

Public relation strategies and tactics for corporates

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



Business Events

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



Employee Relations

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



Crisis Management

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



Social Media Marketing

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



Cost Reduction

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



Media Relations

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

Public Relations Guide For Cpas

L Cohen



Public Relations Guide For Cpas:

Public Relations Guide For Cpas: Bestsellers in 2023 The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous engrossing novels enthraling the hearts of readers worldwide. Lets delve into the realm of top-selling books, exploring the captivating narratives that have charmed audiences this year. The Must-Read : Colleen Hoovers "It Ends with Us" This touching tale of love, loss, and resilience has gripped readers with its raw and emotional exploration of domestic abuse. Hoover masterfully weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can prevail. Uncover the Best : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This spellbinding historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids captivating storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Public Relations Guide For Cpas : Delia Owens "Where the Crawdads Sing" This evocative coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens spins a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These bestselling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of engaging stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a brilliant and gripping novel that will keep you guessing until the very end. The novel is a cautionary tale about the dangers of obsession and the power of evil.

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