



NATURAL PRODUCTS

INSIDER®

Do love and marriage go together like



MARKETING AND PR?

Ideally, companies should be engaged in marketing, advertising and public relations (PR) strategies that work synergistically together. Problems and frustration can arise when tools and techniques from each practice are used inappropriately for the same goals. Before you engage in a PR program, understand how it uniquely differs from marketing, why your company needs it and how you can leverage four tools you already have to build your own successful PR program.



Public relations is much like a marriage. It's a relationship you are continually building with your audiences, which include employees, customers, service providers and vendors.



A successful PR relationship requires:

- ✓ Commitment
- ✓ Authenticity
- ✓ Time
- ✓ Consistency
- ✓ Connection







Benefits of a successful PR relationship include:

- ✓ Trust
- ✓ Credibility
- ✓ Access
- ✓ Demand



Using public relations as a tool for marketing to sell is not the ideal strategy, especially if your goal is to become an overnight success.

Marketing vs. public relations

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|  <p>Marketing is focused on specific outcomes, especially selling.</p> |  <p>It can be tested in a short amount of time.</p> |  <p>Its return on investment (ROI) is easily tracked.</p> |  <p>Marketing can be easily scrapped if it's not working out.</p> |
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Serial dating and marriage, like marketing and public relations, have their pros and cons. What's important is understanding the strategy with both and not misusing them for the exact same goals.

Successful marketing and PR partnerships are built with:

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|  <p>Transparency</p> |  <p>Trust</p> |  <p>Consistency</p> |  <p>Understanding goals and expectations</p> |
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This infographic was adapted from a presentation given by Amy Summers, president, [Pitch Publicity](#) at SupplySide East 2019 workshop "Do Love and Marriage Go Together Like Marketing and PR?"