

ADVERTISING AND PR: BUSINESS ASPECTS

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Many businesses believe that advertising and public relations play the same role for their business and if they do advertising they don't need PR, and vice versa. However, PR and advertising have completely different roles for business, which are important to understand to help companies reach their target market and achieve business objectives.

Advertising is described as a paid, non-personal, one-way public communication that draws public communication towards a product, service, company, or any other thing through various communication channels, to inform, influence and instigates the target audience to respond in the manner as desired by the advertiser.

Advertising can be done through print ads, radio or television ads, billboards, flyers, commercials, internet banner ads, direct mails and so on. The advertiser has exclusive control over what, how and when the ad will be aired or published. Moreover, the ad will run as long as the advertiser's budget allows.

As advertising is a prominent marketing tool, it is always present, no matter the people are aware of it or not. Nowadays, advertising has not left a single medium to spread the message to the target audience.

Public Relations is a strategic communication tool that uses different channels, to cultivate favorable relations for the company. It is a practice of building a positive image or reputation of the company in the eyes of the public by telling or displaying the company's products or services, in the form of featured stories or articles through print or broadcast media. It aims at building a trust-based relationship between the brand and its customer, mainly through media exposure and coverage.

Public Relations can be called as non-paid publicity earned by the company through its goodwill, word of mouth, etc. The tactics used in public relations are publicity, social media, press releases, press conferences, interviews, crisis management, featured stories, speeches, news releases.

Here are seven differences between advertising and PR. Companies pay for an advertisement to be placed in the media. Company's PR agency develops strategies to gain publicity in the media. PR professionals develop a range of tactics to gain positive media attention for the brand, which is very effective at increasing target audience's brand awareness.

Firms have control over the content of their advertisement including where and when it will be seen in the media. Businesses have less control of their coverage in the media. Once they send a story idea to a journalist they have control over it. They can choose to change their story idea or not even publish it at all. However, firm's PR agency should offer them media training so they know how to control an interview and make the most of any media opportunities they create for the firms.

Corporations can pay for an advertisement to be shown in the media as many times as their budget allows. An advantage of PR is that organizations can send a story idea to a number of journalists who will then publish the story in different ways. This allows target audience to see the information differently in many mediums, which may be more effective at reinforcing the message.

Advertisements have less credibility than the coverage gained by PR. When target audience see an advertisement they know it has been bought by a company trying to sell them something.

PR provides information and newsworthy stories to a journalist so they can write an article about company's product or business, if they choose to. An article written by a journalist will be presented in an unbiased manner and contains the journalist's third-party endorsement. This means target audience may view the article with more credibility than an advertisement because it is not blatantly selling them something. PR can be a very powerful tool because it can help shape public opinion.

Advertising and PR are similar in that they both want to convey a message to their client's target audience. However they convey that message differently and in different mediums.

Company can pay for an advertisement to be placed directly in the media its target audience is interested in, whether this is women's magazines, TV or drive-time radio.

PR professionals can communicate firm's message to a target audience in a variety of channels. The key to reaching a target audience is to place the message in the channel that target audience is likely to use. For example; the channel could be an article in a company newsletter, a letter to local residents, an email to specific people, a blog post, a tweet, an article by a journalist and much more. This means that PR may be more effective than advertising because it can help the business reach their target audience in a variety of mediums.

Business needs to consider the differences between advertising and PR to determine which approach is the best for its message. The approach organizations choose will also depend on the type of message they want to communicate. The most powerful method of communication is when advertising and PR is used together as part of a strategic integrated communication campaign.

Advertising and Public Relations are very crucial to know by someone who is trying to increase their sales. Both of these tools have to be used efficiently in order to boost up the sales.

It is almost useless to debate that one is better than the other. Advertising includes promoting corporation's product and services to its customers so they could know that its product is available in the market, offering a specific value. However, Public Relations help to gain the trust of the customers.

As companies have no control over PR, the news media has full control of presenting their services to the public in their own way. Getting appreciation there helps firms to develop a mutual relationship with their customers. On the other hand, advertisements are also necessary, so businesses can make people aware of their latest products. A person would only think of buying their product once they are aware that it is available in the market. However, PR has much more credibility than advertising.

Advertising and Public Relations both use communication channels to inform and influence the general public. While advertising is a highly expensive marketing tool, because it can reach a large number of people at the same time. Public Relations is free of cost implied endorsement along with validation of the third party.

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