Public Relations

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Integrated marketing communications (IMC) is defined as one significant approach to ensure the proper acquisition of different goals related to marketing campaign. Various aligned promotional methods are designed by business organizations to reinforce actual marketing objectives. The main aim of this particular approach is to identify the actual value of a detailed marketing plan by assuring collaborated roles of different communication disciplines (Luxton, Reid, & Mavondo, 2015). It is noteworthy to indicate that the broad idea of IMC is comprised of a useful combination of various practical aspects such as advertising, public relations, personal selling, and product promotion, etc.

The concept of Public relations is established as one critical domain as the prominent part of integrated marketing communications. It is used as an instrument to ensure a suitable form of the enterprise communication mix. This perspective eventually enhances an organization’s chances to achieve better outcomes in the form of sales promotion. The option of public relations assists organizations to improve, maintain, and protect the overall paradigm of sales or product image (Key & Czaplewski, 2017). It is established as an effective tool to improve marketing communications significantly in the forms of different social marketing campaigns. The main aim of this approach is to influence the buying behavior of individuals considering various sales promotion techniques. The idea of public relations is used as an organizational function to confirmed proper management of communication in order to achieve different objectives of marketing.

It is essential for corporate organizations to use the option of public relations to develop an active association between organization and targets customers. There are multiple operations associated with the main idea of public relations that are identified as the promotion of goodwill, promotion of a product, suitable corporate communication level, etc. There are various possible methods to measure the success level of a PR campaign. Exploration of social media reach is one prominent practical idea to assess the suitability of a PR campaign (Allagui & Breslow, 2016). The active engagement of potential customers can be examined by developing better communication channels between an organization’s management and public.

**References**

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