

# Public relations

[Media](#)



Public relations is a core tactic in marketing and should be placed beforehand. It has some well-proven power in establishing brand names in a very cost-effective manner. This makes it an outstanding tool in marketing this product to the public. Public relations will include a variety of activities such as press relations, editorial coverage, newsletters, press familiarization trips, philanthropy, planning of special events, and community relations. With the proven credibility of the media, unlike other traditional sources, more emphasis will be given to the information and how it will be disbanded. Some of the forms that will be put in place are through the print media and press releases. Some of the team members will schedule interviews with journalists. There will be the use of newsletters which will be smartly issued to the public. The team will be equipped with cases/case studies that depict a positive name for the company. Photographs of smiling clients will be of essence too.