A WAY TO SUCCESSFUL BUSINESS

Public Relations (PR) is the act of managing communication between an organization and its key public stakeholders, with a focus on building and maintaining a positive image.

PR professionals hold campaigns targeted at specific audiences to influence opinions and measure public perception.

Effective public relations create good publicity, building your reputation with customers and others whose opinion matters for you. While advertising can be purchased immediately, generating positive publicity can take time. On the other hand, PR has greater credibility and can have a greater impact than advertising.

Table 1

Comparative characteristic: PR and advertising

#	Criterion	Public Relations	Advertising
1	Payment	Free placement	Paid placement
2	Dependence	Journalist dependent	Creative approach
3	Effect	Creates credibility	Creates visibility
4	Use	Only mentioned in a story	Obvious to customers
5	Resources	Takes time, no guarantees	Will work, when you pay for it

To provide successful Public Relations Strategy you have to:

- evaluate public exposure, opinions, and attitudes;
- develop policies for communicating with the public;
- implement communication programs through media channels;
- integrate communications with marketing programs and brand ;
- create goodwill by managing a two-way communication process;
- build a positive relationship between the public and the organization;

The actions are necessary to ensure effective PR strategy.

This strategy implementation consists of several steps:

1. Evaluate your media relations maturity level (six key success drivers: media, awareness, positioning, internal support, expertise, process, and relationships).

2. Segment various target audiences.

Generally, a target audience consists of some mix of the following: operator customers, manufacturers, distributors, industry (i.e. associations and manufacturers), media outlets (i.e. business or trade) and others (i.e. investors). The planning process should prioritize these target groups and agree key messages for them.

3. Determine customer information sources.

Talk to representatives from your target audience categories to identify where they go for information related to your organization and industry. Ask your customers what they read, hear and watch.

4. Create media source list for each segment.

Create a high-level list of potential media outlets that correspond to your customer information sources. You can use PR to influence people who matter to your business - and sometimes get them change their minds.

5. Review media sources and identify journalists

Look for editions of your media outlets to determine which journalist might be an appropriate contact. Develop a relationship with these people as they have a large influence over what content will be published.

6. Evaluate distribution options and decide an appropriate time to deliver

Most PR applications automate the delivery process, and can provide substantial contacts for your industry. Pay attention to the reporter's deadlines and communication preferences. Also be sure that you always provide credible, accurate and timely information.

7. Select the right PR tools (press conference, press release, newsletters, investor relations, webcast, analyst relations, sponsorships and others).

8. Control coverage and competitors activity.

Controlling websites, blogs, or other media outlets for mentions is a critical step in the PR process.

9. Measure results.

Evaluate the total coverage, tonality (positive, negative, or neutral), sources,

and how your organization compares to the competitors.

Public relations, if done effectively, can be an inexpensive addition to your marketing mix.

Making public relations a part of your integrated marketing approach is the best way to achieve successful results. The synergetic effect of sales, marketing, advertising and PR efforts make a strategy much more effective than using only one of the components.