

# Public relation strategies and tactics for corporates

This slide shows various strategies which can be used by business to maintain positive public relations. It includes business events, crisis management and community relations, etc.



## Business Events

- 1 Business events are great chance to meet prospective customers
- 2 Best opportunities to market product or service
- 3 Helps to gain exposure for brand
- 4 Add text here



## Employee Relations

- 1 Perception of the organization by treating staff well
- 2 It includes providing employees
  - Perks and benefits
  - Free training
  - Great working opportunities
  - Employee appreciation events.
- 3 Add text here



## Crisis Management

- 1 Manage negative communications and perceptions regarding business
- 2 Manage crisis through
  - Working crisis charter
  - Quickly checking any reliability or promotional material that may be misinterpreted or misused.
- 3 Add text here



## Social Media Marketing

- 1 Make social media handles on various social media platforms
- 2 It includes
  - Instagram marketing
  - Facebook marketing
  - Snap marketing
- 3 Add text here



## Cost Reduction

- 1 Build positive relationships with local community around business
- 2 Offer special discounts
- 3 Participate in
  - Charity work
  - Donations
- 4 Add text here



## Media Relations

- 1 Build and maintain positive relationships with
  - Journalists
  - Publications
  - News outlets
- 2 It includes
  - Writing press releases
  - Organizing press releases
  - Scheduling interviews

# Public Relations Guide For Cpas

**D Siedentop**



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