

Networking and public relations



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Networking and Public Relations Networking and Public Relations The term networking has been defined as “ developing and using contacts made in business for purposes beyond the reason for the initial contact”

(Entrepreneur, 2010, par. 1). The development of contacts has revolutionized awareness and distribution of products and services in exponential ways that cannot be overlooked. In an article written by David Bancroft (1999), he emphasized the critical role of networking in contemporary marketing by proffering that “ networking is a marketing must” (par. 1). Moreover, Bancroft qualified networking to a more concretely detailed term identified as “ multi-layered relationship networking (MLRN)” (Bancroft, 1999, par. 1). Its role in enhancing awareness of an organization’s public image is normally magnified when used in concurrence with public relations. In this regard, the objective of the essay is to explain how networking is used in conjunction with public relations. Likewise, the discourse would provide at least two (2) examples of how successful entrepreneurs have used public relations and networking to their business advantage.

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An organization and its products or services can come to the attention of the public through being newsworthy. The public is a general market that deserves to receive facts and information on what the organization offers and thus, further spreads the information to others who were not initially recipients of relevant corporate information.

Public relations are thus a critical communications tool that organizations use to enhance their corporate image. According to Lancaster, public relations was defined by the Institute of Public Relations (IPR) as “ the deliberate, planned and sustained effort to establish and maintain mutual

understanding between an organisation and it's public'" (n. d., par. 8).

Networking is an instrument used in conjunction with public relations to ensure the swift development of contacts and expand the reach of information to more people at a shorted amount of time. In an exhibit, for example, an organization can present a new product offer which would be launched in the market. The product could be an innovative health drink which would significantly lower blood sugar and cholesterol at the same time. It invites various stakeholders, customers, suppliers, media, and local or state representatives to view the product and to hear testimonies of those who benefitted from it. As emphasized by Lancaster, " there is often a strong ' entertainment' component to exhibitions with stands offering complementary drinks and food to serious potential clients. Networking can thus be achieved and quite often such exhibitions afford the opportunity for corporate hospitality through tours or tickets to local events such as the opera or a concert" (n. d., par. 48).

Examples of Successful Applications of PR and Networking

Oprah Winfrey is a successful entrepreneur who uses both public relations and networking to relay various information on her diverse products and services. Her own network and TV show presents an array of information encompassing topics such as health, fashion, entertainment, and even community and social service, among others. Through inviting friends and acquaintances, her colleagues and contacts are quadrupled making networking and public relations the most effective marketing medium for her success.

Donald Trump, is also another entrepreneur who uses both public relations and networking to enhance corporate image and to market his products and

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services through numerous global organizations. According to Coffman, “ the Trump Network is built around the success of this phenomenal business man and network marketing entrepreneurs from all walks of life are leaving whatever business opportunity they have been involved in to jump onto the Trump bandwagon” (2010, par. 1).

It goes to show that networking when used concurrently with public relations, the outcome would be maximized in terms of “ creating, fostering, nurturing and maintaining mutually beneficial long term relationships with customers and other key groups of people” (Lancaster, n. d., par. 52).

Conclusion

The essay was successful in achieving its aim to explain the role of networking in conjunction with public relations. Through examples of successful entrepreneurs like Oprah Winfrey and Donald Trump, who both utilize a generous amount of public relations with networking, it is validated that the benefits reaped are maximized in amount and in returns.

By enforcing a positive image to the public, goodwill is preserved and retained in the minds and hearts of the people who really matters most to those who promoted them.

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