

Modern Strategies and Tactics of the Pr Industry

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Abstract: *This article analyzes the activities of the PR industry as a whole, examines the concept of public relations, as well as the importance of strategic and tactical techniques in the field of PR. The stages of the strategy and examples of tactics that contribute to improving the efficiency of activities in any area are proposed.*

Keywords: public relations, PR, strategy, tactics, marketing, trade, stages of strategy, types of tactics.

Introduction

Public relations today is presented as a kind of science that studies ways of building harmonious, benevolent and mutually beneficial relations between business and society through technologies aimed at creating a positive image of a company, product, or person [2, P. 228] ...

Accordingly, as we can see, the purpose of this institution is to ensure communication with the target audience, mutual understanding, loyalty (for example, by informing the audience about the activities of a company, brand, person). The main purpose of PR is to achieve a high public reputation of the company. To achieve this goal, the PR industry uses various strategies and tactics.

Based on the subject focus, the following main areas of the PR industry are distinguished: political, economic, socio-cultural, trade (marketing and advertising) and media PR and others, respectively, the strategy for each of the groups will differ.

Materials and methods

In the scientific field, there is no uniform approach to the concept of strategy and tactics, and even more so to their classifications, this is due to the diversity of areas of activity, and accordingly the uniqueness of the approach to each of them, therefore, subjects independently develop strategies and tactics, starting from general rules [4, S. 190].

We offer the following definitions: strategy - is a generalized plan covering a long period of time, which is aimed at achieving a single goal, and tactics, in turn, are expressed in specific actions, steps that are taken to implement the strategy and the necessary goals. Strategy is a toolkit for achieving a goal. So, we see that the concept of strategy is broader, and includes tactics, therefore we can say about the mutually complementary and interconnectedness of these concepts. The strategy in public relations is presented to us as a general idea, a concept of purposeful activity of a certain social actor (subject), as well as a way to achieve the main promising goal of an individual or social group.

An attempt to classify strategies was undertaken by M.G. Shiglina, who offers the following classification of strategies, developed according to the state of the external environment:

1) conflicting; 2) competitive; 3) crisis (internal

the crisis); 4) brand formation; 5) development; 6) diversification; 7) security; 8) immediate response; 9) penetration; 10) retention; 11) positioning; 12) full "promotion"; 13) imitation [5, p. 157].

Results

Regardless of the scope of the PR industry, any strategy should include the following steps:

1. Analysis (analytics). Before starting to work with society and its opinion, it is necessary, as an example, to analyze the activities of companies similar in their field of activity and possible competitors. If necessary, if the company is already carrying out any activity, it is necessary to find out about the reviews about its activities, the opinions of competitors, etc. (this stage is easy to implement through the use of the media or social networks, there are also special services).

After such an analysis, an idea will be formed about how the public relates to a certain type of activity or a certain company, and accordingly, one can draw a conclusion about how much effort will be needed in the future.

2. Determine goals and objectives (they differ depending on the PR area). Examples of these include: expanding the client base, shaping public opinion

(if a certain business area has just begun to function), attracting investments, partners; if this is a sphere of politics, then, accordingly, the goal will be to form interaction between the subjects of the political process and society, as well as public opinion on issues of interest to the subject, the management of mass political communications and information flows, etc. [1, p. 1122].

3. It is necessary to determine the target audience, which often includes: society as a whole, employees, partners, investors, mass media, competitors, political structures (government bodies). This stage is important due to the fact that the choice of instruments of "influence" or "influence" is made dependent on the audience (it is impossible to apply the same approach to everyone, as it is extremely ineffective).

Therefore, it is immediately necessary to determine which audience the PR-activity will be directed to.

4. The choice of instruments of influence. Among the most popular means of communication with society (the selected audience) today are: 1) social networks (they are today an important component of the formation of public opinion, especially among the younger generation, because the necessary content is easily created and distributed through social networks, blogs, mailing lists, and so on, which constantly flash before your eyes and arouse interest); 2) mass media (television, Internet publications, interviews, events with the participation of journalists, etc.); 3) events (in the form of seminars, meetings, presentations, which tell about the type of activity, purpose, etc., also if the field of activity allows - hosting parties and other entertainment).

5. Transition to a step-by-step plan for the implementation of the goals. After completing all the above steps, when implementing any strategy, you should always monitor results, observe the activities of competitors. With regard to tactics, it finds its expression in the implementation of schedules, plans for working with society,

media planning, and budget planning. That is, tactical actions are responsible for the direct implementation of the project (plan). The most convenient example is the consideration of tactics in the field of trade and marketing. Common tactics include:

1) tactics for influencing employees (can be expressed through corporate or other sliding events, as well as in encouraging employees' activities). This tactic is an important component, because according to the relationship between employees and managers (or the company as a whole), society quite often judges the activities of the company as a whole, which also affects the formation of a positive opinion and client orientation;

2) tactics for influencing consumers, buyers are implemented through: a) social networks, media, brochures, booklets, the organization of competitions is also very common, which is perfectly implemented through social networks (it causes significant interest among the audience and in particular contributes to its growth); b) holding seminars, webinars, conferences is a relatively new direction, but has become widespread and contributes to the formation of public opinion; c) participation in charity events, programs, sponsorship in the organization of various events. All of the above contributes to the formation of a favorable opinion, a positive attitude, and, accordingly, the effective promotion of goods and services. Thus, the activity on the formation of public opinion, as indicated earlier, can be real only with the development of a benevolent, trusting atmosphere of market interaction, that is, mutual trust is the most important component, in the absence of which business cooperation based on mutual understanding of a community of interests is impossible.

Conclusion

Only on a trusting basis, it is possible to form a real assessment of the state of public opinion in the business environment [3, p. 525]. So, we see that the strategic and tactical activity of public relations is of value nature, is built on certain principles and is aimed at harmonizing relations in society. We also consider it necessary to fix, in relation to the concept of "strategy" in public relations, its definition not only as a phenomenon or process, but also as a tool, a conceptual plan of activities in the long term in the form of a document that fixes and regulates existing strategic intentions.

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