

**Public relations** is a strategic communication process that builds mutually beneficial relationships between organizations and their publics." **Public relations** can also be defined as the practice of **managing** communication between an organization and its publics.

A **public relations** (PR) strategy may play a key role in an organization's promotional strategy

Similar to the foundational goals of **marketing**, effective **public relations** seeks to communicate information to: Launch new products and services. Reposition a product or service.

A public relations (PR) strategy may play a key role in an organization's promotional strategy. A planned approach to leveraging public relations opportunities can be just as important as advertising and sales promotions.

**Public relations functions** are designed to help build trust and credibility with groups that are important to your organization. They help raise awareness about your organization as well as give it a chance to define, control and distribute **its** message to those both inside and outside your company.

### **Public Relations Tools**

Common **PR** activities include speaking at conferences, seeking industry awards, working with the press, communicating with employees, and sending out press releases.

This **process** is primarily composed of four steps: using research to define the problem or situation, developing objectives and strategies that address the situation, implementing the strategies, and then measuring the results of the **public relations** efforts.