

Why use Public Relations?

By Laura Link, APR

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Regarding profitability, companies have two goals: to make money today and to make money tomorrow.

To make money today, companies rely on advertising and sales. To make money tomorrow, companies need to make use of numerous strategies commonly referred to as Public Relations. Public Relations helps companies use their influence and the influence of the media in creative ways to empower the public to make positive decisions.

When communication works, the right message is delivered to the right people and the company makes money. That's because they have found the perfect customer (or helped the customer find them) who is ready to hear their message. And ready to buy.

Public Relations is so called because it is the human side of marketing. It involves relating—which means honesty—with the public – which is not simply a group or an “audience”, but individual humans with individual human needs for safety, security, beauty, trust and self-actualization. Public Relations acts as the bridge between organizations and individuals and provides tools to help develop that relationship.

“It can all be summarized in one phrase--individual self-choice,” says a quote from Politics 3 by Abraham Maslow, edited by Robert Kantor. “It is important to retain at least the advantage of Smallness--the individual person is given a choice from among alternatives and then expresses his own preference by his act of buying, or registering in a particular class in college, or "voting" with his feet by migrating, and the like.”

This is why Public Relations techniques can be so powerful. Advertising is communication that comes one-way from a company and stops. Public Relations is communication that first listens to the intended audience, then crafts a message that is relevant specifically to that audience, delivers the message and then asks if the message was understood.

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