

EFFECTIVE PUBLIC RELATION STRATEGIES FOR FOOD COMPANIES

Muhammet ERBAY, Ph.D.

Communication



LIVRE DE LYON

2022

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Cover Design • Point Design

Book Layout • Mirajul Kayal

First Published • March 2022, Lyon

ISBN: 978-2-38236-267-9

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Publisher • Livre de Lyon

Address • 37 rue marietton, 69009, Lyon France

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CHAPTER 1

INTRODUCTION

Unit 1.1. Definition of Terms

The terms “public relations” and “advertising” are frequently interchanged. It is, however, a separate branch of communication that entails informing and educating the public about an organization’s activities or philosophy.

Some businesses have their public relations departments, while others hire consultants or agencies specializing in the field. As a result, public relations are both a powerful managerial function and a substantial business activity. The importance of public relations is growing daily; government agencies and the business sector have understood that efficient public relations must complement advertising. This is beneficial in two ways: first, maintaining a close relationship with customers to fulfill them, and second, foreseeing changes in client demand and creating a positive public relation session among the public, which advertising may not always do. Multinational corporations have recently developed customer clubs to stay connected with their consumers, solicit their advice, and inform them about new public relations ducts and services. A satisfied customer is more likely to buy from you again; thus, excellent public relations is also good business. It is a strategy for gaining consumer loyalty. State administrations also engage in public relations initiatives to establish a positive public relations session in the eyes of the public. They have public relations divisions designed to publicize the government’s accomplishments. Still, much of it is a waste of money and nothing more than handing out pamphlets. Few governments recognize the need for good public relations; one example is the Chandrababu Naidu government in Andhra Public relations Pradesh, which has backed up its actions with an effective communication effort. A government job would be secure from a public relations professional standpoint, but actual public relations challenges exist in the public relations private sector.

Any population of people that share a common interest is referred to as the public. The people are a collection of people who belong to a community or a country. Uniquely, the public is a group of people who share common interests, concerns, conditions, or ambitions. Opinions are frequently derived from such sources.

Public Relations: Public relation is a profession that is an integral aspect of management. It obtains favorable publicity, develops a positive “corporate image,” and handles or avoids adverse rumors, stories, and events to maintain good relations with its numerous publics.

Public relations are a collection of activities carried out by a company or organization to preserve mutual understanding between the public and the company. It also encompasses the numerous efforts that help public relations promote and safeguard the public’s perception of the company, its public relations products, and services.

Public relations can also be described as the art and social science of analyzing trends, public relations predicting their consequences, counseling organizational leaders, and implementing planned public relations programs of action that will serve the organization and the public interest.” - Public Association Relations is a strategic managerial function which adds value to an organization by helping it to manage its reputation.” (The Chartered Institute of Public Relations)

Public relation’s primary strategy is to communicate the policies, public relations practices, public relations problems, and performances to the public and feedback the public’s opinions and recommendations to the top management so that a mutual understanding may be established between the organization and its people, i.e., shareholders, dealers, customers, the general public, government employees, and public relations.

Objectives of Public Relations

The following are the objectives of public relations:

1. It works towards public relations, promoting smooth functioning of the business and achievement of the goals of the organization.
2. It helps establish a corporate image and create a favorable public relations impression and credibility of the public relations products and services rendered by the establishment before the public.
3. It helps generate buzz regarding the launch of new public relations products and maintains that interest and curiosity among the public till the product being publicized is launched.

4. It acts towards public relations promoting the products and services of the public relations, similar to the advertising lines. It thus helps businesses sell their public relations products and services.
5. It helps decrease public relations promotional costs as most promotional activities are conducted through media channels.
6. It helps the public overcome misconceptions and public relations prejudices related to the public relations product or service.

Important Features in Public Relation

1. **Saturation of effort:** Organizations vying for a limited amount of media attention are under public relations pressure to outperform their competitors' public relations efforts. There is no guarantee that a public relations effort will affect the targets for which it is intended.
2. **Can be targeted:** A small, specialized audience of public relations activities can be targeted if the right media vehicle is used.
3. **Relatively Low Cost:** It is much cheaper, in terms of cost per person reached, than any other type of public relations promotion. Apart from nominal public relations production costs, many public relations activities can be carried out at almost no cost, in contrast to the high cost of buying space or time in the main media.
4. **Relatively uncontrollable:** A company has only a little direct control over the public relations proceedings of public relations activity. If successful, a public relations press release may be public relations printed in total, although there can be no control over where or when it is published. In addition, a public relations press release can be misinterpreted, resulting in negative news coverage. In contrast to advertising, an advertiser can exercise considerable control over an advert's content, placing, and timing.
5. **Credibility:** Public relations activity results in a high degree of credibility as compared to other public relations promotional sources like advertising. The audience may regard such a message as joining from an impartial and non-commercial source. Where information is public relations presented as news, readers or viewers may be less critical of it than if it is public relations presented as an advertisement, which they may presume to be biased.

Relations: A business should be seen as a responsible citizen of its community. A comprehensive community, public relations program should focus on building a good image for the company in the long run. Many organizations implement educational and health-related public relations programs for public relations, improving the quality of life of the community members. Such activities help to build their reputation along with benefiting the society.

Types of Public Relations

Public relations covers a wide range of activities

However, public relations experts often talk about seven types of public relations. They are as follows:

i. Media Relations

This has to do with building and maintaining a good relationship with the media organizations. An organization's public relations activities may focus on securing free media coverage by reaching out to journalists, bloggers, vloggers, influencers, editors, and other relevant publics. Public relations press coverage is a critically critical public relations output. Public relations specialists use publicity efforts to get coverage in the public relations print and broadcast media. They also respond to requests for information or comment from journalists working on stories concerning their company or its public relations products and services. Media relations activities might also include arranging public relations press tours of manufacturing facilities, press conferences to announce new public relations product introductions, and coverage of the corporation's annual stockholders meeting.

ii. Community Relations

This has to do with reaching out to the local community to listen to their concerns and feedback regarding the impact of the organizations on the local community, employment opportunities, environmental public relations protection, etc.

iii. Investor Relations

Business expansion often depends on the investors. Therefore, it is vital to maintain the relationship and regularly update them with essential and relevant information.

iv. Government Relations

Organizations must adhere to the rules and regulations set by the government. The issues concerned are but are not limited to CSR, employee welfare, and consumer public relations practices.

v. Internal/Employee Relations

They are taking care of the employees and listening to them. It is important to communicate with them regularly and advise them on their roles and responsibilities. Employees also need to know how their employers are progressing public relations and if any challenges may impact them. In the most successful public relations programs, public relations managers serve a significant advisory role to senior management. They make recommendations on policy issues and decisions explicitly related to communication.

vi. Customer Relations

No customers, no business. Therefore, understanding their needs and desires and updating them with what is being done to address them plays a significant role in the success of a business.

vii. Marketing Communications

Public relations Campaigns often support an organization's marketing campaigns by creating brand awareness and building a positive image.

viii. Publicity

David Yale defines publicity as “supplying factual, engaging, and newsworthy information to media not controlled by you. In addition, publicity is described as the public relations process of planning, executing, and evaluating public relations programs that encourage purchase and consumer satisfaction through credible communication of information and public relations impressions.

Marketing public relations involves persuading customers and prospects to buy (or continue to buy) the firm's public relations products and services.

The Following are Public Relations Prominent Tools for Publicity

i. **Public Relations Press Releases:**

The public relations press release is the basic building block of a publicity public relations program concerned with story placement. This is where the critical information about the public relations product or service is summarized to catch the media's attention. Just as the marketer would customize the advertising message for each target, he needs to customize public relations press releases for the various media he contacts.

ii. **Fact Sheets:**

A public relations press release should be written to be used without any editing. That means all the relevant information must be included. But, of course, there may be additional valuable information that does not fit into the public relations press release. That is where the fact sheet comes in. Fact sheets include more detailed information on the product of public relations, its origins, and its features. By providing fact sheets, it is easier

for the media to draft a story about the product of public relations because the fact sheet can help clear up misperceptions and answer reporters' questions, saving them a phone call or email query.

iii. **Public Relations Press Kits:**

The public relations press kit pulls together all the press releases, fact sheets, and accompanying photographs about the public relations product into one neat package. In addition, a comprehensive public folder can serve as an attention-getter and keep the public relations provided materials organized.

iv. **Video News Releases:** The video news release (VNR) is the video equivalent of a public relations press release. Public relations prepared for use by television stations, the typical VNR runs about ninety seconds and can be used to highlight some essential features of the public relations product.

v. **Employee/Member Relation:** An organization's employees are a vital internal public. Corporate public relations people often spend a great deal of time developing employee communication public relations programs, including regular newsletters, informational bulletin boards, and internet postings. In service organizations, in particular, these kinds of activities

can be used to help support brand communication efforts, for example, using the company newsletter to remind employees about the importance of public relations prompt and polite customer service.

vi. **Community Relations:** Companies must maintain the role of good community citizens within the markets where they have offices and manufacturing facilities. Many companies actively encourage their employees to participate in community organizations. Local corporations are often significant community sponsors of events and activities such as arts public relations presentations, blood donation drives, and educational activities.

vii. **Financial Relations:** Because so many major brand marketing organizations are publicly held companies, financial relations have become an essential public relations aspect. Downturns in company earnings quickly lead to declines in stock public relations prices and frequently to top executives losing their jobs. Financial relations people are responsible for establishing

and maintaining relationships with the investment community, including industry analysts, stockbrokers, and journalists specializing in financial reporting. The financial relations specialist has the job of getting maximum public relations press coverage for a company's financial successes and putting the best face possible on any financial losses. In addition, financial relations personnel write the company's annual report and any other communications directed to stockholders.

viii. **Industry Relations:** The public relations primary industry relations specialists deal with other businesses operating within the same industry and trade associations. The recent travails of the tobacco companies of the U.S. help to underscore the importance of industry relations – while the various companies are not in agreement on all issues, they have banded together in many instances to try to influence policy and legislation, with the thinking that there should be strength in numbers.

ix. **Development/Fund-Raising:** This is particularly important for not-for-profit organizations such as arts organizations, educational institutions, and community service public relations programs. These companies often rely on donations from the public, government, and other organizations to make up their operating budgets. Development specialists identify likely public relations prospects for giving; public relations prepare proposals to present

to those public relations prospects and work to nurture ongoing relationships.

- x. **Special Events:** Event marketing is rapidly gaining popularity. The International Events Group estimates that more than 5,200 companies spent \$6-8 billion on event sponsorships in 1998. About 65 percent goes to sporting event sponsorships, 11 percent to entertainment tours (such as concerts and theater performances), and 9 percent to fairs and festivals. Besides linking their brands to current events, marketers create events designed to reach specialized targets.

The event itself can serve as a compelling news angle for related publicity efforts, public relations promoted through advertising, and serve as a distribution point for sales public relations promotion incentives. With a bit of creativity, events can serve as a critical point of differentiation from competitors.

Major Areas in Public Relations

Four major areas can be relevant in achieving good public relations.

These are:

- i. Media relations
 - ii. Editorial and broadcast material
 - iii. Controlled communications
 - iv. Face-to-face events.
- i. **Media Relations:** Media relations involve taking news to the editors, taking editors to the information, creating relevant news stories, and managing the news. Building good relationships with the media is a benefit. The personal contact with editors is covered in the first two tasks above. The other two relate to the need for public relations to produce a regular supply of news items as part of the deliberate, planned, and sustained publicity effort.
 - ii. **Editorial and Broadcast Material:** Editorial and broadcast material is the product of public relations. It covers press conferences, news releases, personal interviews, feature writing, case histories, public relations press visits, and journalist briefings. News releases and public relations press

conferences are the most commonly used methods of gaining publicity, but many other techniques can be used. Let us take a look at public relations press conferences and news releases.

- a. **Public Relations Press Conferences:** A public relations press conference is held to brief media members about a major news event. You might be familiar with these conferences being used by a political figure or maybe by the police during an inquiry into a serious crime. The technique is equally applicable to public relations for a company or public relations product. Editors and feature writers receive many invitations to such events. They are, therefore, selective about which public relations press conferences they choose to attend. The subject has to be particularly interesting or topical, or maybe the conference/public relations presentation is attractive because it is held in an exciting location.
- b. **News Releases:** A news release is an item circulated to the media in the hope of getting it placed in a publication. It is the mainstay of publicity and, if published, can be of considerable value. More people see and read the Editorial matter than advertising in the same magazine or newspaper. The contents of an article also gain credibility by having the implied support of the publication.

Whereas advertisements are seen for what they are, an editorial comment is often considered objective and unbiased. The drawback of relying on publicity is that the editors decide what will be published and when it will appear. If a news release is set out in a way that is unsuitable for the publication, then it might be modified before insertion. This modification could change the balance and meaning of the release. The release could, of course, be rejected. Rejection is more likely with a major publication that is inundated with releases. Specialist journals, however, are often pleased to receive items about public relations product successes, new contracts, innovations, export achievements, or people in the industry. Specialist journals could be the best media to reach your target in some cases.

News releases are ‘one-way’ communication, which does not allow questions. Public relations press conferences allow ‘two-way’ exchanges but only with the media editors, not with the eventual target audience. They are often used to support a news release where it is felt the story could be enhanced by contact.

- iii. **Controlled Communications:** Controlled communications is the area of publicity material for company use. It includes annual reports, educational material, leaflets, audio-visual public relations presentations, and any material that could be successfully placed to support organizational objectives. This low-cost material is a luxury for some organizations because of planning time. The benefits are even more difficult to measure than advertising or other main media publicity. But such channels should not be ignored. The less usual ways of reaching consumers could prove effective because they offer a different public relations approach.
- iv. **Face-to-Face Events:** These include other ways of reaching the chosen audience direct. Conferences, exhibitions, lectures, shopping center events, demonstrations, open days, public visits, and many more are examples of activities used to facilitate contact. The environment for such contact is a key ingredient. Then the event has to be structured to give the right level of interest, linked to the communication message, for the event to be considered worthwhile.

Exhibitions are an excellent way to present an organization to its customers. They can be expensive but can also be a simple, low-cost ‘shell’ construction. Whatever the cost, it is important to ensure that an exhibition is as effective as possible.

This means being proactive in inviting visitors to your exhibition stand, rather than reactive, waiting for visitors to appear. The role of public relations and direct mail in attracting visitors must not be ignored. The cost of such an exercise is only a small public relations proportion of the cost of the exhibition as a whole, and usually is money well spent.

Roles of Public Relations

The role of public relations is to identify the relevant publics for an organization and influence them by changing their hostile positions, reinforcing the positive opinions, and transforming the neutral views into positive ones.

The public relations department performs the following functions:

- (i) **Public Relations Press Relations** – The public relations department works with the media to present facts about the company to ensure that information about the company is presented positively.

- (ii) **Public Relations Product Publicity** – The public relations department sponsors events and public relations programs to the public are new or existing public relations products. For example, many companies that adopt a park, school, or orphanage sponsor sports and cultural events like seminars, exhibitions, news conferences, etc.
- (iii) **Corporate Communication** – The company issues newsletters, annual reports, brochures, audio-visual materials to influence the public and the employees. For example, the company's top leaders may give a speech or message or provide an interview to the media.
- (iv) **Lobbying** – The company has to maintain healthy relations with government officials, ministry in charge of corporate affairs, industry,

finance association of commerce and industry, etc. To keep them satisfied, the company also has to take shareholders' opinions while formulating industrial, taxation policies, etc.

- (v) **Counseling** – The public relations department also advises the management on issues that affect the company's image and guides them to be involved in various social welfare activities to increase public relations presence in the public domain and gain confidence in society.

Tools Involved in Public Relations

Public relations promote sales. The public relations department performs many functions. Therefore, different public relations tools are adopted as aids in this public relations process.

1. **News:** News is the main tool of public relations. Consumers are in a better position to form an opinion about the company with the help of the news they listen to or read in any publication.
2. **Speech:** Speech is also a crucial tool for the product and the company. The vital views concerning the company and its products being expressed by top authorities and the company's personnel are published in important newspapers.
3. **Public Relations Printed Materials:** Printed materials also form important public relations tools. Usually, all the renowned companies have their newsletters, annual reports, and regularly published magazines distributed regularly among the public members.

Companies make vital information about their business's functioning, turnovers, public relations profits, and development plans. These publications are usually sent by post or couriered to clients.

4. **Special Events:** The company's public relations department creates publicity. If anything happens at the company, it is made known to the general public. For example, suppose the government recognizes a corporation for outstanding achievement in public relations production or export earnings. In that case, the Public Relations Department goes to great lengths to ensure that the public is aware of the occasion. Such information

public relations improve the public's perception of the company, resulting in a significant increase in its goodwill.

5. **Audio-Visual Materials:** Audio-visual materials also undertake public relations work. Audio-video cassettes help in this connection. These cassettes are shown to the public in cinema-houses or at public places where a larger audience is reached. Undoubtedly, these audio-video cassettes have become an important advertising tool.
6. **Public Services:** Companies resort to public welfare activities to improve public relations. These public welfare activities also boost the image of companies. Some examples of such activities are organizing health camps, free coolie service for aged people, women passengers at railway stations, etc.
7. **Institution Identity:** Some companies get their “Logos” public relations printed to have their clear “Identity” among the country's masses. One immediately identifies a company after seeing the “Logo” of the company. This is also a crucial tool of public relations.
8. **Website:** This is the most modern tool of public relations. Companies use their websites for advertising their public relations products. The general public can seek all the vital information about the company after looking at the particular website of the company.

Advantages and Disadvantages of Public Relations

Advantages:

Public relations operations ensure that information flows freely between an organization and its target audience. It goes a long way in maintaining a company's image in the eyes of external, connected, and internal stakeholders. In addition, public relations activities contribute to how an organization is perceived by influencing the media and sustaining relationships with the stakeholders.

As public relations communications are not perceived in the same light as advertising, they tend to have more credibility. For example, an article in newspapers or magazines discussing the effectiveness of a public relations product may be perceived as more credible than an advert on those platforms for that public relations product.

Another benefit is cost-effectiveness. For example, a company may need to pay advertising firms and spend millions of dollars on ad campaigns, which is out of reach for small businesses. On the other hand, the majority of public relations strategies are inexpensive. Reaching out to more public has now become easier due to digital technologies. Social media is now part of public relations in most nations, although its standing varies from nation to nation. The motivation behind digital public relations campaigns is to generate an internet public relations presence through relevant content campaigns, which might help build the authority and trust of an organization

Disadvantages:

Public relations activities may turn out to be firing back because of mismanagement and a lack of coordination with the marketing department. When a company's marketing and public relations department operates independently, there is always a risk of getting stuck in inconsistency in communication.

Another downside is the lack of control. Companies can control their advertising efforts, but they have no influence over how they are portrayed in the media, when their message is publicized, or where it is presented. Not every company has the resources to launch a sophisticated public relations strategy. Digital public relations, in particular, may necessitate unique and specialized talents, necessitating the hiring of specialized professionals and incurring additional costs.

Message distortion – A company has no control over what the media report about them. For example, a public relations press release, which a company hopes are reported in full, may not be used or may have only a small portion of it reported.

Repetition – With advertisements, a company can ensure that the message is frequent. Public Relations does not have this advantage, and the message may only be given once, if at all.

Benefits of Public Relations

- 1. Favorable Image' and its Benefits:** The familiarity and reputation of its name are among the greatest assets of any organization – whether it deals directly with the public. Everyone is influenced by Reputation because reputation in the industry can rarely be one without true accomplishments.
- 2. Public Relations Ducts and Services in Motion:** More than advertising efforts are required to inform consumers about public relations services

and pique their interest in acquiring. The inconspicuous effects of them shape people's interests and desires. These non-selling, subtle stimuli have an enormous impact on their willingness to buy.

3. Determining the Organization's Public Relations Strategy: The way organizations approach their relationships with distinct populations has changed as technology has advanced. There are three main ideas about that role:

- I. Controlling the public, steering what they think, and following the organization's goals.
- II. To stifle; to respond to developments and public relations issues, to events or other people's activities by blunting them.
- III. To establish mutual adaptation: To develop mutually beneficial relationships amongst all parties involved in the public relations present human climate, achieving mutual adaptation has become the most widely taken course.

4. Fostering the Goodwill

The goodwill of:

- The employees
- Communities in which the organization has units
- Stockholders
- Suppliers
- Government
- Rest of the industry
- Dealers
- Customers
- Supporters

5. Assists in Developing Brands: When you have good public relations, it is easier to build a brand. The brand's life and credibility will follow. A countrywide poll of brand managers came to this conclusion. The brand managers have confirmed that public relations are the most effective method of establishing brand credibility. Every marketing dollar spent can

yield maximum utility. More than half of the voters, or brand managers, believe that public relations are more important than advertising, sales promotion, and new media. Public relations pave the path for effective communications, though the editorial context cannot be put aside.

Public Relations Practices

Community Relations: Public relations practitioners for a broad range of corporate and not-for-public relations profit organizations carry out Community relations. Its public relations primary objective is to establish and maintain mutually satisfactory relationships with community and special interest groups in the locations where an organization has operations. Community relations work is distinguishable from public relations, and public affairs mainly deal with a specific local.

Crisis Communications: In times of crisis, an organization's reputation and public trust are on the line. They must be able to respond quickly with accurate information for all stakeholders involved in order not only to preserve but also build these assets during this difficult period.

The best way that companies can prepare themselves ahead if something goes wrong or spinning out of control is by thoroughly thinking through their communication plan beforehand so everything seems Shepherd says "rationally organized".

Employee Communications: Employee communication is the process by which an organization shares information with its employees. This includes not just basic updates about pay rates, hours worked per week, or policies but also more serious topics such as public relations procedures and benefits changes that might affect them in different ways depending on their role at work. For employee communications to be effective though there need two things: firstly clear honest timely notifications must go out from management so each individual knows what's happening within his/her team secondly these messages should come through consistently across all ranks.

Fund Raising: Fundraising is an important part of the job for public relations specialists. They can organize and conduct solicitation programs or special events, work as consultants with different organizations' development departments to raise money that goes into their own pockets rather than being reported back out again so it's spent more efficiently (a lot like how some people spend donations on themselves).

Government Relations: Government relations is a delicate balance of influencing policy in your favor while still maintaining relationships with key figures on the other side. Those who have been known to heavily rely upon this practice include organizations that provide public relations services or promote products regulated by governments, such as electricity providers and social service agencies; however it's not just these types that require assistance from professionals skilled at government-related marketing techniques - any business looking for an edge when competing against competitors could benefit too.

Investor Relations: Investor relations are a crucial part of any publicly traded corporation. It's often seen as one way to strengthen the bond between investors and companies, by providing them with information about what goes on inside these firms that they own shares in or may be interested in investing into through private placements when public offerings are not possible due to regulations like Sarbanes-Oxley Act. (This also has something to do with financial communications.)

Public relations functions (newsletters, media relations, and public speaking) are combined with marketing objectives in marketing communications (e.g., advertising, public relations duct public relations motion). However, as corporations consider the traditional public relations approach as a vital component in broader reputation management and sales strategies, the line between these two functions has become increasingly blurred.

Unit 1.2. The Role of Public Relations in Commerce

Public relation performs distinct roles in commerce in the Unit. The meaning of public relations has been thoroughly examined. Now we will take a look at what commerce means.

Commerce is defined as the activities that involve the distribution and exchange of goods and services. The main focus of commerce is “to exchange.” And exchange deals with the transfer of goods from the producer to the consumer. Commerce facilitates the free flow of goods and services to eliminate barriers that the exchange of goods and services may likely face, such as time, place, knowledge, person, and finance.

Commerce is classified into two categories:

1. Trade
 2. Aids to trade
1. **Trade:** Trade is an important aspect of commerce. It deals with the sale, transfer, and exchange of goods and services. The difference between

commerce and trade are that trade is simply the buying and selling goods and services, while commerce involves distributing and exchanging goods and services. Trade is subdivided into two distinct categories. These are internal trade and external trade.

- a. Internal trade is the buying and selling goods and services within a geographical area. It can also be referred to as home or domestic trades.
 - wholesale: goods are bought in large quantities from the producer and are sold in little quantities to the consumer.
 - retail: goods are bought from the wholesaler and are made available to the consumers.
 - b. External trade is the exchange of goods and services between one country and another. It can be subdivided into import, export, and entrepot.
 - import is the act of buying goods and services from other countries.
 - export means sales of goods to other countries. And payment for these goods is made in foreign currencies.
 - entrepot means importing goods to be re-exported to other countries. Therefore, it can also be referred to as re-export trade.
2. **Aids to trade** cover all the activities which facilitate the flow of Commercial activities. Aids to trade help eliminate hindrances in buying and selling goods and services.

The aids to trade are as follows: banking, warehousing, transportation, insurance, advertising, and communication.

- a. Banking helps make funds available, assisting people in their day-to-day purchases. Loans and overdrafts are made available for companies and individuals who need funds. In addition, banking removes hindrance to finance in a company.
- b. Warehousing aids in the storage of goods until they are needed. When the manufacturer produces goods in advance, the warehouse helps to store the goods ahead of demand. It helps to facilitate the hindrances of time.

- c. Transportation provides a means to carry goods from one location to another. It facilitates the removal of the hindrances of place.
- d. Insurance is the protection made against loss or liabilities that may be suffered in a business's daily running. Traders who suffer this loss are restored to their former status through compensation.
- e. Advertising is a tool used to create awareness to the public about a product. It ensures that customers are aware of the existence and availability of a product.
- f. Communication aids in sending and receiving information from the producers to the consumers. Suppliers and consumers can link up easily.

E-commerce:

E-commerce is also known as electronic commerce or internet commerce. It involves the buying and selling goods and services via the Internet and the transfer of money to complete the transaction online. E-commerce maintains and conducts transactions that include buying and selling goods and services using a computer telecommunication network. E-commerce can be done on your smartphones, tablets, and even computers. So many things can be purchased using e-commerce. E-commerce has affected our daily lives in how we make purchases of products in our comfort zone.

E-commerce operates in the following major market segment. These are:

1. **Business to Business (B2B):** This refers to the sale of goods and services from one business to another. They do not sell goods to the consumer. It does not deal with consumers. Instead, products such as raw materials are sold to other businesses so they can be processed.
2. **Business to consumer (B2C):** It is one of the common forms of e-commerce that involves business taking place between the producer and consumer. The sale takes place between the business and their final consumers
3. **Consumer to consumer (C2C):** This gives room for an individual to sell their products, using a third-party site such as eBay, Fiver, Estyetc. It is the sale of goods and services from one consumer to another.

4. Consumer to Business (C2B): It is when an individual can sell their product to a business. For example, artists, freelance writers, photographers, etc. can sell their work be used by a cooperative

E-commerce remains open all the time (24/7), buyers and sellers may find it difficult to locate each other difficult, but products are easily located online. It makes purchases easier, faster, and less time-consuming. E-commerce companies no longer have barriers in geographic location. It reduces expenses which means digital sellers can launch online stores with minimal capital.

E-commerce makes additional information available to the public.

The function of commerce is to facilitate the exchange of goods and services for the benefit of the consumer and individuals all over the world, it creates job opportunities for a large number of people, it promotes the rapid transfer of information, and it helps in communication between the producer and consumers, it increases the standard of living in the sense that it the extent of commercial activities determine the standard of living in a geographical area, it helps people to generate capital and assist people in getting revenue to make their daily purchases, commerce help to make protection of risk a company might face in their day to day running. In addition, it develops means of transportation, development of warehousing, development of insurance, and providing adequate commercial facilities.

The consumer no longer needs to travel long distances to Access their desired product.

What role do public relations play in the process of buying, selling, and distribution of products? Public relations builds the reputation and promotes the image of a company. They try to analyze the company's product to get all the positive reports that can be acquired from the goods and send them to the public to enhance their image and convince their potential consumer. The role of public relations is to make the public think about a company favorably and the offers the company is ready to give to them. Public relations uses different tools to get to the companies' potential and existing buyers, including press conferences, community service programs, news releases, and speaking engagements.

In the advertising sector in commerce, public relations create appropriate content to make awareness of a product to the public. They write meaningful content themselves or get a team of writers and editors to control their consumers' content about the company. It has to be good content that carries relevant and true information about the company. Public relations professionals ensure that consumers are aware of the company's availability and the existence of different

products. Public relations also try to persuade their targeted audience to buy their products. Public Relations finds the right way to get to their audience, so they adopt social media, press, catalogs, television, radios, etc.

Public relations develop and release social media programs to shape public perception about a company. They review and create awareness of the products and goals of a company.

Public relations builds a brand, and the public becomes familiar with the product by your brand. Building a brand creates awareness to the public who are yet to know about your product. The important thing is making awareness of the right audience. When awareness is not reaching the right audience; there would be little or no exchange which may likely lead to the death of the company. Public relations reach out to the right audience. Studies have shown that consumers make their purchases looking at the company's reputation. Public relations play the role of creating content for the audience. Your audience wants to know about their safety, the growth of the company, and the truth. No consumer is willing to go for brands that are not honest.

Public relations are responsible for growing, shaping, and maintaining the image of a company.

Consumers tend to purchase a product from a well-known brand because they guarantee their safety. Well-known brands will not want to destroy the image they have tried to build for years. Therefore, public relations have a definite impact on the sales and revenue of a company. Public relations aim at working towards the main objective of a company. One of the important roles public relations does in commerce is, getting the public engaged and interested in a product, which will make potential consumers eager to purchase a product.

Earning the trust and loyalty of your consumer is very important to the company, in the sense that every consumer can satisfy their wants and needs. There is a tendency for the consumer to go about testifying about your product to other members of the public. That means public relations help develop trust and loyalty among the consumer, which leads to the creation of more awareness. There is always a gap between the producer and consumer. Public relation comes between the gaps and helps communicate the wants and needs of the consumer to the producer. And it helps in cultivating and maintaining a close relationship between the consumer and producer.

Every consumer wants their voices to be heard, they try to lay complaints, and they want the company to find solutions. They are eager to give their review about a particular product. But unfortunately, those reviews and complaints can only get to the manufacturer or producer through public relations.

Public relations officers help the company communicate effectively with its consumers.

Public relations officers give answers to information questions from the media. They maintain the company's image and identity and help get the public opinion about a product. They determine which promotional programs are suitable for the Company's reputation. They also write press releases and contact people in the media who can help to broadcast, print, and publish those materials. Magazine articles, catalog, television, and radio special reports, the news feed on social media, and newspaper articles begin from the public relations office. The attitude of public relations matters a lot. They need to be accessible and friendly to the public to maintain a favorable image of a company in buying and selling goods and services.

Public Relations plays the role of managing events and communication, exchanging goods and services between the consumer and producer.

Public Relations officers solve the problem, and they should be able to explain how a business handles sensitive issues. They use good judgment when they make reports about the exchanges of goods and services.

Public relations officers speak on behalf of a company, and they clearly explain a company's position to the public.

When there are public relations protocols in any company, there would be no or little gap between the consumer and producer. This is because public relations supervises the public's attitude and manages the relationship between the public and the company when it comes to exchanging goods and services. They also try to generate different methods to build constant communication between consumers and producers.

Public relation is a vital part that maintains and protects the image or reputation of a company. When the public has a good perception of a company, there is always an increase in sales.

To create a positive image, a company needs to portray itself in a way the consumer would be able to root for the company's good works at all times. Public relations would be needed to work with executives in other arms of the company to create an overview of how the company wants to be perceived by public members.

This involves outlining the company's objective and giving a broad explanation to the outline. This will widen the understanding and knowledge the public has about the company.

Public relations help businesses to build a positive image on social media about their goods and services. They try to connect with existing customers

and new customers using Instagram, Facebook, YouTube, and Twitter feed. they monitor what the public has to comment about the company, and it even gives room for the public relations to know about the problems faced by the public in commerce

Once in a while, a company can face circumstances that are likely to ruin the company's image. For example, for a food company with contamination issues in one of their products, the public relations find a strategy that would aid in repairing the company images. Communicating to the public on how they are dealing with the problem and trying to regain the public's trust in which they are about to or have a loss.

Food companies easily deal with perishable goods, which need to be sold to their consumers before reducing the quality they need. Public relations create the channel by which these perishable goods reach their consumers in good conditions within their short lifetime. If the goods are not reaching consumers when they still have the high quality, it makes the consumer lose interest in those goods, and a consumer who is not satisfied by the product they get, will not be willing to get more of the product. No consumer is ready to buy expired goods. Public relations help make perishable goods get to their consumer before they get spoilt. Public relations work hand in hand with the food chain supplier to ensure they keep the food safe and quality.

Public relations tries to manage the accuracy of the information in the different stages of the supply chain, so there won't be misinformation along the line.

Public relations help the producer know their buyer and their consumer's expectations. Public relations manages information so the consumer will not run out of knowledge or be filled with inadequate information about the goods, which might have side effects if not properly used.

There are various types of public relations, and they play different roles in commerce.

1. Investor Relations: in every company, investors are very important. Public relations duties in the investor sector are managing queries and releasing a report on finances to the company stockholders and the potential stockholders and financial analysts. When an investor relations plan is effective, it increases the company's value in stock and makes it easier to raise extra capital for the business. Sometimes special meetings are needed with the financial analysts to overcome the negative perceptions of the company or indifference among the investors.

2. **Consumer Relation:** it deals with existing and potential consumers. Public relations are needed to have a conversation with the consumer to know the opinion, suggestions, or overview of the public about a particular product to gather reasonable ideas to influence other members of society to use the company's product. Public relations helps in consumer education. Various programs are set to educate the consumer to avoid misunderstanding in exchange. Different methods are adopted to educate the public, including producing manuals and sponsoring television and radio programs releasing the survey results. Focusing on educational programs might help to inform consumers about economic matters. Finally, public relations helps organize anniversary celebrations, an event related to trade shows, special exhibits, or fairs and festivals.
3. **Community Relations:** Community relations build a company's reputation in society, informing the public what makes your company different from every other company and helps build a solid foundation for the company. Community relations also help to visualize the company to be visible as a good community citizen. And to also gain the goodwill of the community in which they operate. Community relations means getting involved in social activities, such as child education, ending child labor, performing arts programs, social and educational programs, children's programs, community, construction projects, and supporting sports teams or other events financially.
4. **Media Relations:** Media relations focus on maintaining relationships between producers and consumers using media. As a result, the company can get the good reputation they need using the media.
5. **Internal Relations:** it deals with relating with a member of the company. The member of a company is one of the important audiences. The role public relations play is always keeping the membership informed and giving the employee opportunities to communicate to the management at the upper level. a public relations role is to discuss with a member of the company how they can improve their roles and responsibilities in the company. The main aid of internal relations is to improve the worker's performance in their position. And ensuring workers promote the image of the company during their long-time existence in the company.

6. **Government Relations:** it is concerned with managing a good relationship between the government and the company. This means following the government rules and regulations to protect consumer rights, consumer social responsibility, fair competition, and protection of employees' rights.
7. **Marketing Communications:** Marketing communications have to create brand awareness, launch the project program, and marketing campaigns. In marketing communications, new products are announced using different channels. In addition, public relations publish or prepare materials that might help the company's image.

Without public relations in a company that deals with commercial activities, the company would be lacking in so many ways that it would be difficult for the company to maintain a relationship with their consumer. The producers and consumers would be two worlds apart. The company might not meet the public's standard, and there will not be room for communication between the producers and consumers. In the sense that the producers are always busy manufacturing things they feel the public want, and sometimes those products do not satisfy the consumer's wants. There would be no room for consumers to share their opinions, overviews, and ideas.

Public relations monitor publicity and conduct research to determine consumers' expectations of a product. In addition, they deal with inquiries from the public, the press, and the company.

Public relations does a lot of activities in commerce and without public relations in the commerce sector, building a business or brand name may be difficult because it takes a well-trained individual to build a brand from scratch and reach out to the right audience.

Without public relations, it would be difficult for a company to build and maintain a good reputation and image.

Without public relations, a company might find it difficult to communicate to the public effectively. Events and content may not be managed properly. A business without public relations might not know how to get to their potential consumer; creating meaningful content to earn the loyalty of their consumer may be difficult because they have no basic knowledge on how to do it.

Commerce that deals with the exchange may find it difficult to get a product to their final consumers without the help of public relations.

An audience's attitude about a company can influence the success of a business. Public relations helps to control and monitor the type of conversation the public is exposed to preserve a company's reputation in the eye of the audience. In addition, public relations help maintain constant communication between the different distribution channels. Public relations officers organize a team to build a quality outreach list, identify fruitful consumers and partnerships, and know the opportunity open to a company.

Companies often do not see the usefulness of public relations in exchanging goods and services until a problem occurs. Sometimes public relations find it difficult to convince the company about its function in developing the commercial sector.

People tend to compare public relations duties in commerce to advertisement or marketing. They can be similar somehow, but there is a big difference between them.

The major difference between them is that public relations try to cultivate a relationship between a company and the public. Public relations manage the image a company portrays to the public. Advertising is a non-personal communication that is directed to the public. At the same time, marketing promotes the product to satisfy consumer wants and accomplish the company's objective, which is to generate revenue.

Smith (2013) says public relations practitioners' responsibility can be placed into two categories: communication technician and communication manager. Communication technicians write press releases, articles, and other communication articles. They also assist in event planning. At the same time, communication managers try to assist in the strategic planning of a company's communication effort. They develop different communication plans to achieve the goals set aside for the company's growth. Communication technicians and managers play different roles in building and maintaining a good relationship between the public and the company. Before moving to the manager role, most public relations start from beginning their career as a communication technician.

Public relations plays the role of a strategic communications tool. Let us consider the value and benefits public relations add to the image and reputation of a company in the world of commerce.

These are some important benefits public relations make in a company's exchange activities:

- Brand awareness elevation: they play a role in creating marketing strategies and holistic communication to increase brand awareness

to the public. Public Relations aims to communicate the company's innovation and earn a high level of attention from the public.

- A brand's positive image or reputation shapes its image positively in the market when it matters a lot.
- Public relations help to speak about creating and maintaining a positive brand reputation. Image contributes greatly to the commercial activities of a company.
- Investor attraction: public relations help when the need to secure funds from investors arises. They try to ensure the right placement and timing of media content to make investors aware of what the company offers. They give reason to investors to believe that the company is a lucrative investment opportunity.
- Positive image building has to do with the credibility of the company. Public relations helps the company brand to be reinforced when someone else positively speaks about the company brand. Public relations develop strategies to create positive comments from the media and public about a brand in Commercial activities, enhancing credibility.
- Lead generation: when public relations starts to develop a company reputation and credibility, the company's commercial activities start to enjoy new and qualified leads. This is because public relations helps to provide well-organized strategies which make the company discoverable and send the right message to appropriate receivers.
- Enhancement of media relations; public relations in media helps to build a strong relationship and connection with media agencies. Media agents who share the same value with the company and who are more focused on the company objective will help regularly engage the company on media when they receive newsworthy content from the media. The role of public relations is to maintain a good media agency that helps prioritize the company stories above their competitors. In addition, public relations helps to build a relationship with media outlets and bloggers so they can report interesting and positive information about the commercial activities of a brand.

- The reputation of a company needs to be constantly maintained. Public relations Nurture and manage the image and reputation of a brand because a positive image of a brand cannot be built overnight. It is built taking one step at a time, and the consumer uses this time to build their trust in the brand truly. Public relations help in the long-term reputation management of a Company's commercial activities. If something negative happens to a business public relations strong relationship with the public can help to mitigate the damage to the image of your company
- Educating the public; public relations create and share meaningful and informative content to the public about the company product that can help solve the public's problems. Public relations helps inform the public about needed knowledge to make them capable of making insightful decisions.

Public Relations uses different tools and media to build the business reputation. These include:

- i. Trade Fairs: It is organized to enable companies to show their latest product to the public
- ii. Newsletters: These are printed or electronic report that contains news about a company.
- iii. Sponsored Programs: Company fund projects covering a range of activities with including training, including research, teaching, and services
- iv. Gifts/Free Sample: The producer gives goods as samples or gifts to the public to be tasted.
- v. Cinemas: A company can show special movies to arouse the interest of consumers and to build the company's image
- vi. Features Article: This deals with the creation of content on magazines or newspapers about the company's products
- vii. Seminars, workshops, and conferences highlight its activities to the public.

- viii. Provision of after-sales services: Customers' services are rendered to the public to listen to their complaints and requests.
- ix. Television and Radio: A company can boost the image of their companies by information to the public using this media
- x. Exhibitions: Companies are given room to display their products in a selected place
- xi. Social media: Helps bypass the media and go straight to the consumer.
- xii. A business event is used to promote a new product in a business.

Advertisement and marketing are often mistaken for public relations. Public Relations and advertisements build a brand and communicate with the public. The only difference is that advert is paid for while public relations earn their result. Advertisements are expensive in marketing tools. It controls a brand's message. Consumers do not trust all they see in advertising. Advertisements are often created for a certain audience to make massive sales that are not ensured. Advertising plays the role of introducing new products in the marketplace. It promotes a brand's image, educates the public about the uses of their products, and adverts persuade the consumer to buy.

Marketing roles in commerce can sometimes be mistaken as public relations roles in commerce. So let us take a brief look at what marketing is all about.

Marketing is activities a business or company undertakes to promote the buying and selling of goods and services. Marketing does the following activities: advertisement, selling, distribution, and promotion of products to the public, consumer, and other businesses. Marketers' role is to seek the attention of the public through advertisement. Marketing uses a 'marketing mix.' What does marketing mix mean? It is the collection of controllable factors that influences the behavior of the public and consumer. It combines controllable variables known as the four Ps: product, price, place, and promotion. Neil Bordon and McCarthy popularized the marketing mix concept in the 1950s. The meaning of the four Ps? is what each word means. Product refers to the item a business is willing to offer to sales to the consumers or public. Price is the value the company places on a product, which means how much a product has been sold for. The place is concerned with putting and distributing the right quantity of products in the right location. Promotion is the integrated marketing communications campaign. It informs consumers of a product's features and persuades them to

buy it. Public Relations plays a role in developing marketing communications in strategic planning on goals, projects, budgets, and tactics. They develop a media relating strategy for placement of product information on a high level of broadcast, online media, or print. Public Relations are expected to create a strong relationship with local and national businesses in the media outlets. Public Relations should be able to plan a good event for the commercial sector.

Without the help of public relations in commerce, it might be difficult to carry out buying and selling in a business. Without public relations, there might not be a good relationship between buyers and sellers. Building and maintaining the image and reputation might be difficult without public relations in the process of exchange. Without the help of public relations, the running of successful commerce activities might be difficult. The public relations role in commerce is to make a brand stand out from its competitors. Public relations help a company to maximize its communication outreach. Public Relations help tell stories and create high-quality content. It helps consumers place their trust in the company they know, and it is more likely for them to do business with a brand they admire.

Public Relations helps to increase goodwill in commerce. It builds the company's image, aids in maintaining a good personal relationship with the employees, and helps maintain a favorable relationship between buyers and sellers. It also helps build the image of a business.

Unit 1.3. Public Relations in Social Media

Social media is a space that harbors different species of individuals that expresses dynamics in Both psychology, values, interest, and international perspectives. To effectively engage in successful public relations in this space, the person needs to equip his/herself with some principles of social interaction. public relations in social media generally involve using media tools and content to connect with potential customers to convince them of the product or area of the public relations involvement. They (Public Relations officers) help a business or individual to develop a positive reputation with the public with several communications that can be paid for or not. Public relations officers on social media can also help customers or followers defend their status during a crisis that endangers their credibility and the community they build.

Social media as a communication space is very impactful because it amplifies public relations content, elaborating and fast-spreading it. One distinctive and beneficial factor about social media is that there are possibilities that the content will live longer in the space. Social media users give more

attention to constructive content that can attract and correlate with their area of interest, values, and psychological reservations.

Public relation in social media has to be done with absolute cognizance of the type of social media one chooses. For instance, several social interactive platforms in the media space range from Facebook, WhatsApp, YouTube, Instagram, etc. Public relations have done on each of these platforms varies. For example, the style of public relations manipulation of content in Facebook is different from YouTube; the same applies to all social media spaces. This is because these media platforms are different in features and operations but similar in possible delivery of PR's content to its users. A constructive and excellent public relations officer should consider the level of visitors to each of these social media platforms. These can help in determining their level of effectiveness.

Public relations duty on social media is the strategy imbibed by content creators to achieve effective communication with the public or to create and maintain relationships to foster effectiveness in marketing.

Five Strategies in Social Media for an Effective Public Relations Officer.

1. Offer to be a Guest Contributor:

A good and focused public relations officer should engage in becoming a contributor. A guest contributor on a website must contribute to articles that involve throwing in ideas to the editorial team and working with them on a piece that fits their content and brand style. The primary purpose of becoming a guest contributor may not be to benefit the brand but to make sure that he draws a community of viewers to his/herself by his constructive writing skills and content.

2. Social Media Sharing in the Press Release:

The social media release was designed specifically to maximize online social value. Social media releases look almost the same as today's multimedia releases in structure and design but can help open up dialogue in new and different ways. For example, a public relations officer aiming to build an audience community should focus on his blog. This is the best place to publish a social media release.

3. Focusing on a Community with a Conversational Approach.

A public relations officer should aim at being a conversationalist. This will help in building an audience. Interaction with viewers on social

media gives them a sense of belonging and openness, and individuals are easily influenced by those that engage them in fruitful and beneficial conversations.

4. Have a Crisis Management Plan in Place.

A public relations officer should always plan. He should design steps, plans, and strategies if crises occur. His way of managing crises will build confidence around him by his audience.

5. Be Consistent in Showing Up.

A good public relations officer should be consistent in his presence on social media. The reason is that viewers may want to get information at any time, so he should be there to attend to it.

Some Social Media Platforms and Strategies of a Public Relations Officer in them are Listed Below:

A. Public Relations in Facebook

Facebook is the most visited social media platform; it is a very lucrative environment for a public relations officer to communicate ideas, share content, and construct an impressive article that can lure or attract more users to his brand. According to an August 2011 article by Sarah Skerik of public relations Newswire.

“Facebook has over 700 million users who spend more than 700 billion minutes a year on the site; the possibilities for a public relations campaign are endless”.

This statistical postulation is subject to change as users of Facebook keep increasing daily.

The writer (Sarah) portrays that Facebook is so vast and frequently visited; hence, it is a massive opportunity for public relations officers to engage with as many as possible. Furthermore, suppose a public relations officer understands their way around Facebook to build community. In that case, his content can be extended far beyond his reach because sharing, likes, and commenting plays a role in spreading information.

In Facebook, the systematic development of your page or excellent handling of your timeline can attract a lot of people to you, most people in the Facebook community do not give much attention to information that is

accompanied by the advertisement but mostly content that is convincing and is fostered with affirmation, the next thing a public relations officer should give attention to is always attending to their audience, users of Facebook desire that their question and doubt is cleared if this is done. The audience conceives some level of honesty, and they will help in sharing the PR's information. One effective way to get an audience is using Facebook workplace targeting. This feature will help a public relations officer target their audience and redirect them to the information you want them to see.

A public relations officer should note that a Facebook page account or page created to communicate, influence, and share constructive content to Facebook users can be reduced to redundancy if it is not frequently visited and developed.

B. Public Relations in Whatsapp:

WhatsApp is one of the most frequently visited or used social media spaces because some of its features, just like Facebook, are exciting to the users. Some users said WhatsApp is easier to access than other social media platforms. Some influencers prefer WhatsApp in disseminating information. WhatsApp is one practical way for public relations professionals to speak to groups and individuals quickly. According to Rick Guttridge (co-founder and managing director of public relations agency Smoking Gun) 27 Feb 2020.

“With over 55 billion messages sent via WhatsApp every day, there is no denying that this is a communications channel to be reckoned with.”

In Rick's opinion, WhatsApp harbors multiple messages daily; hence, good public relations officers can seize this opportunity to convince and relate with users. One beautiful thing about WhatsApp is its users' easy, fast, and effective response. Another aspect of WhatsApp that can be extremely helpful to a public relations officer is WhatsApp status. This is where an average user will always visit anytime they are online. Some WhatsApp users do not find it interesting to chat anymore but view status. If a public relations officer posts constructive and eye-catching content, it could easily attract the audience's attention. Some tips that can be used to make more of this platform are:

1. WhatsApp Business is preferable as it helps make other users understand what you are into. It also comprises the feature that can make WhatsApp interesting. Therefore, an excellent public relations officer should look out for how to be creative and constructive to earn people's attention.

2. Creating a broadcast list is another option for a public relations officer to absorb, although some users get irritated when an unnecessary message is sent. However, a public relations officer should inform an individual about his intention of adding them to his broadcast list. It helps public relations in disseminating information without sending it to individuals each.
3. Creating a group can also help a Public Relations Officer meet with WhatsApp users. You should always create a constructive attachment to disseminate by creating a group. This will convince people to join the group to find out what you have to offer. It is not advisable to create a group then start adding people without their consent. That can be interpreted as intruding. Consequently, the user may not be interested in whatever you have to offer, no matter how interesting your content is. After creating the group, you introduce yourself. The reason you created the group, your choice of words should be very appealing enough to change the most hardened mind. The reason is that all social media spaces are flooded with scammers and hackers. These acts can easily be perpetuated by a click or a user giving attention to online content creators. Social media users tend to be very protective of their space; public relations officers should be aware of it. They should also allow it to guide their decision while approaching their audience. The group should strictly portray what it is said to portray. For example, a public relation should not start posting fashion content when the group was created for ICT experts. Such an act creates distrust and a lack of focus in the minds of people in the group.
4. Status viewing is another way a good public relations officer can easily relate to people. This aspect of WhatsApp carries ideas and constructive content which excites users. Some WhatsApp users spend an hour on their status to have fun, laugh, smile, be motivated, and learn. Your impeccable content will always attract people to view your status as a public relations officer. While you start, make your content so enticing that those who get a grip of it will keep coming for more. First impression matters, they say. A public relations officer that lacks unique content to attract the audience at a start will do poorly in their subsequent discharge of duties. It takes more and more hard work to get users that have already updated your status post as irrelevant to their immediate need and desire to start viewing your status again. One of the most effective strategies is to combine your

marketing content with short amusing videos, inspirational quotes, and short motivational content. Place this content strategically, not all in one roll. Still, for example, a short amusing video first, then your marketing content, followed by inspirational quotes. When such a step is followed, for a start, a user might be interested in the short videos or inspirational quotes, in the process of surfing for them in your status, they will skim through your marketing content, it will get the users attention if it was fantastically designed and presented.

Tim Gibbon, the founder of communication consultancy elementals, states, *“With the changes to broadcast messages and groups, things are changing with the world of messaging, and PRs need to be mindful of how changes will impact the community they build and interact with.”*

This implies a call for consistency in dynamics; a public relations strategy must always be ready to change with the community he builds. In a platform like WhatsApp with billions of users, the audience needs to be part of something and receive exclusive content. So, a PUBLIC RELATIONS strategy should focus on giving out impactful content to the community they have built. This communication will be the ones marketing the PR’s ideas to the people around them; consequently, a broader audience will be achieved.

Three Things to Consider While Building a Community of Audience:

1. According to Gibbon, “build contingency for if things change” suggested that WhatsApp, Facebook, and Instagram are community-owned and managed by one body. If things suddenly change, a public relations officer should have a future strategic plan. All these platforms are merged; it will not affect the community they have built.
2. When giving out content in WhatsApp, a public relations officer should try as much as possible to personalize it. Make it your content, make your audience have a sense of access. If they have it in mind that they are speaking directly to the source, this will build their confidence to explore more and stay in your community.
3. The environment should also play a determinant factor in content creation. A Public relations should determine the type of content he designs for the audience, as a different environment requires different content creation

tactics. A creative public relations officer should first study the environment to understand their precepts and values. After absorbing the concept or environmental perspectives, the brand and content should determine the tactics.

C. Instagram:

Just like other social media platforms, public relations on Instagram is done by managing content, sharing information, and designing constructive content in your handle. Instagram is basically where many social media users' trends. Graphical content is very competitive; this challenges a Public relations expert to think beyond his immediate capacity to generate constructive ideas. Instagram gives more attention to visual content; many people use Instagram as a recreational tool. However, a professional public relations officer can use this opportunity if he desires to make a long-lasting impact on his audience. Some of the ways that an effective public relations officer can use in reaching to Instagram users and generating a community for himself, as earlier mentioned, are:

1. Sending offers, promotions, banners, etc., can help a public relations officer gain a higher reputation or build trust. Such offers and promotions should be sent to your followers and non-followers. The more constructive your content is, the more people you draw to your community.
2. Instagram, unlike before, has now provided an opportunity for its users to manage comments, restrict someone's accounts, or pin the best comment. Commenting on Instagram is an easy and convenient way for all Instagram users to ask their questions, opinions, or give their feedback. A professional public relations officer who understands the concept will always take advantage of this opportunity to attend to comment about the content he posted, address doubt, if any, and discourage fear of uncertainty. This will, in turn, build the trust of individuals towards your page or community foster Consistency of your community members.
3. Instagram stories are one of the best and most effective ways to connect and share information with the public for your business. However, some public relations officers or content creators go to

buy followers for their accounts. What happens when an account was developed with fashion content to generate followers then sold to someone that intends to use it for Catering services? When the followers notice the change in content, they might decide not to stay on such page anymore.

Public Relation Strategies for Instagram:

Some effective tools that a public relations officer needs to make their influence in Instagram are listed below:

1. **Reason:** In any Business, the reason is the key to prop up such business growth. After considering the business that needs to be promoted, a professional public relations officer should ask why. Why do I want to do this, and what am I aiming to achieve in the end? This goal will serve as a starting point in developing social media awareness, engaging with an audience, what and how to engage the audience, and connecting with influencers. Before starting, your aim and reason will help you choose which or what type of influencers you want to connect with. Putting the right strategy in place by allowing your aim and reason to tame your decisions will lead you to boost your sales.
2. **Popularize your Business and Services:** After strategically allowing your aim to lead you to your desired audience, the next step is to popularize your business with constructive content and skills. For example, Instagram can be used to produce a flow around a new product. Some of the ways these can be done are by posting teasers ahead of time. Before you start the business, a public relations expert should start generating concepts that can easily foster anticipation. Your community members should always expect a new concept different from the last. To do that, a good public relations officer should think of skills and precepts that can be intriguing enough to capture the minds of individuals.
3. **Collaboration with Other Businesses:** This can also help a public relations campaign on Instagram. Collaborating with others will expose the public relations officers to new ideas. They can also collaborate with other businesses for giveaways. Hosting a contest with your collaborators is one strategy that attracts individuals to like or follow your account.

4. **Before Production Pictures:** A public relations officer should be involved in posting behind-the-scenes pictures of the products they are promoting. Customers or the audience like to know what is going on in the process of production, a professional public relations officer should take advantage of this and use Instagram to influence and start a more interesting and personal relationship with his audience or customers by taking them along the journey of production, allowing them to peek into your creative and impressive methods and office life, by creating a sense of belonging to your audience your brand becomes more successful.
5. **Hashtag:** this is another effective way that can be used by a public relations officer to fast spread and connect more followers to their Instagram community. Using hashtags makes public relations more discoverable. As long as your content is impressive, tell your audience about the content, hashtag it, and it will spread massively depending on the effectiveness of the audience you build.

These are a few things a professional public relations officer can do to promote their brand or attract people to their Instagram community without spending money on buying followers.

D. YouTube:

One of the most successful platforms in the social media space for a public relations officer to go into is YouTube. It offers specific audiovisual information about any programs or businesses of interest.

According to an article by Lisa Buyer on effective public relations on YouTube, YouTube is the second largest search engine with over a billion users. Yet only 10 percent of companies advertise on it. In addition, YouTube reported that its 1.9 billion users collectively watched more than one billion minutes of video daily.

This means that a creative public relations officer can also use YouTube to reach out to people, build brands, and market any product of interest. The content on YouTube can easily reach a vast community of social media users, and a lot of them will be ready to patronize your ideas or business. Some of the tips a public relations officer that is interested in YouTube marketing should follow are as follows:

1. A good public relations officer should focus only on the quality of his advertisement, not the quantity. So, a public relations officer should create

an advertisement that tells a story that resonates with the user they are aiming to attract and then includes your marketing products. For example, suppose a public relations officer is advertising for a food company. In that case, they should create the content of exciting and assorted meals and how delicious they will be if tasted. This alone can sometimes cause customers to salivate and think of trying such meals.

2. YouTube is an efficient social media platform, hence, a public relations primary aim is to target your product is correct and benefiting audience. This is very critical because users get attracted to adverts that interest them; hence a good public relations officer should be on deck to develop content that may not necessarily get 100 percent attention of the user but will attract the user to find out what the advertisement is about.
3. A public relations officer has to understand and consider that when an individual visits YouTube, they have a concept they intend to focus on or purpose they want to satisfy. It could be to surf for entertaining content or educational information. An active public relations expert should take advantage of this visit to present their constructive content. This is when the timing becomes crucial. A public relations officer should determine when users visit the page frequently and strategically administer their advertisements.

Creating an effective advertisement on YouTube involves balancing ensuring that your message is across to viewers but not dissuading or discouraging them from ignoring your advertisement because it is too long, not presentable, or applicable. For example, a good public relations officer should minimize the length of their advertisement because viewers get irritated when they realize that content that does not add up to their interest in contributing to their data consumption.

Things to pay attention to while aiming at YouTube audience are as follows:

1. **Show Up Consistently:** Public relations officers should take advantage of opportunities on YouTube to present an advertisement to the targeted audience at the appropriate time.

YouTube has recorded a massive number of engaged users. Being recorded by statistics as the second largest search engine behind Google,

the audience always desires more interesting content. Unfortunately, with these statistics, many public relations officers, brand ambassadors, business and marketing outlets are still not taking advantage of the advertising opportunities on YouTube. This means that there is low competition in YouTube advertisements, but the opportunity is high. This should make a creative and zealous public relations officer take advantage of the opportunity to build community by attracting viewers to their page.

- 2. Focus:** Another factor to consider as a public relation officer is that viewers despise advertisement that is not targeted at them. One of the problematic issues with YouTube advertisements is that people strongly frown at some advertising content, especially when the purpose of the content is incomprehensible. Breeze further added that the solution to tackle the irritating attitude of YouTube users towards an advertisement is to make sure that it is targeted at the right audience.

A public relations officer who wants to be excellent in his field should consider all these facts not to create dislike towards the brand they are advertising. For instance, if an individual is searching for a vacation resort video, and a public relations officer without the basic public relations skills and basic knowledge puts a 15-second video of a Fashion show, the officer has completely missed his focus mark. They have not only deviated from the targeting parameters but also introduced an avenue that leads to a powerful emotional impact that can make the individual annoyed and irritated whenever they encounter the brand again. Hence, a public relations officer has to be careful to choose where he decides to place his advertisement.

- 3. Timing:** this is another point for a public relations officer to consider. The right timing will draw the right audience to public relations.

People already have an idea of what to look out for on YouTube; hence, the time for advertisement should be targeted depending on the area of people's interest. For instance, if an individual turns to YouTube to learn how to repair a broken Television because it broke and they have a visitor, if after watching the videos, they still cannot fix the TV, that would be

a good opportunity for a professional public relations officer to slot in an advertisement of a repair company offering a discounted deal for the service. Therefore, paying close attention to timing and being on track with the information where and when to put in an advertisement should be a professional public relations primary concern.

4. **Value first:** The value of both the targeted audience and the social media space that a public relations officer uses is one significant factor to consider while relating with the audience. The advertisement should be considered valuable. First, it should create a story but a kind of story that will not cause fatigue to the reader. A public relations officer should avoid boring a viewer with the same type of advertisement repeatedly.

E. Public Relations in Tiktok:

According to an article by Nathalie Nguyen on lessons for public relations on Tiktok,

“TikTok is one of the fastest-growing social media platforms, surpassing Instagram and Facebook with 1.5 billion downloads in 70 countries.”

It was originally launched in China but is recently used by millions of viewers worldwide. One significant feature that draws public relations officers advertising for agencies and companies to the TikTok platform is that the social media space is just like other social media. This virtual universe promotes inclusiveness acceptability and celebrates different perspectives of an individual’s life. The interest of professional public relations officers in TikTok varies. Apart from incorporating music, filters accompanied by editing features or apart from displaying an individual mimicking a song while dancing, although this feature is what TikTok has over the years become famous for, a good and professional public relations officer can use this opportunity to create and market their business, strategize and bring resolution to the complexity of ideas that have been bordering an individual.

A constructive public relations officer has a good chance of making his work viral in the shortest period. However, the very idea of interesting and fantastic content poses a challenge to public relations officers. Constructive and excellent content can easily spread like wildfire, especially in an environment like TikTok; this is due to its (TikTok) access to visibility and the idea of hashtagging.

Four Keys for a Professional Tiktok Public Relations Officer

A professional public relations officer that aims to get his content visible and followed by users should consider these keys.

1. Begin a Channel as a Brand.

The first step of an active and professional public relations officer is to start a brand targeting to experiment with content types. I.e., the brand you design should aim at displaying content that fits into the brand you are trying to build. The most interesting and important thing to do is get equipped with trending hashtags. Then, they should aim at applying them to you your business or marketing skills. The number of users on TikTok is massive, and it keeps increasing daily. However, content that can create exciting and impactful engagement can only be derived by establishing constructive ideas to resonate with your audience, giving focus to generating more audience to the brand they are marketing.

2. Join Hands with Influencers

Another smart way a public relations officer can use TikTok to market brands, build an audience and influence them is to give some level of attention to influencers' pages. Influencers can be very powerful in commanding an audience and establishing impacting engagement. Influencers spend most of their time on any media space they are influencing, creating constructive content that scintillates the audience and resonates with their area of interest. A public relations officer that wants to grow fast in their marketing strategy should approach, engage, and collaborate with these influencers and use them to their benefit. In the process of engaging with influencers to promote their brand, they should also start learning the skills and knowledge they possess.

3. Create Hashtag Challenge

Creating a challenge for the audience will bring more followers to your page and boost the brand for which you are advertising. The Audience enjoys doing something fun. A public relations officer should target the audience by creating exciting and fun-filled content in the form of a challenge for the audience. They should be a price tag to it. Some users will voluntarily invite their friends to the page to participate in the challenge.

Challenging users to do something fun provides an excellent avenue for brands to start trending because top-performing videos through hashtagging can create millions of followers. A public relations officer should key into this concept to create an audience for the brand he promotes.

The social media community is growing every day. The growth, however, is accompanied by extensive exposure and excellent content elaboration with specific scintillating features. A good and excellent-minded public relations officer will take advantage of this growing opportunity to elaborate his content to create extensively and organized pages to draw an audience to their community. He should also pay attention to creating a strong audience and being creative in strategic steps and skills to maintain them.

Unit 1.4. How to Implement a Public Relations Campaign

It is crucial to know how to put a Public Relation Campaign into practice after properly knowing its creation. Nevertheless, let us briefly talk about some guidelines for creating a public relations campaign to understand the term with a proper implementation better.

1. Decide What You Want to Achieve.

Before you begin organizing your public relations campaign, you must first determine what you want to achieve. Do you want to enhance your sales and leads? To improve brand awareness and brand value? Is it partner engagement and recruitment that you are after? Choosing which goal, you wish to attain first will help you identify the best strategy. There are numerous objectives that you might wish to establish as your aim.

It has been proven that the SMART technique is often used as a template by public relations professionals. They are:

- **Specific:** What exactly is the desired outcome?
- **Measurable:** What criteria will be used to determine success?
- **Achievable:** How will the campaign achieve its objectives in the face of external influences?

- **Realistic:** Is your campaign aim realistic in terms of the campaign's bandwidth?
- **Time-based:** How much time do you have to achieve these objectives?

Remember that how you measure your success when defining a public relations campaign to your targets means a lot to your team, who only want to know how your role positively affects the company's goals.

2. **Decide Who You Want to Reach Out to**

If you want to raise brand awareness for your new lady care line, you will probably not market it to the male gender but basically to the females who require the product. Reaching the right audience is crucial to achieving your objectives. Consider who you want to target while creating your media plan and public relations strategy. Your public relations team will almost certainly have to change its strategies depending on the audience it chooses to target.

3. **Have a Brainstorming Session**

Another guide is thinking about the best strategy to attain your objectives after knowing what you want to achieve. Bring together a diverse group of people to organize an efficient brainstorming session. You can involve a questioning session and try to see how these ideas correlate, then take your time to crosscheck to avoid missing anything.

The following questions are to be considered:

The message is all about what?

The message is for who?

Via which means can the message be shared?

What is the message talking about, and how can it be passed out?

Take note; while brainstorming, you may want to know your competitors, which involves acquiring their market intelligence.

4. **Collect Market Information**

In the early stages of your campaign, you should gather industry research. This information can determine how your story fits with broader industry

trends, what aspects of your story should be acceptable, and otherwise. You should also try as much as possible to write down things that the media will like or be happy to see.

Doing research such as social media analysis, competition analysis, or digital media analysis can benefit campaigns and marketing efforts.

Additional things to look for:

- Competing Sites
- Competitive campaigns
- Competitors' LinkedIn Pages
- Your Competitors on Google and Set Up Google Alerts

To gather all this information, you may need to involve stakeholders from other sectors/departments, such as marketing and sales. These stakeholders can help inform and verify key messages and campaign strategies or plans.

5. Choose Your Network

Do you want to send a press release or hold a press conference? Do you want to use celebrities to help you play your message or only social media records for your business? The channels that your desired audience pays attention to with the campaign planning process should be well considered.

Again, if you are promoting new classes of businesses, you can consider taking advantage of the combination of online and offline tactics to reach out to people. When mounting or developing a strategy, your public relations group may want to think about how the campaign references other departments like media strategy, marketing, and another digital team in their networking.

6. Intelligently Check Your Thoughts

To escape public relations disaster, deliberately explore feedback from people's opinions on your influence. People who influence have a great overview of how the social media world will accept or receive your communication.

Most significantly, work on the feedback as quickly as possible to ensure it fits all of their product preferences. Ensure that every part of the campaign aligns with the company's brand and values.

Do not forget to think of your desired or target audience and ask:

What is important to them? What impression will this campaign give them? What are their throbbing ideas, and how can they be resolved?

Having identified some of the major points to be considered in public relations campaign, let us look into the implementations thereof

Implement a Public Relations Campaign

The ideal thing is to verify and proof every point and feedback from your public relations team and audience to ensure safety and flawless on the public relation message and the brand. Make sure each data or a set of events included is correct.

Now it is time to get tactical. Give yourself at least two weeks or even longer for some public relations campaigns. Review existing events, competitor news, and prospects. Expect the risks involved to be great but make yourself available to handle them professionally. This space to make last-minute variations is critical to the campaign's accomplishment.

Be sure you have all supplementary information ready alongside authorization to submit it. Making the most of every call is a must, so keep channels of communication open and ready to respond to any request.

After the implementation, keep an eye on it. How?

By planning to track reporters. If you notice that your story has been pushed around or has not been covered, clarify how the content is still credible and how it will continue to be credible in the days and even weeks to come. Usually, reporters have their inboxes filled with stories, so make sure your inbox is uniquely different.

Also, follow-up on emails a few days after the first message. Please include a link to customer reviews, data, or research that shows its lasting value. If it is an event, make sure you have some pictures. No campaign is unique, so create a follow-up plan for additional reporting.

Now you can start to package your achievement and do public relations for your public relations team. First, write an account and document the event(s)

of what happened. Then, spend time to write down every detail and describe the stories that made the campaign important and achievable.

Also, be aware of these keys. They are parts of stages of the Public Relations campaign:

- Sales figures
- Media request
- Deviations in social media
- Number of attendees

History has shown that the basic to a fruitful public relations campaign is having a one-way approach strategy. However, there must also be room for a multi-dimensional plan of action. Study every opportunity that will make you unique. Get commentary from outside sources like a reporter and consult people outside the company. Look for anything that might be perceived as offensive or in a deadly tone and deal with it.

Data is also extremely important and should not be just selfish. Use convincing and motivating data to back up your story, and above all, make sure it is supported by proof and precision.

Nevertheless, the most important thing is to give yourself an interval to fail and succeed. Many pronounced public relations campaigns fail because of small facts and little time to adjust. Timing is the key to a working public relations campaign.

While implementing public relation campaign, develop a public relation strategy such as:

- **Campaign Growth:** Based on the information provided, a timely public relations plan is created for you, in line with the editorial plans of the relevant publications
- **Create Labels, Especially in Managing an International Campaign:** In the case of an international public relations campaign, willfully and promptly notify the public relations agencies in the country.
- Continue to carry out the ongoing public relations campaign
- Act as the spokesperson for the press/press office
- Network/contact administration is very important

- Adaptation of the public relations campaign to the editorial calendar and current events
- To carry out a public relations campaign, use all media except:
 - Press and media relations
 - Media contact management
 - Print/create media online
 - Exhibition / event / newsroom visit
 - Crisis support/prevention
- Coordinating with client

In creating a public relations strategy, campaign development is to be considered. Using the information you supplied will be used to develop a timely public relations idea for you, in line with the reporting plans of the appropriate newspapers, that is, how to write the text. This is where you display - the idea of action, staging ideas, suggesting topics, etc.

How to Set Up a Public Relation Campaign:

One of the most complex and misinterpreted challenges involves public relations when starting and growing your business. Although media administration and crisis dissemination are aspects of public relations, most growing businesses have other public relations needs.

There are various challenges you face while starting and growing up a business. You will need to write a business plan, raise capital, and recruit, train, and motivate your employees. But perhaps the hardest and most misinterpreted challenge involves public relations (PR).

You know the stereotype: a talker at a press conference trying to “twist” the message after news of a damaging event becomes public knowledge - like accounting irregularities or class action. But, although media management and crisis dissemination are one aspect of public relations, most growing businesses have other public relations needs. For instance:

- Media Relations and Advertising; These closely related terms describe the intended use of media (television, radio, newspapers, magazines, newsletters, and the Internet) to sell your product or service via articles, interviews, and product assessments.

- Planning Unusual Events: unusual public relations events can involve fairs, trade demonstrations, meetings, business-themed parties or related holidays, Book signings, and celebrity appearances.
- Community Concerns and Image Building: Fast-growing businesses can partner with resident charities, sponsor youth sports, and take other steps to interconnect their commitment to the community and social responsibility.

How Can Public Relationships Strengthen My Business?

- a) Improve Sales by Targeting Groups of Prospective Buyers. You can create visibility and thus develop your customer base. Every time people read your business name and associate it with something positive, it builds their knowledge of your business and helps them differentiate your business from the competition.
- b) Building Reputation Startups often Need to Build a Reputation Quickly to Compete With Older Competitors: By positioning yourself as an expert in your field, you can attract media attention and serve as a source of citations in published articles. In addition, professional associations may ask you to speak or participate in roundtables when you give interviews and are cited, thus enhancing your trustworthiness.
- c) Cultivate Customer Relationships: Developing or growing businesspersons will tell you that winning new customers is not enough, i.e., there is more to it. You have to convince a newbie to come back and buy more. By aligning your public relations campaign to attract repeat customers, you can build consumer trust.
- d) Entering New Markets is Also Important: When you enter a new market or present a new product or service, you must notify possible buyers that you are open for business. Working public relations can engage them and educate them on your available offer.
- e) Attracting Stakeholders; good public relations can introduce you to many investors. By presenting yourself as an active authority in the public eye, you show potential sponsors that you are the leading

spokesperson in your industry. An ongoing public relations campaign will help you build an image as a long-term player in your business, rather than someone testing the waters and possibly not sticking around. Investors love to see this type of engagement.

Be serious in your publicity because it is an aspect of public relations. Both are connected to the same goal of pulling attention to your business; it includes media interest and actual significance, such as newscasts, radio talks, or product reviews. This, in turn, upsurges customer awareness. Most other public relations functions are aimed nonstop at possible customers, such as keynotes, meetings, special events, and newsletters.

A well-known magazine editor, Tina Brown, said, “*When I think of the word ‘advertisement,’ I see a journalist appear and attract attention.*” So having the public deliberate your business suits the ultimate goal of public relations. When they know about what you offer or what your business stands for, they can identify it on many levels. Advertising can come and go, but with a strong public relations campaign, you can stay in touch with your audience for a long time.

You can get your desired result if you understand your market, determine what is remarkable about your business, and craft a compelling message. Then, you can drive results on your own. So, while public relations professionals may claim that they have media relationships you miss, here are all the other reasons to start one.

- You have to spend a lot of money to have a successful public relations campaign.”
- Online resources make it easier than ever to manage a public relations campaign while keeping costs down.

Also, take note; when you advertise, you create a tightly controlled message. You know exactly what your ad will say, but with advertising, you do not know how to get the message across to the audience. For example, a journalist might quote you out of context; Public results do not necessarily advance your business goals.

Most importantly, you do not have to pay for media-generated advertising. This can make it more trustworthy and impactful than paid ads.

The following are public relations tools that are helpful:

- **Press Release:** This is a brief document that contains new, unique, or exciting information about your business. Press releases make it easier for journalists to view how their audience can benefit from knowing more clearly. A fitted, single-page press release that captures the most authoritative information about your company can convince key media contacts to write an article and mention your company prominently. Profiles may also include photographs, product fact sheets, articles from other publications, references or customer testimonials, financial data, your biography, and listings of questions you are willing to answer that can be referred to as “cheat sheets” for radio and television broadcasters.
- A tip sheet/newsletter is also important, just as we know that a tip sheet is a page of quick tips or information that will help your customers. Newsletter offers short articles and factual information of interest to your target audience.
- Also, make use of signed items. The benefits of writing articles about the area of your knowledge and urging editors to publish your submissions are double: you can energize your agenda while covering. Include your name, phone number, website, and a few sentences about your business at the end of the message.
- Likewise, participating in industry or local awards will help if you win or be acknowledged as a finalist. For example, many trade magazines, government agencies, and trade associations sponsor annual award programs for “top” contractors.
- Do not hesitate to go online; because smart, media-savvy entrepreneurs use chat rooms, websites, and other Internet tools to launch awareness campaigns for their businesses.
- Create room for special events, such as fundraisers, contests and drawings, public celebrations of your company’s milestones, company anniversary celebrations, book signings, and client parties.
- Fairs or conferences matter a lot. To exploit your presence at a great event, you may want to take charge of the bills for a centrally located booth that supplies high “traffic.” You can also save money and find

a way to strategically spread your message by introducing yourself to your key contacts or participating in relevant “offers” sessions.

- Make sure you talk about your business with community groups, local schools, or nonprofits.

Also consider a successful bridge of:

1. Plan
2. Sensitive
3. To integrate

Plan

Define your goals. Out of the earlier public relations tools mentioned, you need to decide which will work best for you. Listing your main goals will help you identify the right tools to use.

When drafting your desires, cause them to be as particular as possible. Instead of hoping for multiplied income, for instance, deal with particular methods you will boom income, including attracting greater traffic for your Web site, cultivating a brand-new market, or dispelling myths approximately for your product.

Next to everyone or everything, write down your particular desires, listing the ones public relation gear which you suppose will assist you in acquiring that goal.

In placing desires, make certain you realize whom you need to reach. For instance, to courtroom docket a more youthful demographic, you can need to faucet the Internet greater belligerently in place of counting on preferred press releases or advertising.

Also, suppose in phrases of planned alliances you could set up with different products, services, or businesses. This way, you could obtain your PUBLIC RELATIONS desires by reinforcing your message to the general public in an understated or smart way.

Set the priority since you now know your public relations goals and the tools to reach them; choose which goals are most important, then balance the factors below:

- Increase sales through public relations. You can plan special events, create and publish press releases, and apply for industry awards.

Whether you hire an external public relations agency or delegate these tasks to your employees, you still need to determine how much time you can spend on these activities.

- Placing yourself as an expert in your field and attracting more customers to your store are worthwhile goals. However, if you have limited time, choose one that directly benefits your general business goals.

Analyzing resources can help you prioritize them. If the store is small and there is no meeting room, the seminar in the store will not work. If you like to speak in public, contacting a community group may be worth contacting. Use your strengths to get the best public relations. Plan your approach. Public relation includes the sale of a message, idea, or product. Find out the options for targeting media. Here are some exercises to assist you in laying the foundation for your public relations campaign.

Which target group do you want to reach the most in your public relations campaign?

1. Potential Customers
2. Potential Employees
3. Reporters
4. Stakeholders or Analysts
5. Vendors, Supplier, Consultants, or Other Outsourcing Service Providers
6. Government Regulators

Sample some members of this group, ask the types of media they read and use most often (e.g., trade journals, websites, local newspapers, industry newsletters, etc.). List the most common answers:

Interact with each of these media sources and ask marketing or advertising executives at each of these sources

- Who are your target demographics?
- Year?
- Income level?

- What is your cycle?
- How many times a day do you “hit” (in the case of printed matter)? (For website)
- I am running my public relations campaign. Do you have any tips to get your colleagues interested in my company?

You can use this information to select the most appropriate place to focus on your public relations activities and adjust your approach to maximize its appeal. For instance, if you have separated an industry newsletter that reaches your target market, read at least three copies, and pay attention to your editing style. We will emulate this style in a press release.

Sensitive:

Now that you are ready to execute your plan, you need to choose the right PUBLIC RELATIONS tools to get your message across. This may include making and allocating printed materials, interacting online, or meeting the public.

Whichever technique you choose, follow these rules for good media relations:

- If you call a reporter, never start by asking, “Did you get it?” Got my press release yet?” Some media receive dozens of press releases every day. This question annoyed them. Instead, start by introducing yourself and asking, “There’s great news at my company. Is it the right time?”

Endeavor to tell the very important truth. The media will get to know if you do not, and your public relations campaign will fail. Repel the desire to exaggerate facts or make statements that you cannot back up.

Also, admit mistakes. Reporters love it when entrepreneurs admit what they have done wrong. This makes the stories more engaging and believable.

Take your press conference very important. Nothing can ruin your relationship with the media as quickly as calling a press conference for no tangible reason. Unless you are to address an issue considered to be a major public crisis, link your business to a celebrity or political figure, or announce important news that affects your local community, think twice. Think twice about calling a press conference.

Copy contact information on all documents. When submitting published materials such as press releases, articles, or press kits, include your company's contact name, phone number, email address, and web address at the bottom of each page. Pages can be segregated, so you want people to know how to reach you even if they can only access a single page of your post. On your company's website, show full contact information at the end of the homepage.

Create Your Public Relations Message

Use this exercise to better target your public relations campaign; by defining precisely what you want to attain through public relations, you can sustain consistency and ensure that your spokespeople/workers stay “with the message” when interacting with reporters, members, etc. customers, and the public.

Answer the following questions:

- If your audience, such as a reporter, a potential customer, or a group listening to your keynote at a conference, takes away a single point in the PUBLIC RELATIONS message, what would it be? Again, limit your answer to one sentence.
- What motive do you want to leave with your audience about your business?

Every Public Relations Campaign Has a Goal; Therefore, The Following Steps Will Help You Polish the Goals of Your Public Relations Campaign:

- List any topics or messages you want to plant in the minds of your audience. Brainstorm with your leadership team to get lots of feedback. Ask them, “What do we want people to know about our business?” What makes us different/special? Why should others care? Include the benefits of your product or service, the unique aspects of your business, impressive or surprising statistics about your business, how your business adopts cutting-edge technology, etc.
- Review your list. Choose the three most compelling themes or messages you want to convey through your public relations campaign.
- Prepare a sentence summarizing your “Public Relation Statement”: the three most important points that will guide your PUBLIC

RELATIONS efforts. For example, [name of your business] plans to grow at an annual rate of 35%, serving an untapped market that primarily buys \$70 million worth of clothing annually. Next, educate all your team members about your public relations statement. They reinforce this message every time they do public relations activities, from writing press releases to designing your company's website.

Review this public relations statement quarterly. Fast-growing companies often have to change their stance to attract the press that actively promotes their goals.

Another important thing that you must do is to maximize press release exposure; the press release is active and well. According to a recent survey, 44% of reporters consider press releases “the most reliable source of brand-related information.”

Nevertheless, here is a warning about a press release: you cannot just click publish and expect the public to follow. The press release does not automatically guarantee widespread coverage, but you can benefit from maximizing the exposure of the press release.

Ways To Maximize the Exposure of Your Press Release:

1. Finding the Right Reporter

You want to tell everyone the announcement, but not all reporters fit your story. Choosing a contact can save you a lot of time in the long run. A targeted approach is the only effective way to make a successful press release campaign. If you want to expand your list of media contacts, start by looking at existing coverage in the industry. Simply enter your industry in Google and click the News tab. From there, you can see recently published articles related to your industry.

2. Find the contact details of your potential reporters

After looking at some recent articles, you can make a rough list of people you want to contact. Sometimes, the signature of an article mentions the reporter's contact details. However, you may need to dig deeper in other cases. You can try searching the name through Google and LinkedIn. If it is within your budget, there is also a paid database with information on reporters.

It should also be recalled that a lot of correspondence begins via Twitter; 46% of journalists are willing to initiate a conversation this way. See if a journalist tweeted to accept pitches or if they appear to be active on the platform.

3. *Draft an astral pitch*

To enhance your probability of having a response, it's vital to hold your pitch quick and to the point. Anything that resembles rambling will move immediately to the trash. That is just the simple truth.

There is nothing extra demanding to reporters than an insincere greeting and an extended pitch with insignificant information about your patron or company. Keep challenge strains quick; however, suggest you recognize who they are, what they cowl, and the way your pitch fits. I constantly recommend personalizing your outreach as tons as feasible with the aid of using especially commenting approximately a piece of writing they lately wrote or a tweet they shared. Don't be afraid to be ambitious, either. Sometimes taking a threat is what receives a reporter to take pause.”

Lastly, a reporter could be hesitant to open an electronic mail attachment from a stranger, so you have to keep in mind copying and pasting your press launch without delay into your message.

4. *Accuracy*

Reporters are out within one minute to read press releases. Each sentence needs to add value. Removing all over everything and later using content, and when merging conflict press releases, the time to think like a journalist. Facts are released. If the press release feels reverse, please keep this in mind.

5. *Using a simple language*

Remember the saying, a confused leader is a hostile leader. Effective sentences are clear, concise, and easily accessible. There is no place other than clarity.

Measure the Effectiveness of your Public Relations Campaign

It has been discovered that there is no precise way to measure the impact or success of a public relations campaign. However, companies often invest money

in public relations campaigns to make an impact. When we measure impact, we can find campaign flaws. Unfortunately, there is no specific method to measure the effectiveness of a public relations campaign. Here we will discuss some possible methods by which you can find your ideal approach.

How do you begin to measure the effectiveness of your public relations campaign?

- Do Not Give Up: While there is no specific measure of the effectiveness of your public relations campaign, the evolution of social media management tools has made it easier for us. They offer ways to measure the effectiveness of your public relations campaign.

- Traffic to Your Website:

The clearest sign of a successful campaign will be an increase in the number of visitors to your website. However, simple metrics like “visitors per day” can only tell you half the story. A closer look will analyze your web traffic to reveal demographics. This will shed light on which you need to target more often.

- Poll

One way to get a definitive answer is to ask people themselves. Most public relations professionals conduct market research to track the impact of public relations campaigns and measure their success. However, it is also very helpful to seek out your audience’s direct opinions. Do they know about your campaign? Did they receive your message? Did they like this campaign? More importantly, do they choose your products based on the campaign?

- Track Brand Mentions

Evaluating your brand’s performance across different platforms is also important. Set up a social media monitoring tool to receive notifications whenever your brand is mentioned. In addition, social listening tools also help you decipher the general sentiments about your brand. If they are satisfied with your service, contact them, and guide them further. Offer to collaborate with them and turn them into influencers for your brand.

- Social Media Interactions

Social metrics tell you the size of your campaign's audience. The higher the engagement rate, the better the awareness. Anyone who shares, comments on, or asks questions about your campaign or promoted service/product (or a similar product) is a potential customer. These actions by audience members tell you how successful your campaign is. Tracking engagement metrics for your public relations campaign helps you gauge how effective your message is. You can change your content or approach and try again if it does not work.

- Sales Figures

Ultimately, any product-focused business knows that a spike in sales is proof that their campaign has worked. Public relations campaigns may not bring hundreds of customers to your door overnight. However, over time, a successful campaign will generate significant sales. Suppose you have a presence across multiple locations and sales have not yet increased in a particular location; in that case, you may need to re-adjust your PUBLIC RELATIONS strategy. In addition, you must focus your marketing and sales activities on lucrative locations or during peak seasons.

CHAPTER 2

Unit 2.1. Public Relation and its Implications in Food Industries

The global food industry is a complex and decentralized system of businesses ranging from small to large in size, all involved with the production. Unlike many other industries that have centralization problems due to their different roles within the industrial framework, this one has very little because each company plays such individualized tasks which make up for everyone's needs--making it easier than ever before! In today's discussion, we will be focusing on some types of toxic waste generated by these multifaceted organizations: candy discards, olive mill sludge (from making oil), and gleaners. The food industry has evolved rapidly over the past fifty years to meet human needs and respond to changing lifestyles. However, we must learn how best we can feed our growing population while minimizing waste because this will have socioeconomic impacts as well on health care costs (Kurbanoglu et al., 2017). Food scientists and the food industry are responding by developing strategies and technologies for rapid, sensitive, reliable, and cost-effective analytical methods to determine the presence of food-borne pathogens and contaminants (Ibrišimović et al., 2015; Luong et al., 1997).

The food and beverage industry has a large, diverse, and full range of specialized machinery. It is one of the oldest industries on the planet but still full of innovation. The industry is always looking for new ways to produce the foods consumers want at a good price, from new products to lower-cost, higher-volume production techniques. Possible. And the key equipment is there every step of the way. The food industry relies on industrial-scale production equipment, from simple ovens and conveyors to complex bottling and packaging machinery. Food processing is an economic sector that combines agricultural, marine, natural, synthetic, and chemical products with various management, capital, and labor forms to produce and process food, confectionery, value-added beverages, food ingredients, flavorings, food extracts, and other edible products that satisfy the dietary and beverage needs and preferences of consumers (Adelaja 1988).

The role of the food manufacturing industry involved in the provision of complementary foods consists of four main objectives: customer satisfaction, safety, product information delivery, and commercial retention. The effectiveness of the food manufacturing industry in performing these roles is

assessed by customers wishing to purchase for quality and convenience, under national law, in meeting safety requirements. In addition, legal compliance and labeling and the creation of commercial viability profits. While the industry will generally play a role in nutrition education, this is considered the primary role of health professionals. In contrast, the industry should provide comprehensive and detailed information about products. The industry is highly innovative in both innovation and technological adaptation and strives to meet the needs of consumers, industry, healthcare professionals, and critics. Public relations activities are as important today as ever in the food industry. With a wide range of digital and traditional channels at our disposal, the roads may look different than they did twenty years ago. Still, each brand is unique, and its public relations must be managed expertly. At the heart of public relations is that people need to recognize you, appreciate your morals, and feel valued by you. It can take years of hard work and reputation to break, fiercely protecting your brand with best practices. Once a brand is discredited, restoring consumer trust can be impossible.

Interaction is very important. If your brand is sponsoring a community event or has reduced its carbon footprint, maybe they donated items to a hospital fundraiser or staff painted an existing sports hut. Take the brand name as a thank you, and then chant it from the rooftops. Your opponent would be if it were them. They want what you desire too, and market share increase, brand recognition, profitability in the long term, not for a brief moment. What the consumer says to the brand can be revealing, so You can benefit your brand by reporting issues and receiving helpful feedback. Never give the audience the impression that you have not heard or do not care. It is a quick way to lose them. When public relations and products work well, customers become brand ambassadors. They talk to friends, family, and colleagues about your product for free. They relay the messages people want to see. It may prove to be as useful to them as your unpaid ambassador. And, magically, these new converts give details to their closest and loved ones. It would be ridiculous to ignore thatpower, as your first food public relations spending will likely lead yourbrand to the top.

Crisis Management with Public Relations Experts Saves Brands

Faced with adverse situations, you need proven public relations techniques specializing in your target market's channels. The process and management of a crisis cannot be left to chance. Remember that the brand story is in your public relations hands. Accurate, honest, peace of mind, and proactively save the day.

Arrogance, irresponsibility, or silence are enough to kill a brand. Do not let your opponent wash away your story or correct answers.

Public relations in the food industry is the difference between disappearing and dominating. Food public relations cover a wide range of functions, as evidenced by the diversity of the food industry, and tends to appeal to those interested in food, restaurants, healthy eating, and cooking. This involves partnering with organizations and agencies that promote the production, sale, and possession of various foods (from dairy, bread, and meat to fruit and vegetables, beverages, and cereals). Work for restaurants, cafés, and foodservice caterers, as well as food industry organizations and charities,

Importance of Food Public Relations

It Informs them that You Exist

While it may appear apparent, the truth is that if no one has heard of your product, no one will buy it. Therefore, public relations is a fantastic technique to raise public awareness of your product's existence and assist in developing a brand. In particular, public relations (PR) is an excellent addition to traditional direct marketing and advertising tactics. Furthermore, it is critical to brand awareness in an age when customers are increasingly aware of how to avoid traditional marketing.

It Gives You the Ability to Shape the Narrative Surrounding Your Product

Whether you are an upmarket soft drink business attempting to persuade customers that fizzy beverages can be a high-end product or a yogurt company attempting to laud the health advantages of your product, public relation is an effective approach to accomplish it. While direct advertising is effective, repeating your message in a newspaper story or magazine feature will cement your product's support.

It Increases the Credibility of Your Brand

Following on from the previous point, having effective public relations is critical to ensuring your brand's trust among the general public. It is one thing to tell people your products are excellent; it is quite another to persuade them to believe you when you say it. A favorable news item may go a long way toward convincing people that your product is worth eating or drinking. It may also persuade people to prefer your items over those of a competitor.

It Enables You to Connect Your Brand with Industry Tastemakers

Food journalists and bloggers have a lot of influence in the food and beverage industry, and their views and opinions carry a lot of weight. Using a public relations agency is a fantastic approach to ensure that these tastemakers are aware of your product and provide them the opportunity to spread the word about it. Suppose you genuinely believe in the quality of your product. In that case, a favorable review may go a long way toward influencing a customer to choose your product the next time they are putting together their shopping lists.

Ways to use Public Relation in the Food Industry

1. Traditional Media Relations

The goal is to gain earned media attention by pitching it to a specific media list. Journalists, culinary reviewers, and influencers are all included. Along with any other marketing materials, the pitch letter for media should include a Dropbox link to food and lifestyle photographs. We also provide a key brand spokesperson for the journalist to interview.

Another important component of any marketing plan is sending media samples of food and beverage products or asking a reporter to try a product or service. The writer may provide an honest assessment in articles, dining guides, product roundups, or Christmas gift guides by sampling a product. The goods, branded swag, a personalized letter, the press release, and an information sheet should all be included in a media package. Always seek consent from the media before sending them mailings.

2. Social Media

Social media is critical for engaging with customers and getting them to talk about your food and beverage business. To successfully express the brand's identity, provide delectable material throughout all of the brand's social media channels, blog, and website. To establish your brand as a trustworthy firm, the brand's website, social media outlets, and blog should all have identical usernames and be created with your brand guidelines. Maintain a consistent tone and clear material across all communication mediums. Include personalized hashtags in every social media post. This will also assist in broadening your reach outside your network, connecting with followers, and raising brand recognition.

3. Event Marketing

Influencers and journalists are inundated with event invites and collaboration offers; how do they determine where to dedicate their time? Whether virtual or in-person, an event is an excellent method to introduce your food and beverage company to journalists, influencers, and potential buyers. Make a memorable impression so that guests may learn about (and taste!) the goods. Include an interactive component in an in-person event, such as a food sampling or drink mixing workshop. This allows people to interact with the product firsthand.

Send the recipe ingredients and any marketing materials to the participants ahead of time if the event is virtual, such as a live culinary demonstration or wine pairing, so visitors have the goods in front of them throughout the event. The brand spokesperson should educate guests about the brand and its services. Include a fun “Instagrammable” moment and a special event hashtag. This will motivate attendees to research the company on social media and continue the conversation!

4. Influencer Relations

Here is the lowdown on collaborating with influencers. As a result of the strength of influencers, the public relations profession has developed dramatically. Influencer relations is the coming together of public relations and social media, and it should be a part of brand strategy. Influencers have a large social media following with high interaction and are regarded as industry experts. Social media should be a component of the entire brand strategy. Influencers have a large social media following with high interaction and are regarded as industry experts.

Public relations is a crucial part of restaurant marketing that should never be ignored. PR for restaurants helps create awareness about your establishment on an international scale, while also building goodwill with customers who are reading news pieces written by media outlets related to the food industry—which means you could potentially get more customers coming into visit. The process of publicizing a restaurant doesn’t stop at just advertising its food. There are many other elements that need to be considered for the business’s image and reputation to go well enough among potential customers, employees alike while still making sure they’re bringing home some profit

from all aspects involved with running such an establishment! One thing most people would ask themselves before deciding how best to get their point across - whether you choose to print or digital-is “How do I make my story heard?” These can range from food served, specialty items, events, and even restaurant interior design.

Understanding the Media Options Available for Restaurant Publicity

Unlike word-of-mouth marketing, restaurant public relations and publicity depend on media outlets. Even if you have impeccable service with delicious food it’s not enough to get your eatery the attention it needs unless there are different options for reaching out like print ads or TV commercials that can help draw customers in. Different media options to publicize your restaurant are: -

- Paid Media
- Self-Owned Media
- Earned Media

In this segment, we discuss the different media options available.

1. *Paid Media*

Paid Media, also known as advertising or sponsorships is a great way for small businesses to get their name out there. This could include things like advertisements in different newspapers and magazines; paying influential people (like hosts) talk show appearances, etc.; creating original content which can be linked from your website/blog.

Paid media often comes at an expense but if done correctly it will surely bring more customers into the restaurant buffet!

2. *Owned Media*

The platforms and channels owned by a restaurant can be used to create engagement with its target audience. These include the website, social media handles such as Facebook Twitter, Instagram, etc., blogs created on these websites, or even through other online sources like Pinterest. You

should definitely consider doing Social Media Marketing for your business because it is one of today's most effective ways of communicating directly with people who are interested in what you have offered - without them having even realized that they may need something.

3. *Earned Media*

This type of media is often referred to as earned or gestures. It's when a third party talks about your restaurant, such as an article on their blog with pictures from inside the establishment that was taken by them personally enjoying what you offer there themselves!

How To Use Media and Other Third-Party Options for Restaurant Publicity

Public relations for restaurants or any business requires the media and the public to talk about a particular brand. You can get your restaurant covered in the media by following these tactics:

1. *Keep a Tap on the Influencers*

The best way to get the attention of potential customers is by following big influencers in your niche. Some will charge you for posts, but others don't have any fees at all and can help promote free products or services on their social media channels! The more followers they have, the better. This is because this type gets seen much quicker by those people looking up information about what interests them specifically. You can find influencers through Facebook or by sending them an invitation for a sponsored lunch/dinner. The best thing about finding these people is that they have lots of followers who might be interested in what your business has to say. You should carefully select the right one so their audience will trust yours as well - don't just go posting everything onto YouTube without thinking first; make sure there's research behind it all and understand how different types work better than others (eater vs blogger).

2. *Pitch Yourself*

When you're on a tight budget, it may be difficult to hire the public relations agency that will best promote your business. The easiest way around this problem is to develop relationships with journalists and media influencers in order for them to write about what's new at your restaurant. However, the

story ideas and ‘public relations pitches’ usually see the archive folder unless there is a pre-existing relationship or the idea is too strong, which hits the journalist’s mind. The key to getting your story idea recognized is pitching it the right way. If you’re going after a specific journalist or outlet, it’s important that they know who YOU are and what YOUR restaurant has going on before inviting them over for dinner.

3. *“You Scratch My Back, I’ll Scratch Yours” Strategy*

You can partner with other businesses in your area of interest to create more value for customers. For example, if you are a new takeaway joint that only sells foods from one particular market segment (like bakery items), then it would help if the bakeries offered discounts when ordered alongside some other item or service at their store—this way people who just want dessert won’t have any problem finding what they need due to its expanded selection.

4. **Collaborate with Influencers**

Influencer marketing is the best way to create awareness in this digital world. Influencers visit your restaurant for a complimentary meal and post about it on their blog, engaging with followers while also showing them what you have available there. Once you’ve given them a great experience, they will likely post on their social media platforms and encourage all of their followers to come to visit your restaurant.

It can be tough finding those who are both willing but also qualified enough, but with diligent vetting, you will find one.

5. **Holidays**

The popularity of hashtags as a tool for marketing has grown dramatically in recent years. So much so, that one day per month is now dedicated exclusively to them! This trend was first introduced by Twitter and Instagram users who would use the hashtag #lovewaffleday or similar variations on their posts’ subject lines—to show how much they appreciate something specific about themselves without having any preconceived notions whatsoever towards other people’s likes/dislikes which often leads into discrimination based off appearance alone; but also because there are just way too many great things

6. Utilize Video Content

With the rise in popularity of social media, videos have become an important tool for restaurants to reach their customers. Facebook Live allows chefs and other restaurant employees access not only through prerecorded video content but also interactive experiences like sharing cocktails or making appetizers from fresh ingredients right before customers' eyes.

7. Repurpose Public Relations Wins

After your story runs online or in print, the next step is to repurpose these public relations wins so that they can see them. Utilize social media and blogposts for increased exposure to any positive news with a broader audience who might enjoy what you have shared! Fans will spread the word about how great this company/product etc., encouraging new customers to visit them too.

The industry is very dynamic, which can be positive. Still, so many external influences affect consumer trends, policy, and even the weather, which can pressure public relations plans and budgets, so one drawback can be the constant change.

In-housework is focused on planning and delivering organizational objectives, building stakeholder and government relationships, and managing issues. Teams and individuals work closely with colleagues across organizations and senior management. In most cases, head office functions will coordinate and support the public relations and communications activities.

Agencies working within food public relations are quite diverse and can range from global agencies that offer services to specialist 'boutique' agencies. Larger agencies tend to offer corporate, public affairs, financial public relations, crisis, and marcomms services to clients. Smaller agencies tend to specialize by sector, e.g., restaurant, drinks, a household brand, or agriculture, and they tend to offer both consumer and trade public relations. Others offer expertise in a particular communication discipline (e.g., integrated marketing or corporate communications). In addition, agency work tends to focus on digital and social media services.

Many freelance and independent practitioners work in the industry and provide additional support and expert services.

Responsibilities:

- Develop a marketing communications plan including strategy, goals, budget, and tactics
- Develop media relations strategy including online media
- Develop social media strategy to engage customers
- Leverage existing media relationships
- Manage media inquiries and interview requests
- Monitor, analyze, and communicate public relations results regularly
- Build relationships with the entire management for the development of the company
- Maintain a keen understanding of industry trends affecting customers and make appropriate recommendations regarding communication strategies surrounding them.

As companies in the industrial sector look for ways to win new customers and keep loyal customers, they need to find ways to stay top of mind in a competitive landscape. From producing videos creating valuable guides to being everywhere, your buyers can recognize your brand. In addition, those marketing tactics can put you in a position to win more business.

Role of Public Relations in Developing Manufacturing Industries

In the age of globalization, the role of public relations officer has expanded, which was earlier subjected within the four walls of an office, to being active agents in business markets to promote sales. Essentially, public relations aim to assemble information that an organization wants its public (customers, employees, stakeholders, the general public) to know.

The media elements like YouTube, social networking, and blogs have made the job of a public relations officer much easier as they can convey information through these mediums more effectively. Working together with the marketing team, public relations play a big role in generating leads for B2B companies. The complete function of public relations revolves around the content of the industry, an original research report, a webinar, and an analysis report. These tools are instrumental in creating a buzz in the market about a product, thereby drawing attention.

The Following are the Key Characteristics of Public Relations:**1. *Meaning:***

Public relations activities are typically designed to build and maintain a favorable image for an organization and a favorable relationship with the organization's various "publics." These publics may be customers, stockholders, employees, unions, environmentalists, the government, people in a local community, or some other groups in society

2. *Important Managerial Function:*

It is an integral part of managerial functions. For example, many companies operate a special department known as the public relations department to create and maintain constructive relations with different interested publics. A manager must take concrete steps to manage successful relations with the key public.

3. *Publicity and Public Relations:*

It is an extension of publicity. For example, publicity is concerned with getting favorable responses from mass media about a company, its products, and its activities. In contrast, public relations is concerned with creating and maintaining constructive relations with various publics over time.

4. *Wide Range of Activity:*

Public relations includes many activities to build and maintain long-term and positive relations with a large set of interested publics. It involves some interactions, such as contacting, inviting, informing, clarifying, responding, interpreting, dealing, transacting, etc.

5. *Various Parties:*

Public relations covers some publics – formal and informal groups. These publics may be customers, stockholders, employees, unions, environmentalists, the government, people in the local community, or other social groups. Public relations aims to make these parties build positive attitudes about a company.

6. *Continuous Process:*

Public relation is a continuous process. It starts with the inception of the business unit and lasts as long as it exists. Therefore, the firm has to perform public relations activities continuously. Once the company has established a good image and reputation, such image and positive attitudes may extinguish if they are not monitored or maintained. Similarly, along with an expansion of business, it has to build new relations with various parties.

7. *Management Philosophy:*

It is fundamentally the management attitudes and managerial philosophy to build and maintain good relations with the public. A company formulates policy to establish public relations. This philosophy is based on building healthy relations with various groups for the company's interest. Management must know the public's attitudes towards the company's policy and practice. Therefore, it considers general interest while making decisions.

8. *All Level Activity:*

All the officials from the top level to the supervisory level perform public relations activities. Officials working at various levels of management can contribute to developing positive relations with different publics like shareholders, customers, traders, service providers, government, and so on. It is the joint duty of all the employees from top to bottom.

Some of the ways and tools by which public relations officers can help sales grow in an industry are as follows:

1. **Customer Relations**

Good public relations efforts can help a firm create rapport with its customers, promote what it has to offer, and supplement its sales efforts. With this, public relations generates demand and awareness about the product and company in the market. It puts the company/product on a business map for their potential customer to make choices. Public relations specialists help build relationships with customers and potential customers in the business market to get their products placed.

2. **Press Releases**

Press releases of a company play an important role in promoting the company image and brand within the business ecosystem. Therefore, it should be released regularly through a common representative like a public relations officer. A press release is a news story written by an organization to promote a product, organization, or person. Press releases prepared by public relations personnel help the product find its way into the media and disseminate the information to the public.

3. **Video Clip**

There have been instances when a company pursuing to expand its branches or business puts its feet on foreign soil. And most of the time, locals perceive it negatively because they have little information about the firms. As press releases can be used to promote the identity of the organization within the market, in the same way, press conferences can be conducted at regular intervals to announce its new projects, hiring, or a new project which they are likely to undertake and how it is going to help the community.

This would give an insight into the matters of the company to their existing customers and have the chance of attracting potential customers in the market. The videos of these press conferences can be shot and used for promotional activities. A firm can achieve this via public relations efforts.

4. **Product Placement**

To get a company's name or product included as a part of a television show, movie, video game, special event, or book is called product placement. With the help of this, the product reaches the maximum in society and within the community.

Public relations play an important role in getting the media partnership done for the company for the advertising of their products.

5. **Public Relation Programs - A Source to Attract Potential Investors**

Public relation is a source of credible collateral. It creates content and projects the company and its products highlighting its features attracting potential investors. They include endorsements from media and other

credible third parties to validate their highlights. Public relations provide those signals in the form of testimonials and case studies in the media and solid coverage that showcases the strength of the business.

The Problems with Public Relations in Manufacturing Industries

Lack of Understanding

One of the problems with public relations is that public relations are an advancing field in the most evolving countries worldwide. Unfortunately, this has caused a stunted growth of the industry in the world.

There is a preconceived perception that public relations are just a mere topic in mass communication or marketing in professional institutions.

Realistically, public relations are a vast industry that requires in-depth expertise. Until these professionals rise to the occasion, this might potentially threaten the end of public relations practices.

Budget Constraint

Organizations that are particular about their budget cuts and distributions lead to poor financing management of the public relations department. Financial restraints can derail the progress and efforts of public relations.

Organizations are hesitant to spend a little more revenue they hold on improving their media image. Ironically, it should be the prime time for them to better their profile and attain a stronger custom

High Expectations

Clients tend to have high expectations towards the public relations department to perform wondrous work to realize their preferred expectations.

They expect you to operate within any provided cost. Clients have impractical expectations of media relations, coverage, and how extensive their budget will stretch.

Faced with these issues, a practitioner would need to make tight adjustments towards their campaign to achieve any results.

Too Many Communications Platforms

Communication platforms provide a convenient, effective way of transmitting messages to the target audience, but the obstacles to picking the most suitable communication medium for clients could be troublesome.

Social media are convenient and free of charge hence has become popular internationally.

However, a lot of time needs to be invested in being put in to connect to the right audience, send proper messages across to them, and achieve desired goals.

Poor Appreciation

Another one of the problems with public relations is that most organizations' leaders rarely have any acknowledgment for the department.

They tend to believe that anyone could do the work of public relations if given the task.

These leaders commonly have a narrow perspective of the profession, so they feel there is no need for engaging both In-house public relations and experts to manage their reputation.

Even if they eventually do, they will just employ them to run soirees or other irrelevant errands.

Finding the Right Talent

Public relations is a surprisingly complex field. You may find practicing journalists, designers, and businesspeople all working in tandem with the goal of public relation's success--but what do they have to offer? It takes more than just good communication skills for this job. The problem here is that the whole is greater than the sum of its parts. Having just part of the skill set will not help develop the right strategy to succeed in public relations.

To be a credible public relations practitioner, you would have to go through the right courses and education to put yourself in the correct public relations mindset and not any other. It will be easier to avoid any public relations disasters with the right skills and education.

Unit 2.2. Different Types of Food Companies and How Public Relation Affects Them.

Food can briefly be defined as one of the basic needs of man through which they can function effectively. Although different types of food suggest a different type of nutrient for their makeup, the nutritional balance of an individual is subject to the type of food the individual eats. Although there are differences in taste and likes, desire and want, an individual is not expected to stick to one type of food for the benefit of fostering nutriment. Research in the major educational field has proven that irrespective of an individual's love for carbohydrates, without

giving proper attention to balancing it with protein, such a person is subject to experience deficiency in health; hence, knowing how it can be balanced and also learning how to balance it.

Food, looking at it intrinsically, is a thing that before now was not to be advertised because almost everyone was involved in cooking the same type of food. Still, the advent of creativity, ideology, and critical thinking in the Catherine industry developed the desire for food outlets to put their creativity out there. They always want the masses to see and taste their new ideas. This creativity in food industries has become competitive; hence, the need for public relations officer skills.

A producer trying to market his business or product is not necessarily expected to showcase new ideas or introduce a concept that will intrigue their customers but make more sales. Likewise, the primary aim of public relations officers advertising for a product or food outlet is to make more sales, draw more customers to buy their product, and build a community that creates more income, not necessarily aiming at engaging in new creativity as its primary aim.

Different types of food, as mentioned earlier, are all for human or animal consumption. Moreover, some food does not require advertisement, depending on the environment. For instance, in a typical community where 70 percent of the occupant are cassava farmers, it is absolutely a waste of resources to advertise food made with Cassava. However, a business-minded farmer that aims to step his business up and make more profit will get involved in advertising his product.

Food companies and how the strategies, skill, and creativity of a public relations officer affect them

A. Royal® Rice:

Royal rice, which can also be called “Basmati Rice,” was introduced in 1950 by Shri Raghunath Arora, who created a company called LT Foods with little more than a grain of rice to provide high-quality products to the market. The company has expanded to become one of the leading rice companies globally. This position can only be attributed to how effective their public relations skill is and how influential it is to their customers.

The demand for rice over the years has generated interest in individuals who venture into the business of production of rice. This idea of rice production by numerous individuals has made the rice business very competitive; however, for an individual to effectively elaborate his rice enterprise, they need to consider some keys that will help elevate the company.

Some of the Strategies Employed by their Public Relations Team are Listed Below:

Understand The Market

The market in this technological age is constantly transforming by a marketer trying to absorb and figure out the importance or what fits the market at a time to be creative in designing the content of his brand. Therefore, a marketer should try and understand their market. Customers or individuals will want to know how your strength is in the market to choose about your produce.

Understand The Business

One of the ways public relations affect rice companies is when the marketer and producer understand the market by engaging in findings that will bring tangible information about the produce. A customer who wants to patronize your product expects to see how robust your industry growth is and recent developments. This helps them to understand how sophisticated your business is. A public relations officer willing to affect the rice business either in the factory, wholesales, or distributor should understand the kind of business he is into, the expectation of people, environmental perspective concerning the rice business, and which audience he/she will target his advertisement at. He should also understand how many existing players in the same business have already made a name or gained ground, how many participants, and some of those factors that influence their rice business. This can aid in the rice business surviving in the market.

Dangote food company, one of the most competitive companies in Africa, has recorded a massive turnout in increased production and customers. Dangote has been a major player in the capital market for a very long time; his influence and creative concept of building audience and customers has been a source of inspiration for the company to venture into the production of different products. This is what constitutes them becoming a brand. However, the idea of Dangote assorted food did not emanate from a ground of no publicity, Dangote food company had already built a community of audience before the idea of assorted food enterprise; as a result, the publicity that was done was less compared to the publicity of food company intending to build their food company from scratch. According to Alhaji Aliko Dangote:

“To achieve a big breakthrough, I had to start manufacturing the same commodities I was trading,”

What he (Dangote) was talking about in essence is that he started as a trader, from trading to manufacturing, i. e, the process of trading was a process

of accumulating customers or strategically relating with individuals in the cause of transaction to understand and conceive, which of the product individuals or customers are more interested in, after that, he will then start the production of those goods, these simple strategies according to Dangote is one determinant factor for the success of the food company.

Although Dangote company recorded its success in the market massively, its success can be from the confine of already built publicity. However, strategies employed by public relations officers or marketers to align the food company into the already existing community cannot be ignored, because even if there is a brand that is followed by millions of individuals, it takes extra work to get customers to like or absorb the new product or take into consideration the precepts of the presented products. Therefore, these strategies employed by public relations officers play a major role in the presentation and expansion of the food company.

B. Some of this strategy and how massive its effects are on Dangote food company are listed below.

1. Take a Bold Step:

Public relations has affected Dangote's food massively. The concept used by Aliko Dangote (starting from Trading to building factories), which can be referred to as "backward integration strategy," was not just to survey the market and aim at which product to venture into but to create a community of active and efficient customers, which resulted in the brand they have today, the achievement of such strategy is the act of benefiting from a calculated risk. As a result, Dangote food has become a household name not just in many African countries; this is because of his unique and calculated approach to business ideas and concepts and his ability to engage in complex ideas.

2. Price Reduction

Another effect that Dangote food company employed was a price reduction. This strategy is very effective because the final consumers, the most active buyers in the markets, mostly go for goods that will not be too financially burdened. Price varies in the market, as the market becomes competitive, and PRs content is too much the market. One effective strategy which Dangote food employed which affect their brand positively is the reduction of price, the reduction of the price must not necessarily be to reduce the

The amount that goods are sold, but also to reduce the quantity size of the product to be able to get to the low class which is the most effective consumers of food. According to Henry Ford:

“Make the best quality goods possible at the lowest price possible while paying the highest wage possible.”

Although your goods are cheap, they should still be of good quality. This strategy is one effect that played a major role in affecting Dangote’s food company’s creativity in public relations.

3. Knowing When to Move Forward:

One distinguishing factor or plan that a public relations strategist should hold on to is understanding the market and knowing when to move on if his creativity or idea fails. Unfortunately, a lot of business big players and marketers hold on to one idea for too long, forgetting that as a marketer or producer, one idea was not supposed to be your end of creative and elaborate content exploration, but a step to understand the next line of action and implementation skills. Dangote food company embraced this principle and effectively implemented new ideas. According to an Article by Samed Olukoya on Dangote Business:

“Dangote sells his noodle plants to rival De United Foods Industries (Indomie) for \$12 million after several efforts to perfect its product quality and gain reasonable market share from Indomie, which was controlling 70% as at the time, failed. He knows he will not win, and if anything at all, it will take years.”

This was a strategy that Dangote employed when he understood that his marketing strategy or public relation skills would not take him out of the crises, it helped the company to withdraw and prepare to bounce back into the market, the lesson learned in the process of the failure played a vital role in taming the company’s ideas. Moreover, this act of radical but focused thinking positively affected the company’s public relations developments because it did not affect the community of customers or Dangote food lovers.

Dangote food company is a name that comprises different products of Dangote; Noodles, sugar, pasta, rice, semolina, etc. this assorted are

influenced by the Creativity of public relations officers in developing long-lasting content that will make up a community of consumers and to maintain it, this community has become a stronghold for the publicity of any emerging Dangote product, for example; the company does not need to start publicity for a new product, but to just put it out there for the customers to benefit, this is because their content over the years have generated absolute trust in the minds of their audience that any product they put online even without consistency in an advertisement will be trusted.

C. Coca Cola

The consistency in Coca-Cola's popularity both in media and media cannot be overlooked. This can only be because of the massive effects of public relations in the early stages of the company. Coca-Cola company has now become a brand, one of the most consistent brands, and the Reason is that their Scintillating effect on customers is extremely strong and efficient. Today Coca Cola does not need to advertise their product for the massive to know that they are in the market. However, the subsequent activities or productions might need advertisement to show affiliation; hence, their logo is used. Also, recent market robust in terms of impeccable creativity and consistent re-modifications can easily propel their public relations team to create ideas that are not necessarily to expose the brand but to make it not look too redundant in the market and income generation.

Coca-Cola has been documented to have sold nine glasses a day at 5 cents, and today the same company serves more than 1.9 billion Coca-Cola every day around the world. This is a tremendous evolution. This massive transformation can be attributed to public relations officers and advertising experts generating amazing content to favor the company. According to an Article by PR Superstar, this is twice the population of Europe.

Coca-Cola Product does not just assume the spotlight of impressive sales numbers but has maintained the best reputation in the world just by having impressive sales numbers. It also has one of the best corporate reputations globally with its incredible consistency.

According to an Article by PR superstar. in 2011, Coca-Cola celebrated its 125th year in business with a short brand history. However, they casually dropped a bombshell in the celebration: 'it is documented that 'Coca-Cola' is the second-most widely understood term in the world, after 'okay.'

The boast is a very impressive one, but all of this can only be attributed to the prowess of the team of public relation officer in the company.

Below are some of the key concepts and strategies that Coca-Cola has employed in its advertising scheme to stay on top for so long.

1. Focusing on the Internal:

Happy staff makes great Ambassadors. With the right public relations strategy, it is easy to create and influence the audience or online community. Still, suppose the focus is directed absolutely towards impressing the public. In that case, there is a possibility of neglecting who was supposed to be treated as the most important audience, which is your employees.

According to a business review from Harvard, it is believed that involving your staff in the process of business convenience and engaging them by raising their morale or spirit can increase sales by nearly 40%.

In essence, if employees are not motivated by your company's mission or are not sure what it is, the zeal and desire to inspire Customers will be below? Mostly Employees seeking for Job consider a company's value before applying for a job. Engaging the staff is beneficial to a company aiming to build a brand by creating a consistent community. It is believed that you speak well of what you are involved in more than those not involved in the same thing. Coca-Cola company understood these strategies and engaged deeply in them. It became number one among the many public relation concept and creativity employed in building a brand of customers. The company created volunteer-led groups to share competitive backgrounds or interests discuss programs, initiatives, and some of the most pressing business matters. It is very easy to make employees feel like they are just cogs in a faceless machine. Still, the detrimental effect will be on the company because employees will lack the confidence or necessary motivation to defend and speak for the product they market. Internal public relations is one of the most powerful tools that affect Coca Cola company.

2. They Become Personal

Another interesting strategy was the wildly successful Share a Coke campaign, which started in the early 2010s.

With this campaign, the company was recorded to have distributed hundreds of unique Coke cans and bottles with their classic logo replaced with common first names. Individuals should be excited to give a drink to their friend or family with the same name or pick one up with their name on it. This is because naturally, we identify with our names more than anything, so when a customer or an individual sees their name on a product, they will want to share it online, as a result, an increase in Coca-Cola's audience. Customization inherently and most effectively gets customers to engage with a brand actively. However, it is more benefitting to be creative than spending a lot on an advertisement. The most satisfying thing about the share a coke campaign was the impressive step of turning customers into brand ambassadors.

3. They Partner with Stars:

One of the most effective tools in marketing as used by public relations officers is a partnership. PR SUPERSTAR had this to say about Coca-Cola's strategy: "the company team-up with MGM and Columbia Pictures in 2015, to promote the latest Bond film, Skyfall. The 'Unlock the 007 in you' campaign challenged unwitting train passengers at Antwerp Central station in Belgium to become James Bond for 70 seconds. As they ordered a Coke from a vending machine, they were allowed to win free tickets to see Skyfall. After entering their name, they were given 70 seconds to make their way to Platform 6, avoiding some hilarious obstacles, from dog-walkers to falling luggage. Of course, the classic Bond theme tune played through it all."

This strategy by the Coca-Cola company was a huge one that contributed to it boosting and impressing the company's audience. It generated thousands of viewers online. A company seeking to generate an audience can meet with Stars and negotiate on a substance that is not only aimed at making the company generate more income or sales but involving the customers and making them engage in an experience so intriguing that at the end, they will invite a friend or post it online.

The James bond collaboration, according to Public Relation stars, became fun to watch because people customers were happy seeing themselves tripping through a train station. It became a transforming mini-adventure for a customer to visit a vending machine.

All ideas to develop an effective product are the same to a customer on the street, the same way you are as a public relations officer or an advertising expert. The only difference or limit is the power or efficacy of your imagination and your Capital budget.

4. They Engage in Heritage Marketing:

The term Heritage marketing is a concept that talks about selling or marketing your brand on its historical content or symbols. For example, any time a company's logo boasts that it has been around for a very long time or was established in the 1780s or the 1830s, they try to portray Heritage marketing. Heritage marketing, in a way, can build consumer's confidence in their product of interest because it makes the individual believe that since the company has existed for such a long time, to an extent, it has some level of trust and credibility, which has contributed to them passing the test of time. For example, Coca-Cola uses this strategy to market its product to the public. The story of their evolution is so intriguing that a customer listening to it may want to learn more about the company and its survival story.

Heritage marketing is one key tool for a public relations officer to build their brand. This can only be achieved if the company has a unique start-up story or if the company's public relations team is grounded enough to market the brand out efficiently. Suppose the public relations team lacks the background or elementary creativity or basic skills on how to develop their brand in their early stage. In that case, it will affect the company in the future. Heritage marketing builds trust in individuals or customers. One of the things that companies aiming to make a name in the industries or area of interest do is that they look for a company that has existed for quite a long time to buy, companies that even as long as they have existed have not been able to influence the market, build a community of followers or generate effective customer's fold, after buying this company, they start their effective public relation strategies, first by changing the name, maybe maintaining the logo, engaging in a massive restructuring of the company both in staff and in materials, when the company has gotten a new look this is when their public relation officers or team of advertisers will create a concept of advertisement informing the audience or customers that the company has been in existence for quite a long time, trying to infiltrate and

influence the public's mind using Heritage marketing, the customer may not know that the ownership of the company has changed, all they will see is that the company has upgraded both in content skills and services.

5. Diversified Brand:

The last step that is one of the key steps that affects coca Cola's company is their excellent diversification skills. A company can easily fall through a lack of diversified content. The simple lesson is 'do not put your egg in one basket. The company engaged effectively in channeling the brand to different products, just like having mixed rice in a Restaurant. Their public relations officers understood the market and paid attention to rising skepticism. In Coca-Cola's case, there had been a rising uproar on sugary drinks. Concerned individuals and health experts had complained bitterly about the danger of taking in drinks that contain excessive sugar and fizzy substances. Children's medical establishments were calling for an outright and total ban on the company advertising these drinks to children. This became a point of critical diversification decision, today the company has invested in drinks that can be considered healthy such as:

- (a) Powerade.
- (b) Coca-Cola filtered water brands are more frequently used in restaurants, food shelters, and homes.
- (c) Diet Coke? Which is considered the single most popular drink globally, even over Diet Coke.

Coca diversification strategy is one of the things that boosted their public relations creative ideas and, in turn, affected the brand customers positively, is because the public relations officer understood that building more brands is not the solution for a company seeking to build a community of customers but encountered different challenges on their area of specification or product of interest, but bringing in smaller brands to support your existing product.

D. Peak Milk

Peak Milk Company is another big player in the market influenced by the creativity and effectiveness of public relations strategies. This extensive and effectiveness of their public relations team has been on the for-front

to ensure consistency in the delivery of content and reliability in the product. The company was first introduced mainly to Africans in 1954, under the British colony. It was brought by Friesland Campina, which sailed its way from the Netherlands through several oceans. Giving a clean and extensive survey, the company introduced Peak Milk as its first brand. The story of its evolution into the powerful brand that it is today can only be attributed to the strong and influencing creativity of its public relations officers.

Some of the strategies behind the peak milk brand are straightforward. The point is to foster nutritional value to both young and aged people, consumers, and customers, to citizens straight down to the immediate society. The essence of value-adding has been transferred as a tool to influence the strategies or content adopted by public relations officers to build a strong audience and customer base community.

Some of their strategies are listed below

I. Telling the Community Story

Some companies deploy different ways to tell their customers' development stories as long as they suit or create an impressive resolution for the customer. Still, the ones that are always intriguing above all are the ones that resonate with the communities they serve. For more than sixty years, Peak milk has not changed the story of its host community which was designed with symbolic visual identity elements of the palm tree, an individual in a canoe, and a trade interaction with merchants. This has become a very strong strategy that can also stand for heritage marketing. The visual pictures have become an emblem to the company, an image that will know what it is about or what it represents if anybody gets to see it.

II. Initiating a Win with Nutrition:

Peak milk companies aim at using their nutritional content to influence and impress the audience. This is one of the basic tools used by public relations experts in the company to draw customers to themselves, their nutritional ideas have been so impressive to the customers that an individual that wants to buy milk will go for no other brand but peak milk.

III. Sustainability as a Tool to Lead:

Another major strategic skill is their sustainability strategy. Peak Milk company has built a brand from its unique and influencing creative content. Their strategy now is not just to sustain its content and creativity but assume a lead in the industry with its sustainable content. The company's public relations officers made it a duty to consistently inform their customers or community of consumers that they are still very active in delivering qualitative nutritional content.

IV. Elevation Importance:

Peak milk company has made it a strategy to elevate important content in the company. For instance, twenty-five years ago, the company was only producing milk in tin, but to constructively address and impact the market, they produced sachet packs. This idea is developed to foster a campaign to benefit the consumer or the common person at the grassroots level. With this idea, peak milk has become affordable to millions of consumers.

V. Danone Marketing Strategy:

Danone is a company founded by Isaac Carasso, born in Salonica, was raised by a Jewish doctor. He started the production of yogurt in Barcelona and Spain in 1919. He called the brand Danone, which was translated as "little Daniel," and in 1983, the company changed its name to Groupe Danone after merging with bottle maker and Danone in 2008. From its inception in Barcelona, the company has witnessed massive growth. This is due to creating an effective and efficient public relations team. Danon food has become a brand that has extended from Europe to Africa, and in each of these extensions, massive growth is recorded. This growth would not have been possible without the effect of their public relations strategist and advertising experts that affects the Company.

The company marketing strategy is one great tool that helps the brand assume a competitive position, which became the very tool for achieving its business objectives and goals. Some of these strategies are listed below.

VI. Impressive Packaging:

The most unique and effective strategy used by their public relations team is the attractiveness of the packaging. It plays a very interesting part

in making the food stand out among other food companies. This strategy plays a vital role in meeting the customers' desires. As portrayed by their public relations team, the standard used in their packaging is of international standard. Customers prefer products that are well presented to them. Danone group understands and aims to get it done.

V. Meeting Customers Future Needs:

With the help of their public relations team, Danone company made it one of their strategies to study the future need of society. This enables them to develop an impressive product that will suit the market and make the customers trust them to get what they think about.

VII. Pricing Strategy:

The company from inception has been on the high price margin, which can easily be a source of focus shift, i.e., customers can easily look for alternative means of getting the product they desire, the strategy which the public relation employed producing discount coupons. The idea is to reduce their current sales price and at the same time maintain profit margins. Therefore, introducing these coupon sales was a great strategic step in creating more sales and sustaining customers.

VIII. Promotion Strategy: In the general food industry, promotions, as well as advertisements, is one of the tools that play a major role in connecting customers. DANONE knows about the essence, so they produced advertisements on promoting products and target to promote the audience. The company has produced interesting products for both children and adults, but its main focus is on a parent because the parent has the power of deciding for their children.

As an international food organization, Danone group has survived exceedingly in the market. This is due to the prowess or effects of their public relations officers.

E. Nestle Plc

This is one of the oldest brands that has become a household name with its multi-national businesses and strong audience community. Nestle company started in Switzerland in 1866 by Heinrich Nestle. The aim was to establish "milk food," that is, children's food or infant food, made from powdered milk and baked

food and sugar. From inception, one strategic idea the company has been into is to look at the international community for growth and extension opportunities.

Some of the Strategies Used by Nestle Company are Listed Below.

A. Being the First in the Market

The most effective strategy employed by Nestle is always to be the first to go into the market. With this idea, they dominated the market before any other company came in. They aim to build substantial space by marketing basic food items that appeal to the customers.

B. Engaging in Diverse Products:

Nestle company also narrows its market focus to producing different types of products. This key strategy helps simplify life for the customers, reduces customers' risk, and gives a sense of focus to customers who want to maintain one brand for all their products.

C. Social Media Campaign:

Campaign in social media aims to engage the audience and collaborate with the community to deliver unique content. Nestle uses this opportunity to influence its audience and create a strong bond between the brand and the community. Example of this campaign is the "Generation Regeneration" and the "healthier kid" campaign.

Public relation strategies and influence on brands cannot be overemphasized. Food companies cannot do without using the skills and prowess of public relations to generate customers and build a consistent business.

CHAPTER 3

Unit 3.1 Effective Public Relations Strategy in the Food Industry.

A public relations strategy is used to assist the food industry in organizing its public relations or media relations operations and making some strategic decisions on how to get connected to their different audience. The creation of a strategic plan helps the public relations in the food industry to generate awareness to the public. If a strategy is implemented well, it builds a brand's reputation. Public Relations strategy is a very important part of the food marketing plan; it helps maintain the image and reputation of a food brand. It creates room for the food industry to communicate essential information to their respective consumer and know the reaction of their consumer about their brands and products. They create different ways by which the public members get informed about the existence of a product. If there is no awareness of a particular product, no one will purchase it. Good public relations strategies help in the development of a brand. There are so many food brands trying to get the public's attention to their brand's products and ensure that a brand stands out from other brands. As a public relations, you have to make a list of good strategies on what your brand offers to the public. Identifying what you want to achieve and employing different ways to get there will clarify the needed strategy. An effective public relations strategy helps your brand to stay relevant, helps to create valuable connection, and helps a brand gets to a larger audience. Public Relations strategy is very important because word of mouth alone is not enough to raise the profile and reputation of the food industry. Before choosing a strategy that suits the food industry, there is a need to differentiate between public relations strategies and public relations tactics. Strategies are the approach needed to achieve the food industry objective, while tactics are a company's daily activities to carry out a strategy. Most food outlets use public relations strategy as a tool to create the right buzz in the media publication, and the media, in turn, create articles telling the public about the uniqueness of the food industry and give a general overview of what makes your food company different from other food companies. And it adds to the popularity of the food industry, and more recognition adds to the increase of profit.

When creating a strategy, try to understand the available media option and how to use those available media options for the successful running of the food industry.

Some of the things to consider before creating an effective public relations strategy are:

- i. **Getting to Know Your Audience:** As a public relations professional, before employing any strategy, first of all, know and understand your audience. Remember that not all audiences have the same medium to access your products. For example, some audiences can access a food company through social media, others through events or networking events. As a public relations officer, always have your audience in mind. Then, in any content you create, find a possible means to ensure those content get to them.
- ii. **Do Research Work:** Researching is one of the important parts of public relations. It allows public relations professionals to be strategic with their thinking. This enables communication targeted to the public who needs and wants information about a food product. Research helps to find ways to maneuver competition. Research work helps public relations know more about the food sector, and it gives them the room to answer questions correctly after doing plenty of research work.
- iii. **Work With a Team:** As a public relations officer, you need to set up dedicated team members who are good at writing content and great at taking pictures. Also, perfect graphics designers are needed in this team. This set of people helps add value to every strategy, and they help distribute the food industry information or message to members of the public. Before sending content to the audience, run through the message on the content with your teammates to know what they feel about the content before sending it to the members of the public.
- iv. **Enhances your Presence on Social Media:** Everyone is digitally connected in this present world in one way or another. As a public relations officer in the food industry, you need to employ the strategy of being online on various social media platforms to publish content, announce the brand's food products and tell the public about the health and General benefits of their products.
- v. **Know your Competitors:** The way to achieve a successful food industry is to be able to strengthen the company's comparative competitiveness. The food industry must be able to create, understand, sustain, and identify that competitive advantage is the heart of a good strategy.

- vi. **Focusing on Long-Term, Not Short-Term Strategy:** Public relations in the food industry needs to be more conscious of the value of having long-term consumers and management relationships. Identifying and satisfying your consumer for a long time is more essential than the immediate sales of products and the profits made from the sales. Also, learn to treat the press as a consumer to preserve a good relationship with the media, so they are always friendly and receptive when you call for their help. Most public relations officers might mistake using the short-term goals when creating their strategy, which might not be good for the company's image, set long-term goals and the way and format to achieve them strategically.
- vii. **Using Pyramid Formats in Press Releases:** The best type of press release is making it disgust like an advert and appear in a news format. If your content is too promotional, the media might not accept it. Write in a reverse pyramid style to make working with journalists easier, the whole story needs to be contained in the headlines, and every paragraph of the content offers a little more detail. Always ensure not to make your press release more than one thousand words.
- viii. **Involving Employees:** A food company that works with a group of individuals who work together and aim to achieve a common goal to serve the consumer is very important. Tell the public story from the employee's perspective, get the employees involved at all times.

There are so many strategies the food industry can implement to maintain and build its company image.

The strategy a public relations should employ is to be;

- **Be Unconventional:** This means trying to be different from what other brands do. Most people do not find some product online; they find it in a store or marketplace. This means a product needs to be outstanding visually to draw the attention of a passing individual. The design on the cover of a product needs to be catchy. For example, Dave killer bread captured the eyes of many shoppers by simply doing something different. The story and mission of the brand were placed on the bread cover. When people have other options for your brand, try to stand out and do something different and unique from the other brand available.

- Getting Mentioned: In letting the public know about your brand, doing a lot of publication is necessary. A health-oriented person is likely to go through any reputable content about a product to know what nutrients a product gives. When a product is not mentioned constantly, there would be no content or Little content to read about the product's health benefits. A way of letting a product viral is Simply by partnering with an influencer who genuinely uses your product for the public to see the benefits the products add to the body.
- Being an Educator: Most consumers of a food product are more concerned about the nutrients a product contains these days because everyone is aiming to live a healthy and long life. So, one of the strategies public relations should try and employ is to do more research to back up every single health-related claim made by the product. It is very important to educate the public about the health benefits, especially when the brand is not yet popularly known among the average diet. A brand that is open and able to educate its consumers about the supply chain of products and can prove its commitment to sustainability and all the needed procedure is guaranteed to get to a very large audience. The consumer wants to be always assured of their safety.
- Creating a Lifestyle: Getting healthy food is one of every consumer's important objectives when purchasing a product. Consumers also want to get food that suits the lifestyles they create for themselves or the ones they find themselves in my situation. And as a public relations officer, one of the important things to do, is to identify the lifestyle of a consumer and try to cater to it. As a public relations professional, you have to help your consumer know how your brands' product fits into that lifestyle.

Examples of diets people have created or found themselves are:

- a. Low Carb and Whole Food Diet: This diet is perfect for people who want to lose weight and lower their disease risk. These diets are high in vegetables, meat, fish, egg, nuts, and fat and are very low in sugar, starches, and processed foods.

The Paleo diet is one of the most important diets for people who want to improve their health and lose weight, and it is centered on unprocessed food.

- b. Mediterranean Diet: This type of diet prevents heart diseases, and it includes plenty of vegetables, legumes, fish, fruits, poultry, whole grains, dairy products, and extra virgin olive oil.
- c. Vegan Diet: it is based on plants food and eliminates animal products. It improves heart health controls blood sugar and weight loss.
- d. Gluten-Free Diet: It is important for people who are intolerant to gluten. Gluten is the protein found in wheat, rye, barley.

As a public relations officer, you should know the type of products in your brand that fits perfectly into these various diets to maintain the lifestyle of consumers and enable them to live healthy lives.

- Follow Through After Purchase: Neglect to follow up with a consumer can make a brand lose a potential faithful and loyal client. It is essential to keep receiving data about a product from the public if they are willing to give it. Sometimes you can create a challenge for the public by simply posting a picture on social media using hashtags and making your consumer tell you their review about certain products. The food industry would know the necessary area to make corrections and improvements needed in a product through this means.

There are different types of public relations strategy that works and leveraging a good public relations strategy can lead to an avalanche of opportunity for the food industry.

- Partnership with influencers and brands has proven that 82% of people trust recommendations from people more than adverts or promotions from the brand. And that is why the influencer market is adopted as one of the fastest ways of getting the public's attention. The strategy public relations should implement is to follow big influencers who can be able to attract the appropriate audience to their food industry. Most of them might likely charge some fee for a post, and some might not charge a dime, influencer who has a large number of followers charges reasonable fees. Influencer relation is the combination of social media and public relations, and they should be considered a component in food industry strategy. Influencers have large social

media followers with high interaction in each of their posts. These influencers can be reached through direct invitation messages inviting them for a sponsored lunch or dinner. When choosing an influencer, you need to be careful with who you choose to do proper research before selecting an influencer. Over 51% of companies have gotten a good result through influencer marketing when they partner with an influencer. By partnering with an influencer, you can get many loyal followers to increase awareness, traffic, and conversion. Partnering with brands with the same mindset as your brand can be a great way to amplify awareness. Some companies still find it difficult to say what they do, with the help of the public relations activities of food company would be made known. A partnership is a lasting strategy to employ; it is the way to amplify a brand's message across a larger field and create brand synergy. It is important to identify the important figure in your industry who is willing to give a voice to the audience you are trying to target. Moving with brands and companies of like mind gives you the credibility to boost your brands' exposure. Partnering with a brand that lives in a sustainable space allows the food industry to communicate its value to the public, build trust for its brand, and reach new audiences. An example of brands that partner with other brands is

KFC and Beyond Meats: The fast-food chain has uncovered its plants based above fried chicken in partnership with beyond meats. This is a sign of the fast-food industry growing into Investment in vegetarians and vegan options. The mission of this partnership was to make the famous Kentucky Fried Chicken from plants, and over two years of this partnership, the mission was accomplished.

- Participate in industry events and community activities; engaging in events plays a very important role in promoting a brand in the food industry and interacting with the public. An event that might sometimes be in person or virtually is a great way to get influencers, journalists, food and beverage company, and potential consumers to know about the food industry and the activities they perform. Organizing an event does not necessarily mean hosting your event when people just come to eat and drink, then call it a day. It is very important to contribute

and participate in other brands' events in your community. Try to make a memorable impression so guests can have the opportunity to know about your product and the health benefits. The public should be educated on the company spokesman's goods and services. It is an opportunity to share the vision and showcase what a food industry is all about—sponsoring, hosting, and attending company functions to create awareness and brand exposure. Attending such events would help reach potential suppliers, collaborators, and consumers. To create a successful event, make them fun and memorable. The event needs to be creative and original. Events give the media opportunity to ask their questions and the questions are usually in a way the press release cannot ask. This medium should be used to ask a one-on-one question with the food industry's consumers, staff, and partners.

- Social media is a media set up to engage consumers and give them room to talk about your food industry. Any brand that is so serious about creating a public relations strategy should be able to maintain its appearance on social media. Most of your audience hangs out on this platform and are always looking for content to feed their eyes with. To successfully show the brand identity, appropriate content needs to be provided on every brand's social media account, blogs, and website. Maintaining clear content on social media platforms is very important to enable the public to have a clear view of the food industry. It helps to create followers and make the brand recognized by the public. Social media helps a brand increase visibility, spreads the brand message to the consumer, and advertises a product to potential consumers. Do not just create a social media account and forget about its existence. Content needs to be created constantly, and the content created needs to be valuable and informative to the public members. Employ social media listening tools as a strategy to monitor what the public has to say about the food industry products and offer good consumers service by quickly responding and solving consumers' complaints or problems. An influencer can be the secret weapon of the food industry in social media to get to their targeted audience. Using the tactics of employing a well-known individual, the public can trust and create creative content for the members

of the public. The social media appearance is very important in brand awareness, and having a consistent presence is important for the public to understand and connect with your brand's identity. Social media has become one of the important components in the food industry strategy. It gives room for fast and easy connections with consumers. Social media is one of the effective tools that can be used to access the food industry. Reputation can be easily built and managed using social media. Consumers always evaluate how a company communicates with the public on social media.

- **Creating Valuable Content, Not Advert:** A public relations strategy should focus on creating valuable content that brings value to the public, rather than always shoving your brands' products on your audience's faces. Create content that convinces the public from just being a targeted audience to being a loyal consumer of your food products. As a public relations work hand in hand with a strong creative team of writers to create the necessary article, stories, and information to satisfy the wants and needs of the public and delivery those content through the right channel, be it a newspaper, social media, magazines, or catalog. It is important to create content that makes your food industry stands out for other brands, make the content an eye-catching one that can take the brand to the next level in the food industry. After creating content, the next thing to have in mind is sharing the right information to the right places and audience. Select the perfect topic for your content, and this topic should be able to find or give answers to a curious audience. When creating content, make sure it is very educative and informative, use simple vocabulary and do not use complex sentences or paragraphs, try to make it relevant by discussing the food industry trends, finding and stats, never try to push it too hard, try to make sales through marketing post. Keep creating top-notch content; this is a great step in creating public awareness. Creation of content weekly or from time to time is very necessary. Use Google Calendar for planning and scheduling time to post content on the company's social media pages. Using this idea, it would not be easy to forget to post content. Use every channel to inform the public and the food company's products by

Making publishing in all the company website:

Employ using advertisement campaign if the post is very important

Invitation of the food industry to share posts on their various social media platforms
 Sharing creative content on all social media platforms of the company
 sending emails to subscribers to inform them of new products.

- **Using Press Releases:** The press release is one of the easiest ways to get credibility and publicity. Submission of press releases to media outlets helps gather exposure in your food brands in newspapers, radio, and television. When your brand is featured in magazines, blogs, news publications, and other outlets, it helps the public boost their confidence in your brand.
- **Traditional Media Release:** Public relations officers draft press releases of the important and necessary information about the food industry and hand them over to reporters who will be able to tell the brand's story. The goal is to get as many people as possible attention when sharing the brand stories. In the food industry, images are always needed. A public relations professional works with photographers who would be able to capture an image of the product. The goal is to secure media coverage and also be able to pitch it to the targeted media. It is incredibly difficult to get coverage on national media. It is advisable to focus on getting your brand's story on local news until the company has gained the merits to break into the national media. There is always little competition in getting your brand story on local media. Local media do not need breathtaking stories to tell your story on like national media stories that are so extraordinary in other to be newsworthy. Traditional public release maybe sometimes very expensive.
- **Consumer Services:** When your consumer comes to the company to lay any complaint, the way you deal with them is very important. The way you handle the situation will make the consumer decide if they want to purchase your goods. Suppose the Consumer service agency response is not pleasant to the consumer. In that case, there is every tendency that information about the negative attitude of the consumer services reaches the public in a very short time, which might destroy

the industry's reputation. Therefore, consumer services agents should be trained to have perfect attitudes toward the consumer. The public relations strategy gives consumer service agents proper training to represent the company well. The consumer does not want to deal with a consumer service representative who is not attentive or unpleasant in their dealing with them. Consumers view your company as perfect if the consumer service is friendly and cheerful with them.

- **Creating of Publicity Stunt:** The main purpose of stunt is to generate words of mouth from the public and keep the public talking about your food company for days. Let the stunt be a creative and eye-catching one related to the company's product. When creating a stunt, you need to make sure it is legal. Sometimes stunts can be very annoying and tacky to the consumer, but they can get your brands noticed when done properly.

To organize an effective stunt, it needs to be clever and creative. When choosing a stunt, make sure it conveys the message of the food industry.

- **Creation of Controversy around the brand:** Members of the public love good debates. If you can give them debates, you automatically get a public relation winning campaign for the food industry. It is easy to get a lot of coverage using this medium. Create a controversial message around a brand product.

Be consistent and positive at all times. It would be best if you were enthusiastic about your food company for people to notice your brand. Being relevant to the news is a great thing any food industry can achieve has public relations always try to know what the media wants and giving it to them is very important. The media are always waiting for interesting documentaries to give to the public. Public relations who are trying to get effective strategies should be ready and able to plan before any action is taken because any small mistakes can ruin the image of the food industry. Some strategies might be sometime expensive to go through with as a public relations officer. It would help if you worked on your budget. Make sure your budget covers all your set aside goals and try to leave extra budget because a food industry might be needing a press release at the dying minutes. Never lie to a consumer when lies are told to a consumer; it

is one of the fastest ways of destroying the food company's reputation. Public relations must always try to stand for the truth at all times, and they should always be accountable for every action of the food industry. Do not destroy the reputation of the brand with the act of dishonesty.

When creating your public relations strategy, use the acronym SMART:

S means specific

M means measurable

A means actionable

R means realistic

T means time based

Specific: Identifying and specifying the objective of the food company and being able and willing to communicate with the consumer and media

Measurable: Employing different analytics and programs to make sure to see progress in achieving your strategy in the food industry.

Actionable: Try every possible way to break down your strategy into smaller objects that can be achievable with a realistic timeline.

Realistic: Set aside a strategy you and your teammates can reasonably work on within a time frame.

Time-Based: A final time needs to be set aside for all strategies and short deadlines for every stage of the strategies.

Employ the strategy of pitching the right ideas to the right person. Earning respect helps to send public relations pitches freely. Customizing a message is highly needed to fit the needs and expectations of food journalists and media outlets.

Sometimes give room for you consumer to do your job. For example, public relations create a hashtag on social media and make consumers know there is room for them to tag their pictures with the company's products and post them on their social media platforms is allowed. Also, try to encourage them with rewards. Through this process, you create a fun activity for your consumer and let the public know about your brand through your consumer. It is very valuable than any content public relations creates for the food industry.

Employ the strategy of monitoring and replying to all reviews. Answering position reviews is much easier than giving answers to negative ones. Rather than giving a gift for a good review, a simple note of appreciation would go a long way. Most times, negative reviews might feel like an attack on the food industry, but it is not. When responding to such a review, public relations needs to be as polite as possible. Importantly, being empathetic can help convince consumers to give the brand a second chance. When public relations is being condescended, it can worsen the case. Thank every consumer for their reviews and tell them the decision to avoid recurrence of such situations.

Try to treat every loyal consumer well. In recent times, loyal consumers of a brand are always taken for granted. Treating your loyal consumer well can do so much good to your brand's reputation. Training staff to maintain a meaningful relationship with the loyal consumer is very important.

Every food industry has a story to tell, but these stories might never get to the right audience without an effective public relations strategy. Public relations helps the food company to authenticate the connection with the right audiences. In addition, it creates visibility and credibility for the brand.

While creating reliable crisis management plans, the food industry can face some crisis sooner or later, so public relations officers need to set strategies to overcome the crisis. Crisis can come through a negative comment on social media about the brands' product which can go a long way in destroying the company's reputation. The public relations response is very important. When a disaster strikes, you need to have a proven process to keep the company focused and get back to shape as quickly as possible. Public Relations should ensure their crisis strategy involves step-by-step instructions on how all their social media is handled. Do not forget to unscheduled all events when a crisis comes. If no single individual has heard about your product, no one wants to purchase it. Public relations have different strategies and techniques to create awareness of the existence of the food industry. Food journalists' and bloggers' reviews and opinions on a certain product carry a lot of weight because they have a lot of influence in the food and beverage industry. If a food company believes genuinely in the quality of its products, a good review from a tastemaker can go a long way by influencing the consumer to go for your product.

As a public relations officer working hand in hand with food journalists, bloggers, and influencers I, assists the food industry to boost their recognition and traffic. With a good strategy in place, the objective of the food industry is easily communicated to the public.

The food industry ensures that its products meet the standard of the desired quality and safety of their consumers. Consumers want to ensure they purchase food products of high quality that assure them of their safety. Consumers have the right to voice their opinions about a food product. When consumers are satisfied with a product, they are likely to keep purchasing the product. Therefore, the food industry should be able to assure consumers about their products' safety, nutrition, quality, and value.

The food industry needs to give consumers the same level of protection. They should not be segmented. Food producers, be it local or international, should be equally treated by applying different or the same level of safety. Consumers need to be informed about the standard of protection to which a product is being applied.

Public relation strategy makes the public think about a brand with a high reputation. Effective public relations strategy in the food industry helps the public be informed about a brand's objective and purpose. And make them trust their health to the brand product.

Unit 3.2. Successful Public Relations Campaigns in the Food Industry

A thorough well-planned public relations campaign impacts a brand's reputation and image. This is so because an effective public relations campaign goes beyond a mere press release that portrays a new product or fundraising to increase brand awareness. To create a remarkably effective public relations campaign, you need to take important additional steps where your campaign can attract national and positive media attention, dramatically increase sales, and create a positive relationship between your business and the public for many years.

No matter what industry you are operating, I bet you cannot ignore public relations. Your company has a public image. You need to manage that image by working on getting the attention of active and vibrant media, building a high level of customer awareness, and expanding your reach.

Noteworthy is the fact that, when this (media) is not properly placed, or something goes wrong which in return affects your business or causes damage to your reputation, that may be a great problem. However, you have to take charge of the situation and ensure that your story resonates as you wish.

Since public relations campaign has a clear objective, such as raising awareness of a product, informing the public of company news, reaching a larger audience, or improving the brand's reputation, it successfully reaches its' objective by strategic messaging to communicate with one's audience; therefore, let us take a look at its' positive impact in the food industry.

The food industries understand the power and effects of public relations campaign strategies, and they are trying to utilize it to the fullest without hesitation.

What we eat is a choice made by an individual even though we all need food. Some are mainly vegetarians, others are absolute meat lovers, and food brands and restaurants are constantly trying to attract more customers and improve their products and facilities, not because of anything but to enable an individual to buy any other brand of their choice need arise.

Because we need food to live, and businesses have to sell it to us to make money.

Success in public relations will not just emanate if it is not effective enough in any businesses or industries, bearing on the food industry, but systematically tracking your success helps sustain it. These can be achieved by:

- *Establish Public Relations Plan:*

Here get a calendar with opening dates, product launches, and events. In it, create a list from different media outlets engaging people in the media on their contacts, in case you have a big announcement for your brand, such can create a formal public relation plan on how to spread the news. Try to intimate your contact lists on your plans and subsequent events. These, in a way, give you the basic information you need to get started.

Do not forget that you build up your confidence whenever you deal with your media contacts. So even as there is pressure from either your audience or media conversation, show that you are capable in your field of business, and your brand is to be trusted.

Remember that your media contacts are just like your suppliers or customers – you are looking to build relationships.

- *Good Public Relations are not One-Off Interactions:* A single local news story can be great for your brand, but what about future coverage? Cultivate contacts in the media. Check with them from time to time; send them samples. Be open to them if they want to do an interview or an article - do not deny this publicity! When something big happens in your business, they will be ready and ready to spread the word. And when something bad happens, they will be ready and willing to tell your story.

- *Rely on Your Relationships with Influencers and Reporters:* You have gotten into the public relations game as others have, and you have built lasting relationships and produced amazing results. Get a full public relations and marketing agency that you can trust with your story that matters, ensure you work closely with your team to create posts that capture headlines, then deliver the content to handpicked influencers and reporters more to increase visibility.

Such a team should be able to maintain a consistent approach to your story and customize it for each audience, making yours like theirs and the story that people will listen to. They will create a connection between you and your audience to drive sales and multiply the impressions you generate with your brand.

One of the most influential and trending strategies or tools used in the food industry campaign to attract consumers to patronize its products is a digital marketing campaign in public relations.

- *Public Relations:* This is an integral part of a restaurant marketing tool and should never be overlooked. Public relations in restaurants campaign are essential because it helps spread awareness about your restaurant and create goodwill. Many restaurants and food outlets use public relations to create the right tinkle among media publications, thereby writing a piece or article about originality, ideas, and what the restaurants encompass. This step further increases their popularity, creating their presence and increasing their profits. The restaurant's public relations campaign is not only promoting the dish but also the restaurant itself through different factors and factors. These can range from the food menu or, rather, being served, a specialty dish, an event, and even the restaurant's interior.

One can achieve this by hiring a public relations personnel or firm, although hiring a public relations firm can be expensive if you work on a tight budget.

Public relations should be an integral part of your overall marketing plan. Despite its value, public relations is often overlooked when the budget is tight. However, if it is part of the right marketing mix, public relations can play a big

role in protecting reputation, increasing brand awareness, and contributing to business growth.

The Important of Public relations in Food Industries can never be over-emphasized. All industries can enjoy public relations benefits, but each has its challenges to consider.

Public Relations are one of the most effective and economic waysto market your business. As explained earlier, the food industry and public relations are often intimate. It is related. In public relations, most took a first-hand look at how good public relations campaigns can change the fate of food industries.

Reasons Public Relation is Essential in the Food Industries

1. It Helps Build Brand Image and Awareness

The most renowned food companies and product leaders have succeeded in creating a recognizable brand beyond mere existence. They evolved. They continue to please existing customers, retain them, and implement strategies to reach new ones. With the help of a solid public relations plan, introducing a new brand or changing an old image from the same face to a new repackaged one can be a realistic goal.

2. *Public Relation Adds Reliability*

We are a culture where others are obsessed with thinking, acting, and saying, especially when following trends and choosing brands. So, come to think of it, among food bloggers, social media influencers, and honestly, followers and people with opinions. Brand verification is the highest priority. It deals with what you see, feel, and know before adding value or service payment. Public relation complements traditional marketing tactics by balancing the existence of paid strategies with the third-party credibility needed to build credibility and integrity.

3. Connect With Industry Influencers

Successful public relation is the result of building and fostering relationships with influencers. Just as Influencers ask their viewers for news, industry updates, reviews, recommendations, and more, so Journalists, reporters, bloggers, cuisine critics, topics experts, and celebrities all fit into this bubble.

4. It Notifies People of Your Existence

It may seem obvious, but the fact remains that no one buys your product if no one has heard of it. Public relation is a great way to help consumers recognize the existence of your product and establish your brand. In particular, public relations serve as a complement to traditional direct marketing and advertising practices. They are important for modern brand awareness, where consumers are increasingly aware of how to avoid traditional marketing.

5. *It Allows You to Control the Story Surrounding Your Product*

Whether it is a luxury soft drink company trying to convince consumers that carbonated drinks can be a high-end product or a yogurt company wanting to emphasize the product's health benefits, public relations are excellent at doing so. Direct mail is a convenient strategy, but you can increase product support by repeating messages in newspaper articles and magazines.

6. *It Gives Your Brand Additional Reliability*

Good public relations are very important to ensure that the general public trusts your brand. It is one thing to tell the public that your product is delicious and make them believe you when you say it. A positive message can be very long to convince consumers that you are making a product worth eating and drinking. It can also influence them to choose a product over their competitors

7. *You Can Connect Your Brand with Flavor Makers in the Industry*

The opinions of food journalists and bloggers are very important in the food and beverage industry, and the thoughts and opinions of these people are very important. Having a public relations company is a great way to ensure that these leaders know about your product and allow them to bring your product to market. If you believe in the quality of your product, positive reviews can help convince consumers to choose your product the next time they make their shopping list.

8. *Protects Your Brand's Reputation*

The foodservice industry can face various harmful situations, from product recalls and food safety concerns to unfair trading practices and consumer

complaints from contamination. While public relation helps with defense strategies, it creates a positive brand image by fostering relationships with influential people in the media and other industries. If something goes wrong, you are already giving a bad impression which could be a strong foundation for failure.

Some tips can help your brand stand out in a competitive environment

- *Connect Your Message with Your “Why.”*

Describing your company name by what it does and what it offers only scratches the surface of the company’s brand. People care to know the story that surrounds the brand and why it matters. The story should answer the following questions: *Why does the company exist, and how does the audience feel connected?* Then, tie it back to your mission and values in case of any doubt.

- *Support for Something Bigger*

Consumers are looking for brands that care about the common good. Of course, not every brand can do exactly what others are doing or have done in its brand making, but doing something is better than nothing, and communicating your brand’s efforts will help your audience connect with you from wherever at a deeper level closer range.

Take note:

Preparing a crisis plan is a crucial first step to getting the business back on track and ensuring peace of mind in the meantime.

Tips for Creating an Effective Crisis Plan:

- *Define Your Crisis Group:* Select essential members of your group and clarify their roles. For example, most crisis teams include company executives, legal counsel, and your communications manager and public relations partner.

- *Crisis Planning:* Each crisis has its challenges, but most will require a similar set of tactics, including creating messaging and question and answer documents, communication policies, and communication strategies. Outline these steps in advance so that all crisis team members are working on the same set of guidelines when action is needed.
- *Create a Communication Strategy for All Stakeholders:* Employees, shareholders, consumers, and investors all need a communication strategy in times of crisis. The basic message will be the same but think about the synergy to the groups and how each can have a thorough communication.

9. *Public Relations Amplify Your Message*

A marketing plan without public relations is incomplete. It is the part that creates and communicates your brand's story and message. Remember that public relations are more than just putting out a press release. It builds brand trust and exposure by promoting different types of content that profit your audience.

A good public relations strategy will enhance your credibility as a subject matter expert through communication opportunities. The success of a balanced communication campaign depends on the right combination of public relations and marketing strategies and their communications.

Another notable public relations tactic or strategy with positive results in the food industry is *Media relationships*.

Some social media platforms create a room or enable consumers to share and exchange experiences and recommendations, such as Coca-Cola on exciting new products, brands, and restaurants most leading. These types of social interactions have made third-party reliability more important than ever.

Earned media opportunities help create buzz, increase the value of your product, and influence positive conversations around your brand.

The way you approach media relationships can increase your chances of being included in the story and increase the likelihood of future opportunities.

When building a media relationship, consider the following:

i. Be Current in News Trends Concerning the Industry

Stay up to date with the latest trends and developments in the food industry and your specific roles. Be prepared to discuss what these mean for consumers and the community. Not just about the brand but in its entirety connecting to the environment.

ii. Become an Authority on Relevant Topics

For the media to see you as an expert, you need to establish yourself as an authority on several key topics within your business. Content marketing and SEO can help you achieve this by allowing you to create and distribute search-optimized content. The more impact you can have on your audience, the more trustworthy you will be.

iii. Obtain Trained Vehicles

Whether you plan to give an interview by phone, the appearance of On-Camera, or a press conference of the coffee reporter, the way you present, you can have a material impact on the result. Taking the time to get the media formed by a public relations expert so they can lead to different engagement techniques, how to answer difficult questions, and the best way to prepare Interviews, to prepare discussion points, and more.

iv. Opinion

Reporters are looking for spokespeople willing to stand their ground and give their personal views. It also makes the interview more interesting if you can offer a contrary point of view. You do not have to dodge questions or be in the neutral zone, but you have to sample opinions to gain your audience's trust.

Promoting Food Industry Using Public Relations

You can spend hours trying to reduce the number and improve your profit margins, but the actual growth depends on the number of people who provide the service door. Today's restaurant market is more competitive than ever, as diner's attention is divided into well-known chain stores, growing food delivery

options, and other independent restaurants that strive to stand out from the crowd. Follow these tips and tricks to make sure people think of you when you are hungry.

1. *Create a Campaign Based on a Local Event*

Local events can attract many tourists and an influx of locals who normally do not go out. They all have to eat somewhere. Large local events can generate more traffic in all directions, even if you do not attend directly or are in the same neighborhood. This includes people coming to town, locals looking for a quick meal on their way to and from the event, and people who want to do something outside the main event area. Include a promotional campaign in your event to take advantage of it. It is as easy as running a promotional campaign leading up to an event. Of course, a better tactic is to host a special on the day of the event to give people a reason to stop by.

2. *Join the Community and let Everyone Know*

Eighty-two percent of consumers consider social responsibilities, including community involvement, when spending their money. Opportunities range from direct charities to event sponsorship to setting up a food stand at popular local events. Whichever you choose, there are three groups of people you want to reach.

Participants displayed there. Other participants who are aware of the event through your public relations campaign and at the same time decide to join and check out. People who may not be able to participate but have chosen to support restaurants contributing to the community. How do you let people know what you are doing? Through standard channels such as press releases, social media, and traditional advertising.

3. *Turn a Regular Customer into a Net Promoter*

You can divide your customers into three groups: critics who do not get in the way of others to talk about negative experiences. Passives who do not share their experience with your restaurant at all. A promoter who actively tells people to look for you. There are no ads like free ads, and

promoters are the best way to get them. The easiest way to get a promoter is to promote a passive that your restaurant already likes. In addition to generally good service and things

Like remembering their names, this could consist of loyalty reductions or coupons for bringing in a friend.

4. *Have a Story*

What units are you eating place other than all the others? If you don't have a tale, you're simply every other diner competing on flavor and price. But what continues purchasers returning is shared values — people say that's why they retain a dating with an emblem. Your emblem tale is probably tied to your non-public background, or it could be a wholly fictional mythical story. What's critical is that its units the degree for what clients can expect. This is probably something primary or regularly used, including New York bagels or Chicago pizza, or it is probably a very immersive story like a medieval dinner show.

5. *Become an Expert*

Be the best at what you do and make a professional difference between yourself and others.

You may also grow to be a professional on something else, including sharing testimonies about your own home united states or how you have become a hit in business. Your purpose is to grow to be a useful resource that information retailers and others can flip to for records while bringing up your eating place in passing.

6. *Create an Experience*

If you need to seize attention, you want to create an enjoyable one; however, you want something greater to create a buzz.

Another alternative is probably permitting clients to bring together their meals, sports nights, or stay entertainment. Whatever you select ought to tie returned into your emblem tale to decorate your average popularity in preference to simply being a gimmick.

7. *Know What Reporters are Looking for*

Whether you are seeking to get on TV, the radio, or withinside the newspaper, you want to realize what the journalist you're achieving out to

is calling for. This comes right down to watching, listening to, or studying the segments you're seeking to get in.

Are different testimonies rags to riches testimonies approximately humans?

Are they approximately networking involvement?

Do they deliver the readers an interest they could test out this weekend? While selling your emblem message is critical, you might want to discover a perspective that ties into the testimonies that your neighborhood retailers want to publish.

8. *Capitalize on All Channels*

Let us assume you manipulate to get a TV information reporter, so what do you have to do?

Understand the basics of the website (business hours, directions, menus, etc.). Get the latest information on your website and make it easy to find. Make sure your social media account is active. If you have ignored it so far, start posting daily before the news segment airs. Retweet, like, follow, and share what your news company broadcasts to promote your news further and make it easier for your customers to connect with you outside the news. Remember that news articles are just the first wave of attention. You want to give those people a reason to drive in their car, and you want people who missed the news to be able to see what others have said about you is easy.

9. *Write a Press Release for the Audience*

Whether you publish them online or send them to the local press, press releases are great to inform your work. When writing a press release, it is important to think about what is important to your readers. Of course, you want to brag, but why do your customers need to worry about how long you are in business or a new oven? That does not mean you cannot incorporate anniversaries and recurring events into your customer interests, but you need to connect with them. This includes discounts on special events and new, improved and unique dishes. To ensure you are on the right track, start with press release templates and customize them to suit your style.

That is why sometimes you ask how some of these industries thrive even in challenges. This is simply because:

- They control everything. They consider every factor and attempt to get the most out of everything through extensive research and expert public relation management.
- They amplify their story; they know how great their trip is and make sure it all gets them to where they need or want to be.
- They use all means: their fully integrated marketing team works together to use all means to communicate with their audience, whether it is videos, images, or good text.
- They understand growth. They work on proven plans that they have tested and perfected over the years; these plans are designed to grow at any time.

However, I buy the summary of JonGordon11 to his field team, which I quote, “People often ask me what committing looks like. I say it always looks like service and sacrifice; it looks like doing what the team needs rather than what you want as an individual. I asked a school principal, football coach, and business leader when their team became a powerful team, they all said it happened when we served each other instead of ourselves.”

Unit 3.3. Successful Media Public Relations of Food Companies

Public relations activities are done on social media, which comprises different strategies and content in all social media platforms. The building of a strong community of viewers cannot be neglected. Social media, an environment with diverse types of people with different ideologies and psychological reservations, is a tough, flexible yet beneficial place for public relations officers to showcase their skills and obtain excellence. This is because an individuals’ like or desire requires absolute diversification of skills and knowledge to suit an individual or customer’s need at a time. There are so many social media platforms. Each of these platforms operate on a different sphere of strategic developmental content; hence, requires brainstorming to deliver the best content, aiming to influence a customer. The community of viewers a public relations officer builds in each social media platform depends on his creativity and skills of content creation,

i, e. The skills or creativity that a public relations officer generates to influence their audience on Facebook differs from the strategy he employed in YouTube; the same applies to all social media.

No matter how influential a public relations officer is, he will not be able to draw an audience without the right approach to a social media campaign if he is not skillful enough in understanding the market and community. These are the factors that contribute to any media advertising success.

Social media public relation for food companies has generated so much influence on the masses or media users. It has tamed their ideas about a certain food, creating a desire for individuals to decide which brand to buy. However, for an individual to be influenced up to this point, it takes creativity and consistent beautification of the brand's products and developing strategic concepts which will surpass or compete with all other content in the media that were created by other public relations officers advertising for a different brand.

A professional public relations officer aiming to increase and market their brand on social media is expected to develop skills and strategies that include key marketing messaging and all of the details that an advertiser needs to portray the brand and its story to the audience. For example, in food and beverage companies, image content is essential; hence, a public relations officer is expected to work with a professional photographer to accurately capture the food in a way that will interest the audience if viewed.

The primary duty of a public relations officer trying to create a media audience or community for the food product they are advertising for is to invite in and get involved in his strategies, the attention of major media influencers, to collaborate with them on designing visual concepts which will be scintillating enough to draw individuals to patronize their brand or product. By doing this, public relations can add their creative content into relevant articles, put some advertising design beneath the product listing, or holiday gift guides. Another important point a public relations officer should consider, which will boost his influence and bring success to the brand is to always negotiate and ask the team or influencer they intend to collaborate with for approval before attaching his advertisement to their page.

Some of the Food Companies that Recorded Successful Media Public Relations are:

A. Pepsi

According to the case study on Pepsi by six pillars marketing, Pepsi, one of the giants of beverage drinks in the world, has experienced exceptional growth since

1893 and has been ranked on Forbes as 29th “World’s Most Valuable Brands.”. Pepsi is one of the world’s most patronized companies with its products being sold more than two hundred countries, it has also generated more than \$1 billion yearly in her estimated annual retail sales. The achievements listed above can be attributed to public relations officers who effectively elevated the company’s profile.

Some of their successful media public relations effects are listed below.

1. Local Connection Strategy

National and international companies, which are major big players in the market, have understood that consumers respond or are effectively influenced when there is an absolute connection between them and the Brand. However, achieving the “local connection” strategy can be very elusive. For example, having known Pepsi as an international brand, it was irrelevant to introduce it to the market for the consumers to choose from. Rather, the company seeking to be ahead of other competing companies sought out more efficient ways of influencing the customers through local connection strategy in the media. The expert or team of creative advertisers strategized developing and producing the central concept for the brand’s successful local marketing campaign.

The campaign created by the public relations team rooted the company and made Pepsi immensely popular as a product made locally. According to an article by six pillars marketing group, which was contracted to be responsible for effecting excellent public relation strategies and media community influencing content. The team created and implemented a strategy that aimed at launching emphasis on the culture of the local community culture, hence, re-enforcing Pepsi’s strong local connection.

2. Strategic Media Positioning

Another excellent strategy employed by Pepsi’s team of public relations officers is to understand where and when it is fit for the brand content to be advertised on the media, this is because individuals of different philosophies and interests flood media space, the right media space can extensively produce the right result, also, which social media platform to

place which advert was also a strategy to consider. For instance, attaching a long episode to a product on Instagram is irrelevant when all that could attract an individual is the product's visual convenience.

Pepsi's public relations design media campaign received strong ground, positioning the brand favorably on diverse social media platforms. In addition, their public relations officers also effectively communicated the brand's philosophy through numerous broadcasts in different media outlets aimed at strategically influencing the customers or media users.

The company's public relations officers understood the effect of a strong media presence emanating from a successful campaign in the advertising community. A successful campaign, however, begins with a strong presence in the community; as a result, they created or developed content that not only aims to influence the audience and build a strong community for the company but that resonates with audience media community interest and values.

3. Media Promotion

The Public relations professionals operating the media space of Pepsi have studied. As a result, they are acquainted with vast knowledge, which helps to will the power of social media to subject and influence people, customers, or social media users to their brand. Therefore, the team practically used leading platforms, like; Twitter, Instagram, Facebook, and YouTube, to grow the advertising concept. This was done through a variety of consistent posts and high-quality visual content.

The concept of media promotions involves engaging all the social media platforms with intriguing offers, engaging the audience to gain a price by participating in a competition. This was strategic and effective because customers are always delighted when they are allowed to get involved in the activities that concern the company or brand they patronize. Most customers participated not because they were intrigued with the brand's services but to get the price. However, participating to get the price became a successful tool to easily get the individual to the company because the individual has gotten acquainted with the company's exciting features.

B. KFC

This company has effectively used social media to influence the public, drawing more customers to their brand. They create interesting strategies on social media, engaging customers to contest and giving out gifts under their comment section. These acts became one of the determinant acts that generated an audience to them and successfully enlarged the company's brand.

Some of the social media strategies that contributed to their success in the market are as follows:

1. Social Media Gifting

The Company has used social media platforms to give away hundreds of gifts to followers who stay active to tweet, a tweet that contributes to building the company's audience and community of viewers, posting and the company public relations expert developed gifting strategy to aim at setting a difference from its competitors.

KFC employed the idea of giving gifts to their customers, which has created a long-lasting positive impression about KFC. KFC team understood social media gifting and ventured into it; in the end, the success they recorded was massive.

According to Rick Maynard, spoke person of KFC, in an interview.

“... the reason we've attracted so many followers is that there are many people who have affection for the brand and find our social media fun and interactive.”

2. Build Relationships First

Some companies do not understand which becomes a detrimental factor to their company diminishing or which makes their customers withdraw from them is the value for a product over customers. Individuals place value on who values them; hence, a public relations strategy aiming to portray the goods or product more than giving significance to the basic, satisfying needs of the customers will experience customers redundancy, resulting in product or brand failure.

Still on the interview with the spoke person of KFC Maynard

“75% to 80% of what we communicate in our social media space is not related to anything promotional; it’s just interacting with people who have affection for the brand and who we have a relationship with.”

His point was that their successful public relations program is not always targeted toward promoting the brand or advertising to customers. Still, it is important to have a fun-filled interaction with customers in the comments section. This is only possible because individuals inherently love conversing about major influential outlets; as such, they get involved in interactive posts with excitement. Maynard went forward to ads that the company refrain from bombarding customers with scintillating content but create an avenue to engage them with conversation.

3 All Hour Media Presence

Another key strategy that the KYC employ to stay on top and successful is their ability to stay active on social media, the world has changed into a digital space, and customers or social media users spend all day online, surfing content that suits their desire, such as an individual decides to reach out to a company, it will be very disappointing to get a late reply in a message sent to the company in an atmosphere of urgency, such acts easily suggest distrust to the customer and may drive a potential customer away.

In a statement released by the company Spokesperson on successful public relations strategy, he said.

“.....Increasingly people are contacting brands through Facebook and Twitter instead of making a phone call. We have a cross-functional team, about four of us are responsible for monitoring social media, and we have someone online the majority of standard U.S. business hours.”

The company employed social media monitoring team to mount surveillance and reply as quickly as possible to any direct message that needs urgent attention.

4. Find My Chicken/Ain’t No Small Fry Campaign Strategy:

Two strategic campaigns that generated millions of followers and elevated the brand in the market was the “find my chicken” campaign. Although

in 2018, KFC experienced a shortage in supply of chicken as a result of switching to a new supplier who was unable to meet customer's demand, the brand decided not to dwell in the blame as customer satisfaction was at stake; hence, the launching of "find my chicken" campaign on Twitter, the idea behind this campaign was to call the attention of customers to locate the nearest KFC shop around them since the supplier was not meeting up demands.

The second campaign was the "Ain't no small fry". When KFC was about to change its old chips, they paid for a social media campaign; specifically, a Twitter advertisement that promotes the old cheap criticism, the primary aim of paying for the criticism was to deviate the attention of the customers from the old chips to the new, improved one. The result was expected to be 50 percent, But the awareness drifted from the old to the new fries' catapult to hit 62 Percent. The two campaigns are among the many strategic public relations contents developed by KFC to market the brand in the social media space successfully.

C. Tyson Food Incorporated

Tyson food incorporated, which was established in 1935 with her headquarters in Springdale, Arkansas, has been recorded as one of the world's largest marketers of chicken, beef, and pork and the second-largest food production company in her fortune.

Tyson incorporated through social media influence has become successful and recorded massive followers in and out the media space. The company employed different strategies which resonate with the audience's interest and desire, food being one essential factor that fosters daily continuity of an individual cannot be ignored. Still, the right strategy which will draw more audience to the brand is one thing most public relations officers lack knowledge of. Tyson understood the principles of impressive content and went further to design some campaign that will aid the company in reaching out to the masses, building a strong and influencing customers community, which will not only be to patronize the brand but to defend them when necessary.

Some of the successful strategies and campaigns that Tyson's used to foster growth in social media are listed below.

1. Hunger Action Social Media Strategy

This initiative was designed to encourage America's effort of engaging more people to be part of the program that advocates for hunger relief. The company used social media to achieve these objectives by creating concepts strategically aimed at boosting hunger awareness.

The process was that the public chooses food banks, and 90,000-pound will be divided to these food banks by the company to aid in providing meals which will, in turn, eliminate or relieve individuals from hunger.

According to an article by SPRINGDALE, Ark., (Sep 19, 2011.) on Tyson food social media campaign:

"...Tyson uses Facebook to ask the public to cast votes for ten food banks located in some of the most food-insecure counties. The food banks were selected with the assistance of Feeding America, the nation's largest domestic hunger-relief organization. The three food banks earning the most votes will receive 30,000 pounds of protein each. Combined, the three donations will provide the equivalent of 360,000 meals."

Customers were directed to Tyson's Facebook page to cast their vote; the winning food banks were announced at the end of the voting. This strategy was a tremendous success in influencing their audience because many social media users trooped to the company's social media page to participate in the voting and build an online community.

2. Online Behavioral Advertisement

Another strategy employed by Tyson's public relations team is the "online behavioral advertisement" this, in essence, is convenient and appealing content that is presented to an individual to increase consistency in a page or to strengthen an individual online presence, the team aims at running a twenty-four-hour online consistency program, which will make the customer be able to at any point order for their products and get it without delay. The program played a distinguished role in building trust in the customers and fostering massive patronage. One behavioral advertisement

is practically to call a customer back online. The advert targeted customers who have left their website or another company's website hoping to impress them with creative content and bring them back to the website to be introduced to something different.

3. Telling the Brand's Story

The company has been so well known for its act of benevolence aimed at telling its story to the masses. This story is used as a key to infiltrate the customers' minds, which will consequently bring more followers to the company. Individuals give more attention to brands or individuals who treat them with care and provide for them. As such, when an individual in one way or the other benefitted from any of the company's charitable activities, they may want to let people know about the company. The most effective and successful form of marketing is done by a customer who receives benefits from a company without charges. Their story is what will lead customers to the brand.

D. Honeywell Food

Another major player in the food industry that has witnessed success using social media is Honeywell food. The company engages in many products, and their company has experienced some of the largest increases in social media public relations strategies. The campaign has contributed immensely to this success.

Some of the strategies used by Honeywell company that generated followers and brand followers are as follows

1. Reaching Existing Customers with Relevant Content

Their public relations officer team's first strategic position was to create content for their already existing customers. The content generated was so impressive that it would generate massive comments, but the primary aim was to generate traffic on their website. This traffic was a means of drawing more people to the website. So, the idea was not necessarily to impress the already existing customers. Still, through them, many media users who were not aware of the company will get not just to see what is going on but also to get impressed by it.

2. Targeting the Non-Customers

Another strategy was targeting individuals that were not familiar with Honeywell's product or brand but might decide to get interested if the right publicity is done. Again, the goal was to reach these groups and create awareness of the brand using excellent and impressive content.

The company created different visual content to achieve this aim, including stop-motion, slid-show, etc. Although these videos were done in the summer period, the content specifically addressed summer issues that are well known or inevitable and how Honeywell products can be used to engage convenience during this period. The campaign developed by their social relations officers was a very strategic step yet creative, in a sense that having had the knowledge that these issues are inevitable to all individuals, mostly during summer, they suggested an alternative way that could help ease the problem.

The result was remarkably successful because massive online activities and individuals such as followers, retweets, and customers increased greatly.

3. Social Advertising

This is the process of a product or brand content getting to where it is targeted. The company to effectively engage with influence the audience and build a community of influential audience spends a huge amount of money on social media campaign, it is a good thing for a brand to develop exciting content, it is another thing for the content to get to the right audience, some companies do develop content, put it on social media expecting it to hit a certain number of a retweet or comment but never got it, this is because such brand or personal lack knowledge of how social media works or does not know about social advertising. For example, Honeywell food's public relations team focuses on developing content that will impress the audience and make them fall in love with their brand and stay anytime they visit their media handle, then present it to social advertising. The result became a very impressive one.

E. Mc. Vitae's Biscuit

Mc. Vitae biscuit has been one of the largest producers of assorted biscuits. The company has been producing for an exceedingly long time and has

generated massive followers and customers worldwide. One major factor contributing to its millions of followers is the emergence of social media platforms. The company has used the platform to its advantage. Before the advent of social media, companies used millions of notable brands to create awareness on the radio, television, newspaper, etc. But the focus, however, shifted with the emergence of social media, which will generate more customers and followers than the traditional media at a very reasonable price. Mc Vitie's biscuit took advantage of this opportunity.

Some of the strategies used by Mc Vitie's public relations team to influence the company, which led to its success, are listed below.

1. 'Sweet Together.'

This strategy was one effective strategy that the company used in their marketing content creation, the idea behind sweet together was to encourage individuals to share their biscuits. As a result, it became a huge campaign online and contributed to boosting the brand.

The company's public relations proposition was that in a society where almost everyone is nose-down in smartphones, giving a biscuit to another person has the power to join people together or cause togetherness. Therefore, the sweet together campaign by the Company was created as a fable in a visual form, which tells of a worker getting elated by an act of sharing biscuits by his colleague and which consequently became a propelling power for the worker.

2. Too Good Not to Share

Another social media strategy used by Mc Vitae biscuit is the 'too good not to share' campaign. The idea is a visual display placed online, showing an artist leaving his online audio player to taste a cake biscuit that he initially did not want to eat. This was not all about the campaign. It was followed by the company giving away up to 20,000 packs of Chocolate Digestives biscuit to either a friend or relative that a customer nominated, who will follow the company's page and retweet the campaign's posts with hash tagging the title of the campaign.

One unique magic about the company which has been the basis at which they build a community of trusted followers is the act of bringing people

together, regardless of what might be going around them. In essence, togetherness is very important to human existence. During war or peace, togetherness is considered essential. So, the campaign became a highly successful one as it drew massive participants to the company.

F. Cadbury

The company is the largest subsidiary of a confectionery company owned by Mondelez. As a result, the company became the most successful among all the companies. The media strategies used by the company to attain a successful fit in the market were all designed or are generated by the reserve of their public relation experts.

Some of their successful media strategies are listed below.

1. Regular Competition

The company's public relations officers develop strategical ideas of Setting regular competitions across their social media handles, encouraging participants to be customers to win the company's products and unlock a ticket to Cadbury World. Although this idea or concept is an excellent way of engaging their customers, it also serves as an avenue for them to encourage individuals to contribute their reserves content.

2. Their Hashtags

The company developed a lot of their hashtag, which is aimed at fostering the expansion of their creative online frequent content or their campaign and promotions. Some of these hashtag campaigns as posted by an article written by Digital Vidya are as follows; The #FreeTheJoy, which was later changed to #UnwrapJoy around Christmas, also the #JoyCabs, which involved giving out chocolate as prizes to individuals who took the photograph of one of their Cadbury's Joy Cabs.

3. Current Events and Holidays

Another strategy that made the company stand out in the media space is the developmental ideas of their public relations team suggesting to getting involved with trending hashtags, current events, and holidays, involving with trending hashtags also has a way of putting the company out in the light because individuals that were not necessarily impressed by the

company could get to like or follow the company online when they see their involvement in the hashtag possibly of their idolized celebrity, this act keeps their content relevant and plays a major part in ensuring that their tweets are visible users browse the trending topics, one of this Hashtag according to 'Digital Vidya' is "#maythe4thBewithyou and also #Easter, which are all done on holidays.

4. Games and Interaction

Another exciting strategy that undoubtedly fosters extensive growth in the company is the regular competitions done on social media platforms Strategically Twitter to win Cadbury's product. The game is either interactive or absorbed into a tweet, and it will then require individuals to snap a specific photograph and retweet it as a challenge. This is done to win the company's campaign price tag. The company has recorded that the game designed by public relations officers for the customers as one of the methods that have received massive customer engagement.

With the successful creation of the company's public relations expert, the company can boast about eleven million followers. This was only generated by their public relations officers' consistency in updates and engaging fans. In addition, the public relations team is particularly good at responding to comments and questions from customers. This helps build the relationship between the company and customers a very accommodating approach.

G. Coca Cola

Coca-Cola is an American company and one of the leading companies in the market with millions of followers worldwide. When developing a campaign strategy, the company's target is not to market the product but to pass a message to the customers about a particular state of mind, feelings, or emotions. This is what their public relations team understood as a successful media strategy. The company's product on social media must be the bond of contention or an object of the limelight, but the Joy the brand makes a customer feel is more important. It can draw the customer and other that has the same effect on your product.

Some of the Successful strategies Employed by Coca Cola are listed below

1. Creative Consumers

Coca-Cola gives more significance to the content and experiences of the customer to project their brand forward. To achieve the campaign formula designed by their team of public relations officers, they give room for consumers to present user-generated content, i.e., content that is sent to the company by a customer. This content will then be used as part of the advertisement.

One such campaign is the social media campaign portraying ‘World Kindness Day, with the hashtag #KindnessStartsWith. To achieve this, the brand collaborated with hundreds of artists, mostly on Instagram, to create an image which is Coke-inspired. All the images portrayed optimism, empathy, and kindness, and most of the artists were tagged. This campaign became remarkably successful, as it strengthened the company’s brand.

2. A Feeling of Nostalgia

Through the expertise of their social media team, Coca-Cola can introduce positive and convenient emotions associated with special memories. They aim to do that by creating a nostalgic campaign. By creating an advertisement in which an individual is taking his first sip of ice-cold Coca-Cola in ridiculously hot weather, the aim is that an individual watching will remember the feeling he had while taking such a sip and will desire to do it again. The excellent creativity behind this advertisement has placed Coca-Cola in a position that they are not just a product selling company but a brand that possesses the ability to take customers down memory lane. The advertisement’s success creates more sales for the company and strengthens the brand.

Conclusion

A food company should have a crisis management plan in place before any potential PR disasters happen. Crisis management planning is essential for all businesses, but especially those in the food industry, as one wrong move can ruin a company’s reputation and cause irreparable damage.

- Food companies must also be proactive about communicating with their consumers. This means being transparent about where ingredients come from, how products are made, and what goes into them. It also means engaging with customers on social media and answering any questions they may have.
- Finally, it's important to build trust with your audience by creating positive content that showcases your brand values. This type of content can help you attract new customers while retaining old ones.

The effect of public relations in food companies and in any cannot be overemphasized. Brands need to continue to recycle, reinvent and recreate new strategies for the smooth running of their activities globally.

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