

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

R Pring



Public Relations Guide For Cpas:

Reviewing **Public Relations Guide For Cpas**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is truly astonishing. Within the pages of "**Public Relations Guide For Cpas**," an enthralling opus penned by a very acclaimed wordsmith, readers embark on an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve into the book's central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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