

Advertising and PR help build brands and communicate with target audiences. The most basic difference between them is that **advertising** space is paid while **public relations** results are earned through providing the media with information in the form of press releases and pitches.

Difference.

Target- While companies and organizations are creating advertisements that primarily target potential customers, PR professionals are hoping to cast a wider net. Publics targeted through PR can be internal or external. They can include employees, investors, customers, the media, legislators, and many more.

Goals & Objectives: Public relations helps build brand awareness and reputation. The goals and objectives behind a successful PR campaign revolve around the fact that consumers place more trust in and are more likely to do business with a company they know and admire. Advertisements are generated for a specific target market in order to generate sales.

Control: When you buy an advertisement, you decide how the advertisement will look, what it will say, where it will be placed, and when it will run. How much exposure your ad receives is largely dependent on how much money you have to spend. When it comes to PR, and specifically working with the media, you have less control.

Strategy: With advertising, there is a shorter term goal in mind. Ad copy is geared toward specific buying seasons (think holiday shopping), pushing a new product, or promoting special deals to boost sales. PR professionals are always looking at the big picture, delivering meaningful information about their brand to build a sustainable and dedicated base

Credibility- The credibility of advertisement is less. Through PR, messages are communicated by a trusted third party, the media, and are far more credible