

# Public relations techniques for brand marketing

This slide covers the techniques used by the organization related to public relations for the marketing of their brand and its services to the customers. It also includes the role of tactics with certain examples.

PR techniques	Role	Examples
Media relations	Obtain favorable press coverage for the organization, its products, services, people, and activities.	<ul style="list-style-type: none"><li>Press release and press kit</li><li>Press event</li><li>Add text here</li></ul>
Publications and Thought Leadership	Showcase the organization's expertise and competitive advantages by providing information about it.	<ul style="list-style-type: none"><li>Annual report of the organization</li><li>White papers on research and innovation</li><li>Add text here</li></ul>
Sponsorships	Increase an organization's visibility by associating it with specific causes or activities.	<ul style="list-style-type: none"><li>Co-sponsoring an industry seminar</li><li>Sponsoring a charity race</li><li>Add text here</li></ul>
Award Programs	Recognize excellence within the organization and/or among customers.	<ul style="list-style-type: none"><li>Winning a "product of the year" award in the industry</li><li>Electing a customer for an amazing achievement award</li><li>Add text here</li></ul>
Crisis Management	In the event of an emergency, manage perceptions and concerns.	<ul style="list-style-type: none"><li>Deescalate client interaction during a service disruption</li><li>Carry out an environmental disaster action plan</li><li>Add text here</li></ul>



# Public Relations Techniques

**Sabine Zange**

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