

CFAM4.4.9

Develop public relations strategies and tactics to promote products/services



Overview

This is about designing public relations objectives, strategies and budgets for an organisation's products/services/brands in line with overall corporate strategy. It includes identifying the relevant public relations messages, the use of the appropriate public relations methods and marketing communications tactics for a selected audience, and the evaluation of such public relations activity.

For the purpose of this unit, 'organisation' can mean a self-contained entity such as a private sector company, a charity or a local authority, or a significant operation unit, with a relative degree of autonomy, within a larger organisation.

The abbreviation 'PR' denotes 'public relations' throughout this unit.

This unit is recommended for all levels of managers working within public relations. Such managers might be employed directly by the organisation or work for an agency/consultancy.

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Performance criteria

- You must be able to:*
- P1 identify and prioritise public relations objectives for products/services which are consistent with their marketing communications strategy
 - P2 identify and prioritise those target customer and stakeholder groups at which public relations activities are to be targeted, and develop public relations strategies appropriate for these groups and for realising the agreed objectives
 - P3 develop and agree public relations plans and budgets for the achievement of the strategies, setting out clear actions, accountabilities and milestones
 - P4 decide upon and agree the public relations methods and activities to use
 - P5 identify and prioritise key performance measures and methods for monitoring and evaluating the public relations strategies and plans
 - P6 communicate the strategies and plans, and gain commitment to their achievement from all relevant parties
 - P7 monitor the news and stakeholder environments and identify information that might affect the pr strategies and plans
 - P8 monitor the response from the target customer and stakeholder groups, and evaluate the success of the pr strategies and activities
 - P9 recommend adjustments to pr strategies and activities, where necessary, in response to information and the response from target groups

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the principal areas of marketing communications, and their roles, including advertising, direct marketing, personal selling, public relations and sales promotion, and how each works to offer an integrated communications package
- K2 the principal PR tools and their relative strengths and weaknesses
- K3 factors that need to be considered when designing a PR strategy
- K4 the topics to be covered within a PR strategy and plan
- K5 how to develop strategic objectives, actions and accountabilities, and associated budgets
- K6 the importance of setting out clear performance measures for a PR strategy which demonstrates a return for the organisation

You need to know and understand:

Industry/sector specific knowledge and understanding

- K7 legal, regulatory and ethical requirements affecting PR and the promotion of products/services within the organisation's sector
- K8 market developments in the organisation's sector

You need to know and understand:

Context specific knowledge and understanding

- K9 the market in which the organisation operates
- K10 the organisation's corporate and brand management strategies, where relevant, and as impact upon the products/services being considered
- K11 the organisation's communications objectives, arising from the overall marketing strategy
- K12 the needs and expectations of the organisation's customer and stakeholder groups, and the organisation's desired response from its PR activities
- K13 the extent of any existing PR activities by the organisation
- K14 the organisation's overall marketing communications strategy, and associated activities, including advertising, direct marketing, personal selling and sales promotion
- K15 colleagues, and other key parties, and their needs and expectations
- K16 processes for consultation within the organisation

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Additional Information

Behaviours

1. You anticipate likely scenarios based upon a realistic analysis of issues and developments
2. You present ideas and arguments clearly, concisely and convincingly
3. You articulate the assumptions made and risks involved in understanding a situation
4. You demonstrate a clear understanding of different stakeholders and their needs relevant to the organisation
5. You recognise changes in circumstances promptly and adjust plans and activities accordingly

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