

Differentiate between advertising and public relation:

Advertising and Public Relations are the two important tools for promoting products and services offered by the company.

Advertising alludes to a form of communication, which a firm uses to instigate prospective customers to choose the product offered by the company, over other products.

On the other hand, **public relations** is about building and maintaining good relations, with company's stakeholders, by gaining favourable publicity, having a good reputation and so on.

The primary motive of any business is profit maximisation, and it can only be achieved by increasing sales. The firms apply many strategies, tactics, tools, plans to gain maximum customer attention and grab a competitive position in the market, that comes under promotion mix. There are four aspects of promotion, i.e. advertising, direct selling, sales promotion, and public relations.

Due to some similar traits, people have confusion in understanding the difference between advertising and public relation, but as per an old saying 'advertising pays, public relation persuades'.

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.