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## **Public relations**

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

Within the marketing function, PR is part of the promotional mix. In it, PR traditionally stands next to advertising.

## **Advertising versus public relations**

However, while advertising is what you say about yourself - you create the message and buy the space in which to put it - public relations is what other people say about you.

Public relations is, thus, more credible than advertising but much more difficult to engineer and evaluate.

## **Marketing versus public relations**

Again, marketing is influenced by what you say about yourself - not just through advertising but also through direct mail, telephone and email promotions.

There is no way of knowing completely, much less measuring accurately, people's response as a result of public relations activities. They could respond instantly, in a few weeks, months or years - depending on their current needs and, perhaps, how often - and well - that public relations message is presented. However, compared with the effects of advertising and the rest of the marketing mix, the results of public relations are more credible and durable - since they affect people's core feelings, beliefs and value systems rather than their transient purchasing decisions.