

Public relations

Public relations (PR) is an 'imprecise science' - and, perhaps, this makes it unpopular in today's culture of specifying and measuring 'success' as objectively as possible.

PR is part of the 'marketing mix', which includes advertising.

Advertising is what you say about yourself: you create the message and buy the space in which to put it.

Conversely – and to complement advertising, along with other marketing activities - PR is what other people say about you.

So PR is more credible than advertising but much more difficult to engineer and evaluate.

If you want your PR activities to be successful, you will need to:

- Link PR to your organisation's priorities and goals.
- Measure results – against those priorities and goals.
- Look for and use new media outlets - as technology and communications develop.
- Focus on known successful strategies but be prepared to consider a new approach.
- Take the advice of a PR professional who has a proved track record of success.