



PR and Marketing United or Untied?

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Objective

- Review PR and Marketing – traditional definitions
- Discuss relationships between PR and Marketing
- Communicating with Management
- Effective messaging
- The future



Titles and Roles

- Manager (PR or Marketing)
- Marketing Communications
- Marketing Officer
- Communications
- Corporate Communications
- Community Affairs
- Media Relations

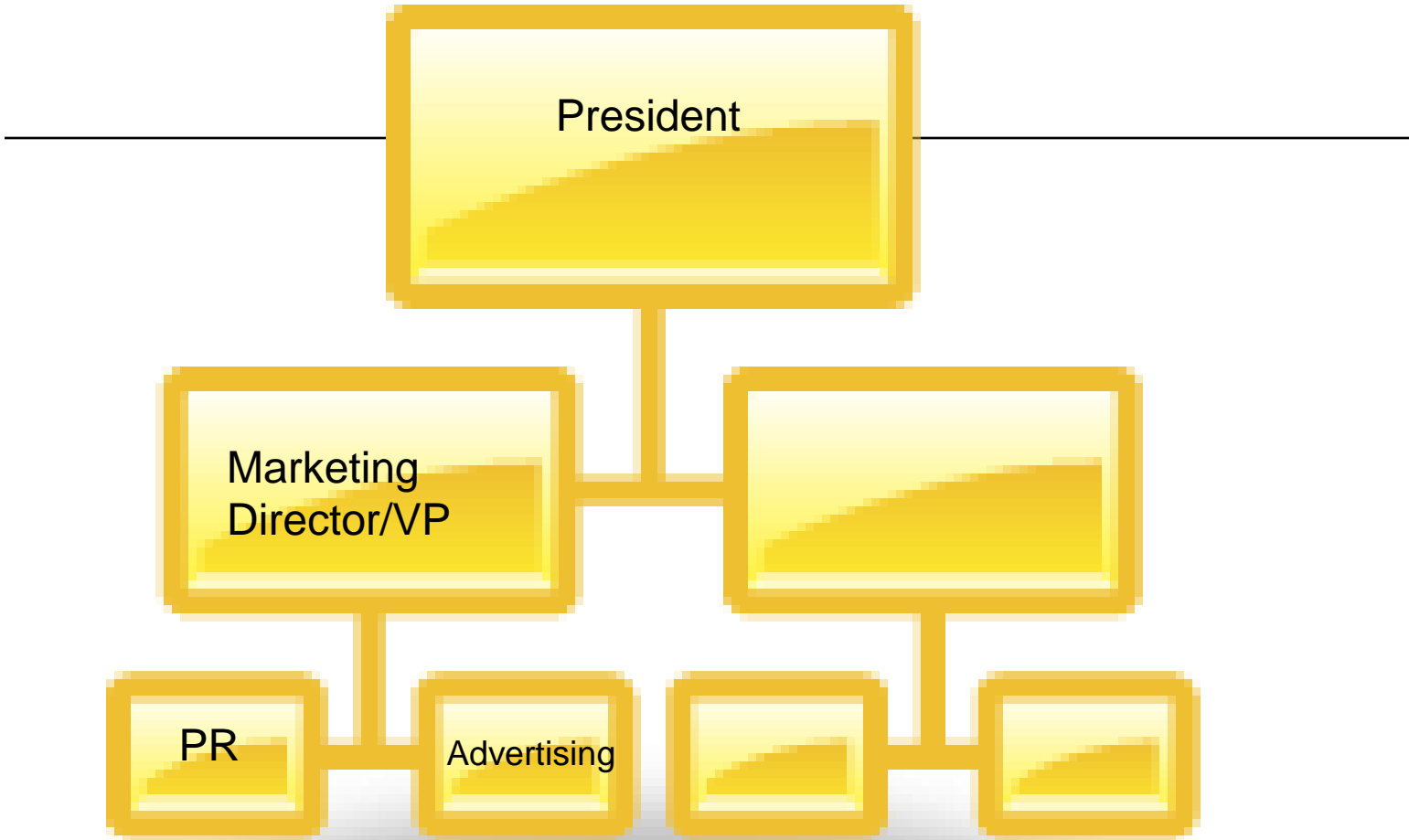
History

- PR was part of Marketing or on its own
- Marketing and PR did not collaborate very often
- PR was not invited to the management table unless there was a crisis



Does PR Stand Alone?

- Independent function?
- Part of Marketing?
- Where does it fit?



Defining Public Relations

- Official Statement on Public Relations
- (Formally adopted by PRSA Assembly, November 6, 1982)

- Public relations helps our complex, pluralistic society to reach decisions and function more effectively by contributing to mutual understanding among groups and institutions. It serves to bring private and public policies into harmony.
- Public relations serves a wide variety of institutions in society such as businesses, trade unions, government agencies, voluntary associations, foundations, hospitals, schools, colleges and religious institutions. To achieve their goals, these institutions must develop effective relationships with many different audiences or publics such as employees, members, customers, local communities, shareholders, and other institutions, and with society at large.
- The managements of institutions need to understand the attitudes and values of their publics in order to achieve institutional goals. The goals themselves are shaped by the external environment. The public relations practitioner acts as a counselor to management and as a mediator, helping to translate private aims into reasonable, publicly acceptable policy and action.
- As a management function, public relations encompasses the following:
 - Anticipating, analyzing and interpreting public opinion, attitudes, and issues that might impact, for good or ill, the operations and plans of the organization.
 - Counseling management at all levels in the organization with regard to policy decisions, courses of action, and communication, taking into account their public ramifications and the organization's social or citizenship responsibilities.
 - Researching, conducting, and evaluating, on a continuing basis, programs of action and communication to achieve the informed public understanding necessary to the success of an organization's aims. These may include marketing, financial, fund raising, employee, community or government relations, and other programs.
 - Planning and implementing the organization's efforts to influence or change public policy.
 - Setting objectives, planning, budgeting, recruiting and training staff, developing facilities — in short, managing the resources needed to perform all of the above.
- Examples of the knowledge that may be required in the professional practice of public relations include communication arts, psychology, social psychology, sociology, political science, economics, and the principles of management and ethics. Technical knowledge and skills are required for opinion research, public-issues analysis, media relations, direct mail, institutional advertising, publications, film/video productions, special events, speeches, and presentations.
- In helping to define and implement policy, the public relations practitioner uses a variety of professional communication skills and plays an integrative role both within the organization and between the organization and the external environment

Public Relations

- **How does PRSA define public relations?**
- **In this definition, the essential functions of research, planning, communications dialogue and evaluation are implied. Key words are "organization," rather than the limiting implication of "company" or "business," and "publics," which recognizes that all organizations have multiple publics from which they must earn consent and support.** www.prsa/media.org

Another definition...

- “Public relations is a management function that seeks to identify, build, and maintain mutually beneficial relationships between an organization and all of the publics on whom its success or failure depends.” “Effective Public Relations,” by Scott Cutlip, Allen Center, and Glen Broom



Marketing

- Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. American Marketing Association 2007



Marketing Communications

- Coordinated promotional messages delivered through one or more channels such as print, radio, television, internet, direct mail and personal selling. www.businessdictionary.com



Today

- PR has a voice!
- PR practitioners wear many hats
- Is relied on for credibility
- Is heard by management
- And...



...Works with Marketing

- Marketers recognize the importance of building relationships between brands and customers.
- PR experts know how to craft effective messages.

Integrated Marketing Communications (IMC)

- **American Marketing Association (AMA)** : Integrated marketing communications is a planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant to that person and consistent over time.



Integrated Marketing Communications

- Marketers recognize the unique dimension that PR brings to the marketing mix
- PR practitioners seize the opportunity to make an impact on the bottom line

Harris, Value Added Public Relations



Integrated Marketing Communications

- Advertising Age sees IMC as “the process of combining a variety of functions that may include advertising, sales promotion, direct response, database marketing, public relations or direct marketing (and social media) into a program that has clarity, consistency and maximum impact.”

The Magic Word is.....

- SYNERGY
- “In marketing, synergy means that when all product and corporate messages are strategically coordinated, the effect is greater than when advertising, sales promotion, public relations, etc. are planned and executed independently, with each competing for budgets and power and in some cases sending out conflicting messages.”

Tom Duncan, IMC program, University of Colorado



The Credible Source

- “If a company can win favorable press coverage, its message is more likely to be absorbed and believed. “

Regis McKenna, Relationship Marketing

IMC is.....

- The process of managing all sources of information about a product/service to which a customer or prospect is exposed which behaviorally moves the customer toward a sale and maintains customer loyalty.
- Northwestern University Medill School of Journalism

Let's....

- Speak with one voice
 - Greater consistency
 - Reduces waste
 - Gives organization the competitive advantage



Keys to IMC Success

- All disciplines are created equal
- Some will take the lead at various times



Examples

- Annual Report / Annual Review
- Web site content
- Bios
- Proposals
- Presentations – speeches
- Brochures
- Seminar announcements
- Crisis C. Plan
- Feature articles
- Advertising
- White paper
- Newsletter / e
- Product/service launch
- New office opening
- Contract win
- Project completion
- Recruiting material
- Company spokesperson



Barriers vs Benefits

○ Internal

- Turf battles
- Budget impacts
- Lost expertise

○ External

- Agency issues
- Budget issues
- Motivation
- Lack of expertise



Overall Benefits

- IMC delivers a clear and consistent message this is both more efficient and more effective.
- When cumulative messages are more consistent they become more effective. (Harris, Value Added PR)



Research Says.....

Recent ANA Study

- The corporate marketing function is not aligned with the CEO's agenda, instead focusing on tactical issues such as maintaining branding guidelines, sharing best practices, and counseling divisions.


More...

- Key "success factors" include identifying whether a company's CMO model is focused on providing service, advice, or driving growth. Other success factors include agreeing on an "expectations" contract with the CEO, establishing clear organizational structures and decision rights, renewing focus on capabilities such as ROI analytics.

Association of National Advertisers (2007)

More Stats

- Conference Board's CEO Challenge report, the top four priorities for CEOs are:
 - top line growth (52%);
 - speed, flexibility, adaptability to change (42%);
 - customer loyalty and retention (41%); and
 - stimulating innovation (31%).
- In contrast, marketing is focused more around tactical issues such as:
 - setting and maintaining branding guidelines (83%),
 - counseling divisions (52%)
 - and sharing best practices (52%)
 - than it is with driving the CEO agenda (37%)
 - and driving innovation (35%)



"Marketing organizations need to do a better job of identifying and supporting the CEO's priorities," said Paul Hyde, Vice President of Booz Allen, who noted that the average CMO tenure is only half as long as that for CEOs.



Stats

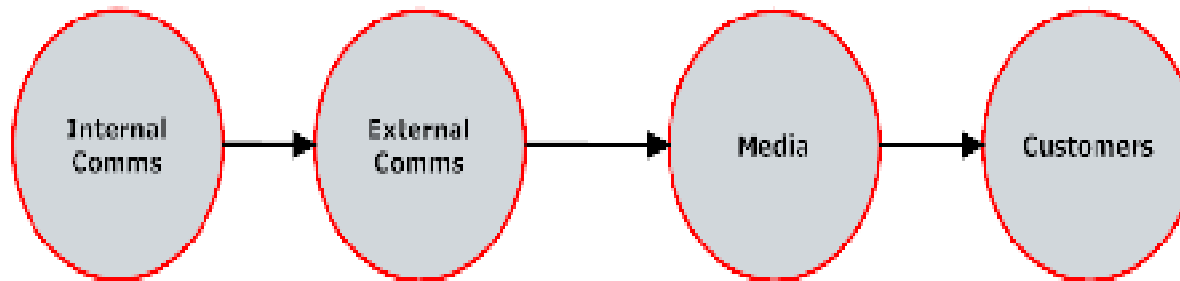
- Measurable outcomes are expected of marketing, but current marketing metrics are poor.
 - Over half the respondents (51%) said that the difficulty in measuring performance is a key reason for pressure on the marketing department. "There is no consistent definition of ROI," noted one respondent.
- Higher expectations from marketing are driving reorganization, but the key emerging role of "CMO" is still ill defined.
 - Nearly 70% of respondents to survey indicated that the marketing function in their organization is currently being revamped or already has been restructured during the last three years.



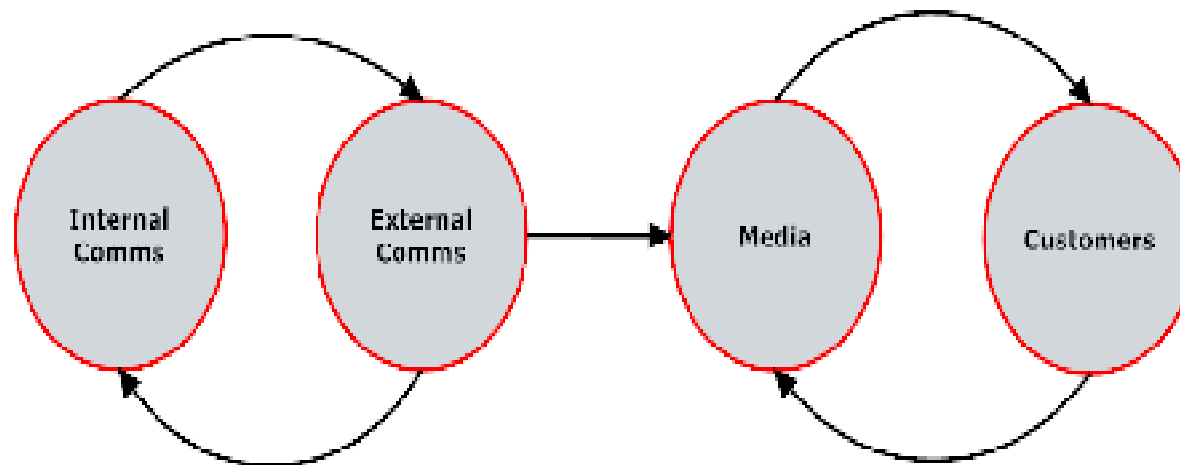
What About The Future? (The here and now, too.)

- We don't have to change our strategy, just incorporate the new elements available to us.

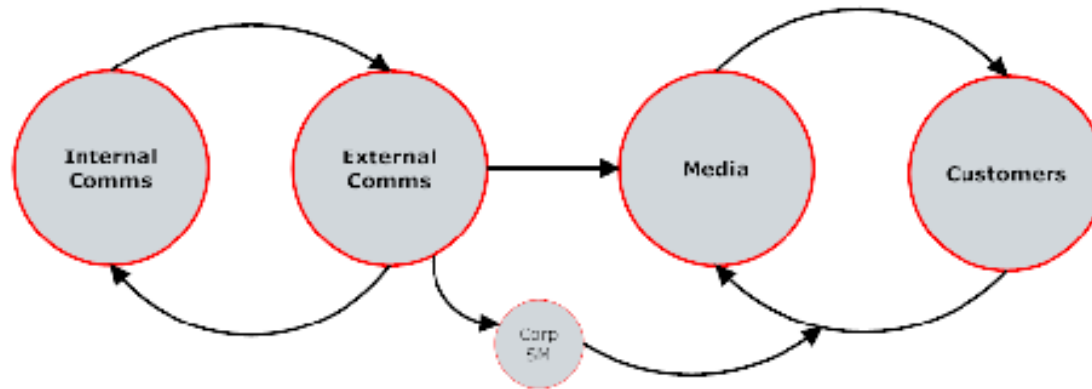
Communication used to be one way and companies relied on the media to get their messages out.



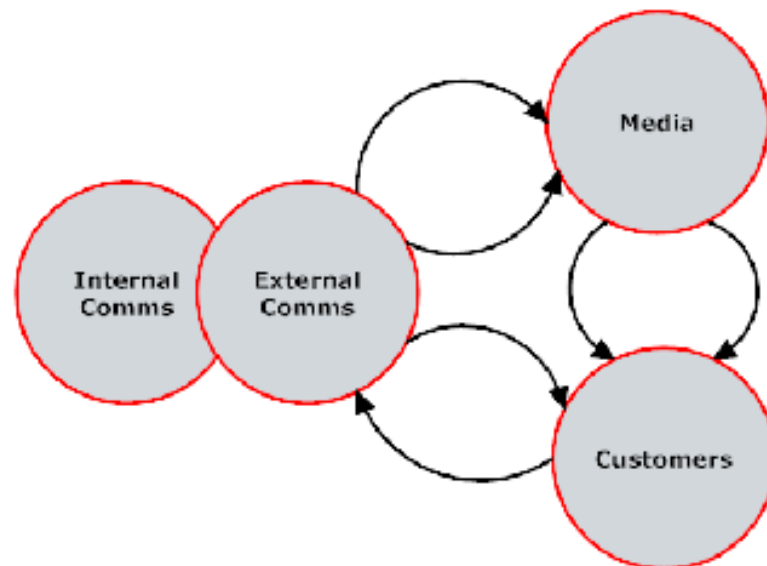
Then the customer learned to talk back. Eventually companies got better at talking about their customers but not *to* them. And we were probably more reliant on the media than ever before.




We are finally to the point where companies are adding on social media efforts like blogs and Twitter. But it's an afterthought and not integrated. While we are getting better at talking to the customers we are still reliant on the media. And sadly "the media" now includes a few blogs but we treat them all the same.



The next step is to get your company and clients on equal playing field with your customers and the media. Tell your story and invite your customers and the media to participate.





“The next step will require a comprehensive overhaul of our communications and marketing groups to align processes and resources with a new approach.”

Perhaps we will see an end to separate marketing and PR groups and everything will be rolled up into one group consisting of people who wear multiple hats and excel at the digital version of two or three marketing activities.”

Tac Anderson, Newcommbiz.com






PR Practioners are/will be

- Social Media experts
- Bloggers



New Era

- Synergy
- Communication
- Planning
- Research
- Experimentation
- Networking
- Listening



XXX's Corporate Communications group is looking for a Public Relations Analyst to join our team. The person in this role will work closely with the Corporate Communications team to assist in the development and implementation of effective communication tools and plans in both traditional media and emerging digital and social media platforms that advance key initiatives supporting the company's strategic plan, with a focus on building relationships with internal and external stakeholders.

We are looking for someone who can develop relationships with various company departments to assist with the development of messages that advance the company's key initiatives. This job requires regular interaction with key reporters, editors and social media outlets, with the objective to build a thorough and accurate public understanding of Puget Sound Energy and its key initiatives. The Public Relations Analyst will assist the Corporate Communications team with special projects which are driven by constant, real-time deadlines. Responsibilities are varied and require a broad understanding of company operations, organizational procedures and personnel.



<http://www.youtube.com/watch?v=kHt6Pb61Ycs>



Don't Hate The 'M' Word

- Working with Marketing doesn't mean that the knowledge and expertise held by a PR practitioner goes away or is devalued. Instead, it is necessary and keeps the organization focused and accountable.



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