

Omm 615: week 6 dq 1

[Business](#), [Marketing](#)



Public Relations and Integrated Marketing Communication Integrated marketing communication (IMC) is an approach used to achieve a marketing campaign objectives through a well-harmonized use of diverse methods of promotion that are envisioned to strengthen each other. In effect, ICM is a simple abstraction that ensures that all forms of messages and communications are prudently linked together (Smith, 2013). As such, Public Relations (PR) becomes an integral part of the ICM since the realization of most of the goals of ICM will significantly depend on the effectiveness of PR. With public relations, people become well acquainted with interactive technologies and databases and thus there is an increase of two-way communication between the organization and the stakeholders. PR provides creative ways of participating in diverse communication initiated by the stakeholders. Communications are a vital facet in any communication and PR offers a means of achieving this goal (Smith, 2013).

The definitive goal of a PR campaign is to build a positive image and repute in the mind of consumers and ultimately influence public opinion. PR will, as a result, aid corporations in modeling a positive perception about services and products offered by the corporation and the organization as a whole (Smith, 2013). Through public relations, organizations can establish and build credibility for their brand base as well as trust and confidence. Thus, public relationship forms a vital aspect in today's framework of integrated marketing communications.

Evaluating the success of PR campaign

When evaluating public relations campaigns, many professionals focus on outcomes, out takes and outputs. Outputs constitute the activities taken in

the public relations campaigns whereas outcomes are the outcome of these activities (Ogden & Ogden, 2014). Outcomes are the end results in behavior of the target group, for instance, increased purchases from clients.

Success of an IMC PR campaign can also be measured by reach. Reach assesses the number of individuals reached by the campaigns in the target audience (Ogden & Ogden, 2014). Often, the circulation and readership of all the media that covered the entire campaign is summed up. It is the simplest way of estimating reach. Frequency follows by measuring the frequency at which the target audience saw the message. When frequency elements and reach are combined, they can be used as a measure of the success of a PR promotion.

References

Ogden, J. R., & Ogden, D. T. (2014). *Integrated marketing communications: Advertising, public relations, and more*. San Diego, CA: Bridgepoint Education, Inc.

Smith, R. D. (2013). *Strategic planning for public relations*. Routledge.

Retrieved from [https://books.google.com/books?hl=en&lr=&id=IrpGxphxD9gC&oi=fnd&pg=PR2&dq=](https://books.google.com/books?hl=en&lr=&id=IrpGxphxD9gC&oi=fnd&pg=PR2&dq=Understanding+public+relations+campaign+planning&ots=fSAcL_VNDc&sig=UoTMyP_YEHL3qJ1bokXk3IxWOW4)

[Understanding+public+relations+campaign+planning&ots=](https://books.google.com/books?hl=en&lr=&id=IrpGxphxD9gC&oi=fnd&pg=PR2&dq=Understanding+public+relations+campaign+planning&ots=fSAcL_VNDc&sig=UoTMyP_YEHL3qJ1bokXk3IxWOW4)

[fSAcL_VNDc&sig=UoTMyP_YEHL3qJ1bokXk3IxWOW4](https://books.google.com/books?hl=en&lr=&id=IrpGxphxD9gC&oi=fnd&pg=PR2&dq=Understanding+public+relations+campaign+planning&ots=fSAcL_VNDc&sig=UoTMyP_YEHL3qJ1bokXk3IxWOW4)

[fSAcL_VNDc&sig=UoTMyP_YEHL3qJ1bokXk3IxWOW4](https://books.google.com/books?hl=en&lr=&id=IrpGxphxD9gC&oi=fnd&pg=PR2&dq=Understanding+public+relations+campaign+planning&ots=fSAcL_VNDc&sig=UoTMyP_YEHL3qJ1bokXk3IxWOW4)