

Public relation strategies and tactics for corporates

This slide shows various strategies which can be used by business to maintain positive public relations. It includes business events, press management and community relations, etc.



Business Events

- Business events are great chance to meet prospective customers
- Best opportunities to market product or service
- Helps to gain exposure for brand
- Add text here



Employee Relations

- Perception of the organization by treating staff well
- It includes providing employees
 - Perks and benefits
 - Free training
 - Job sounding opportunities
 - Employee appreciation events.
- Add text here



Crisis Management

- Manage negative communications and perceptions regarding business
- Manage crisis through
 - Monitoring online chatter
 - Quickly checking any marketing or promotional material that may be misinterpreted or miscommunicated
- Add text here



Social Media Marketing

- Make social media handles on various social media platforms
- It includes
 - Instagram marketing
 - Facebook marketing
 - Tiktok marketing
- Add text here



Cost Reduction

- Build positive relationships with local community around business
- Offer special discounts
- Participate in
 - Charity work
 - Donations
- Add text here



Media Relations

- Build and maintain positive relationships with
 - Journalists
 - Publications
 - News outlets
- It includes
 - Writing press releases
 - Organizing press releases
 - Scheduling interviews

Public Relations Guide For Cpas

Victor M. Corman



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