



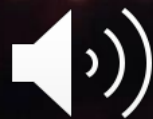
# PR & Marketing: Key Differences & How The Two Can Work Together

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The Marketers Conference: "Evolve Marketing"

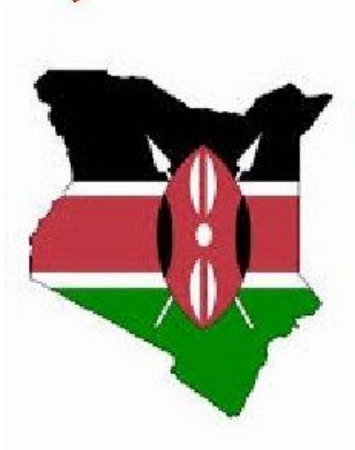
Western Heights, Signature Auditorium: Friday 6<sup>th</sup> December, 2019

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**FRIDAY**

*All Night Party*



brands  
2008 - 2019

CIM

The Chartered  
Institute of Marketing

CIPR

CHARTERED INSTITUTE  
OF PUBLIC RELATIONS



# capitalone

G R O U P

Brand Building | Brand Positioning | Brand Reputation





**RAXIO**  
The data centre company



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Obstetricians and Gynecologists



**Kyambogo University**  
Knowledge and Skills for Service



**Jubilee**  
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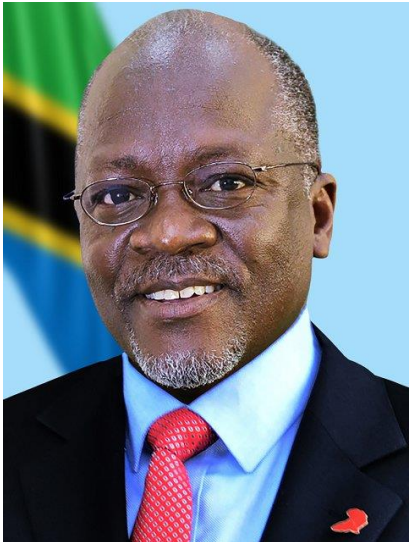
# Meaning & Functions Of PR

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**Public Relations** is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour.

CIPR





# Meaning & Functions Of PR

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It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics.

CIPR



Kenya Power



**Bamburi**  
cement



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Marketing is NOT everything

Importance of PR in Marketing

Perception IS everything

# Meaning & Functions Of PR



**Public Relations** is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics.

CIPR

- Writing
- Media Relations
- Planning
- Advisory
- Researching
- Publicity
- Marketing Communications
- Community Relations

- Consumer Relations
- Employee Relations
- Government Affairs
- Investor Relations
- Special Publics Relations
- Public Affairs & Issues
- Social Media Interfaces
- Customer Care

# Meaning & Functions Of PR



1. Writing: the fundamental public relation skill with written vehicles from news releases to speeches and from brochures to advertisement falling within the field's purview
2. Media relations: dealing with the press is another front line public relations function.
3. Planning: of special events, media events, management functions and the like
4. Counseling: in dealing with management and its interactions with key publics
5. Researching: of attitudes and opinions that influence behaviors and beliefs.
6. Publicity: the marketing related function, most commonly misunderstood as the only function of public relations, generating positive publicity for a client or employer
7. Marketing communications: such as creating brochures, sales literature, meeting displays and promotion
8. community relations: positively putting forth the organization's messages and image within the community
9. Consumer relations: interfacing with consumers through written and verbal communication
10. Employee relations: communicating with all important internal publics of the organization.
11. Government affairs: dealing with legislators, regulators and local , state and federal officials
12. Investor relations: communicating with stockholders and those who advise them
13. Special public relations: dealing with those publics critical to particular organizations, from African American to women to Asians.
14. Public affairs and issues: dealing with public policy and its impact on the organization
15. Social media interface: when the organization interfaces with the public its website as well as creating links with social media options



# Differences & Importance of PR



## Focus

PR is concerned with relationships; marketing sells products or services.

## Fulfilment

PR identifies & satisfies stakeholder interests; marketing identifies & satisfies human needs & wants

## Method

PR relies on two-way dialogue; marketing relies on persuasion

## Scope

PR promotes an entire organisation; marketing traditionally promote products and services

# How PR & Marketing Can Work Together?



## Cooperate Early And Often

- development of campaigns
- crisis & issue management

## Share Goals

- Determine common goals for PR & marketing
- PR can help improve marketing outcomes

## Find Win-win Scenarios

- Marketing assets can help PR gain media coverage
- PR can help meet marketing goals e.g. social media listening can spot sales opportunities

## Cross-department meetings

- Status meetings
- Know about projects, goals and campaigns of other groups

## Comprehensive Monitoring & Measurement

- Earned media can be part of the analytics - not only sales / marketing metrics
- Leads and sales might increase after a large PR campaign or even after a single high-profile media mention

## Bottom Line

- PR & marketing can increase bottom-line immensely
- With greater cooperation and enhanced measurement



# BONUS

I'm very smart.



**MARKETING**

I'm very smart!  
I'm very smart!



**ADVERTISING**

Trust me.  
He's very smart.



**PUBLIC RELATIONS**

I understand  
you're very smart.



**BRANDING**

### 1. Marketing

"I'm a great lover."



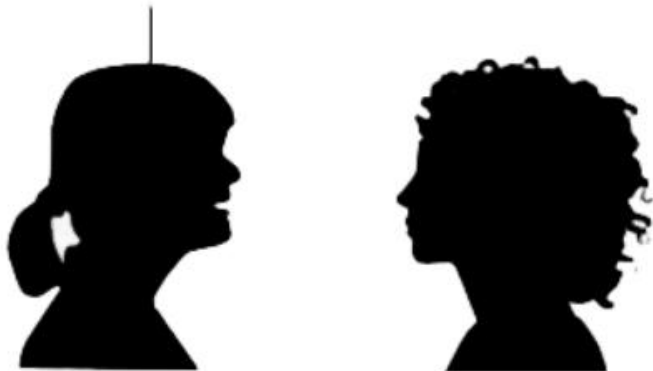
### 2. Advertising

"I'm a great lover.  
I'm a great lover.  
I'm a great lover."



### 3. Public Relations

"Trust me.  
He's a great lover."

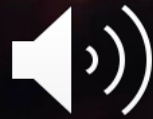


### 4. Branding

"I understand you're  
a great lover."



THANK YOU



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