

The Special Role of Public Relations in Modern Marketing Activities

Yasong Lin, Wei Liu

¹Guangdong Jinghao Information Technology Co., Ltd

²The GBA National Institute for Nanotechnology Innovation

Abstract: *In today's businesses are increasingly marketing, public relations plays more important roles in the marketing increasingly. Effective public relations activities can bring significant economic and social benefits. This article describes the public relations and marketing of mutual cooperation relations and public relations in marketing the role and problems in practice, and make China's enterprises in the marketing of some of the public relations strategy. In order to arouse the enterprises in the process of marketing the importance of public relations.*

Keywords: *Public Relations, Marketing, Effect, Strategy*

1. Relationship between Public Relations and Marketing

Public relations, referred to as public relations, is a series of activities taken by an enterprise or group in order to meet the needs of the environment, win the understanding, trust and support of all sectors of society, and establish the good reputation and image of the enterprise or group. For enterprises, the purpose of public relations is not to pursue short-term, vested sales increase, but to focus on the good reputation and long-term interests of enterprises in society. The role of public relations in marketing is very important. Under the condition of market economy, the competition between enterprises is very fierce, and if enterprises want to win in the market competition, they should rely not only on technology competition, quality competition, price competition and service competition, but also on information competition. Whoever gains a good reputation among the public will gain the initiative to compete. The good reputation of enterprises is an intangible wealth, therefore, any enterprise must be through public relations, and strive to establish a good image and credibility of enterprises, vigorously improve the visibility of enterprises and their products brand, to win the public's understanding and praise, in order to be invincible. Public relations is a planned and targeted activity. The basic goal of public relations is: to establish and maintain a good image and reputation of the enterprise in front of the vast number of consumers and users. The main task of public relations is to keep in close touch with all aspects of society and to provide timely information. The Ministry of Public Relations is a bridge between enterprises and society, enterprises through the Ministry of Public Relations and social groups, government departments, users and the press to maintain regular contact, listen to their views, close contact with them, timely to the enterprise shareholders, partners, employees to provide accurate information, to create better products and corporate reputation. (2) Investigate and understand the public's attitude, timely feedback. Through public relations activities, enterprises understand and master the social groups, public opinion circles and consumers of the enterprise's understanding, attitude and reflection, these situations are consolidated, timely reflected to the decision-making center of enterprises, which will play a positive role in the formulation and adjustment of marketing plans. (3) Arrange public relations activities, provide advice and advice. Public relations activities are active, proactive, predictable and creative work. It should formulate and arrange public relations activities according to the overall marketing objectives of the enterprise, and coordinate the relationship between the enterprise and all aspects of society. At the same time, on the basis of investigation and analysis of public opinion and attitude, we should provide constructive advice and advice to the relevant departments of the enterprise, so as to avoid causing public dissatisfaction and damaging the image and credibility of the enterprise. (4) To receive visiting customers and eliminate customer dissatisfaction. Another job of the PR department is to receive visits from users or consumers, listen to their views on businesses and products, answer their questions, and eliminate their dissatisfaction. To this end, enterprises usually public relations department address, telephone number published, by the public relations department to receive visits and visits, to answer people's inquiries. (5) To

establish a good image and reputation of the enterprise service this is one of the main tasks of public relations. The Ministry of Public Relations, by promoting the products of enterprises and enterprises to the community, actively participate in public welfare activities, close contact with the public and groups, can expand the influence of enterprises in the community, improve the visibility of enterprise products, so as to establish a good image and credibility for enterprises.

However, the relationship between public relations and marketing has long been misunderstood. Many people, especially marketers, believe that public relations are only one part of the marketing mix, and at best free advertising and publicity. As a result, many marketers do not make full use of public relations in practice to achieve marketing goals. In fact, the relationship between public relations and marketing should be one of mutual collaboration. In response, Frank Jefferkins, a well-known British public relations expert, brilliantly argues in *The Latest Public Relations Tips*: "Marketing and public relations are both interpersonal issues, and they have a lot in common, so they can collaborate on a large scale to ensure the success of the company's business." If both marketing and PR recognize that PR enters every aspect of the sales mix, PR managers can make a real contribution to marketing strategies. PR is not an isolated activity; it is closely related to all activities carried out by an organization, including marketing. Therefore, as far as marketing is concerned, public relations should play their due role as soon as possible.

2. The Role of Public Relations in Modern Enterprise Marketing

Good public relations play an increasingly important role in promoting marketing. Public relations is essentially the use of various means of communication between enterprises and the public information links, to obtain public understanding, understanding, support and cooperation, improve the visibility and reputation of enterprises, establish a good corporate image, promote product sales. Therefore, many marketing scholars and entrepreneurs believe that if modern enterprises want to win in the market competition, they should rely not only on technology competition, quality competition, price competition and service competition, but also on information competition. Whoever gains a good reputation among the public will gain the initiative to compete. It can be said that in today's enterprise marketing operations, public relations and marketing are difficult to distinguish, they promote each other and common development. In the modern enterprise marketing process, public relations play an increasingly unique role, in the following four aspects: Public relations can promote the sale of products. In the fierce competition of modern enterprises, public relations have been integrated into the regular sales promotion activities. Many enterprises use a variety of media to hold product presentations, promotions and publicity of enterprises, the manufacture of various news events to expand business, maintain relations with the public, to help marketers to sell products, sales of corporate brands. Today's sales are different from traditional sales, adding 2P to the traditional 4P -Public Relations, power (political power), giving marketing a new meaning. Public relations can establish a good image of the enterprise in the public mind. In this era of image competition, enterprises rely only on technology, price, service and other factors, has been difficult to beat competitors, shaping a good corporate image, is the common pursuit of industrial and commercial enterprises. The public relations department of an enterprise can hold press conferences, press conferences, reception visits, social services and social sponsorship and other public welfare activities, strengthen the organization and social public contact and communication, coordinate various relations, play the role of the organization's "mouthpiece", improve the visibility and reputation of enterprise products, to establish a good image of the enterprise, so as to obtain public understanding, recognition, trust, understanding and support, for the development of enterprises to create a good social environment. (3) Public relations can collect important information related to business decision-making. Public relations is the link between the outside public and related entities, the public relations personnel of enterprises through the social related groups, government departments, news media and consumers to maintain regular contact, can collect the survival and development of the enterprise closely related to the information and intelligence information, and analysis, processing and collation, so that enterprises can grasp their own environment in a timely manner, understand the public situation, understand the changes in social and political, economic, cultural and other factors, predict the development trend of enterprises and the public, To enable enterprises to maintain a clear mind and keen insight into the market environment, so as to reasonably formulate or adjust the marketing objectives of enterprises.

(4) Public relations can respond to emergencies and manage crises. This is one of the most important functions of public relations, and it is also the greatest value of public relations. As we all

know, the development of any enterprise can not be plain sailing, some sudden, catastrophic events in the loss of people and property, often also affect the image and reputation of enterprises. If mishandled, the blow to the business is fatal, and may even put the enterprise directly to death. And to properly deal with, there must be a well-thought-out contingency plan, in order to make a timely and accurate response, and then there is a coherent remedy, this is the mission of crisis public relations.

3. Problems in the Application Practice of Public Relations in Marketing

3.1 Wrong Ideas and Ways

Many enterprises in China still adopt the traditional concept of transaction marketing, and really establish the concept of public relations in marketing application. The application in marketing is to "pull the relationship, go back door" to carry out marketing activities. In fact, this is a misunderstanding. The application of public relations in marketing is fundamentally different from the "pull relationship, backdoor" and other irregularities: (1) the background is different. The application of public relations in marketing is the product of the modern highly developed market economy, which is produced by the increasing competition of market with the development of science and technology. And "pull the relationship, go back door" is since ancient times. In the modern market economy, there is also a "pull relationship, go back door", but with the improvement of the market economy system, its role will be less and less. Therefore, to some extent, it can be said that "pulling relations, walking the back door" is the product of the underdeveloped market economy. (2) The means are different. The application of public relations in marketing is carried out through customer service, customer participation and customer organization, and its transparency is high. And "pull relations, go back door" is mainly through bribery and other means in the dark, its transparency is low, and often some illegal acts. (3) The purpose is different. The application of public relations in marketing is to establish a stable long-term cooperative relationship that takes into account the interests of both sides and achieves a win-win situation. And "pull the relationship, go back door" to establish only a temporary cooperative relationship, for personal gain.

3.2 Lack of Scientific Organizational Mechanism

From the concentration of successive innovations, we can clearly see that many industries and organizations in China that accept and adhere to the concept of public relations application in marketing have adjusted their original organizational structure accordingly, transforming the vertical, rigid organizational structure into a flat, easy-to-communicate organizational structure. However, the establishment of many state-owned enterprises in China is still the old-fashioned system of the planned economy era, marketing lack of market research and development, market information collection and analysis, coordination of production and marketing links, the establishment of regional marketing networks and unified services and other functions of the relevant institutions. New product development is the responsibility of the Science and Technology Planning Section, which considers issues from a purely technical point of view and tends to overlook the real needs and purchasing power of customers. 3.3 Ignoring the adjustment of the relationship between enterprise development and marketing In most enterprises in China, there is also a lack of internal marketing ideas, lack of internal marketing and external marketing to match the concept. From the concentration of innovation results, we see that innovation based on employees is not a lot, enterprises are more attention to external marketing and public relations, the use of the news media, celebrity effect to promote and establish corporate image, express great interest and enthusiasm, but not through internal marketing in all staff on marketing concepts, quality awareness, behavior orientation and other aspects of the formation of common beliefs and norms, as well as the establishment of value creation system within the company, in every aspect of enterprise management in the process of maintaining efficiency, Continuous value creation ability, and ultimately achieve customer satisfaction, which often makes many enterprises of external marketing and public relations difficult to work, so as to achieve the goal of enhancing the competitiveness of enterprises. And many enterprises in the public relations in the application of marketing, limited to the marketing department, each department is fighting each other, each other failed to carry out effective communication, coordination and cooperation.

4. Public Relations Application Strategy in Marketing

The application of public relations in marketing emphasizes the identification, establishment, maintenance and development of relations with customers, suppliers, competitors, employees, government and other public, so the author mainly analyzes some successful experiences of the application practice of public relations in marketing from the three aspects of customer public relations marketing strategy adopted by Chinese enterprises, employee public relations marketing strategy and partner public relations marketing strategy.

4.1 Customer Public Relations Marketing Strategy

The biggest difference between public relations marketing and traditional marketing is that the core of traditional marketing is to facilitate transactions, and enterprises make profits by trading with customers; The core of public relations marketing is customer loyalty, enterprises through the establishment of long-term friendly and mutually beneficial relations with customers, the development of customer and enterprise and its products between the continuous exchanges, to win customer satisfaction and trust, bring customers to repeat purchases, and through good reputation to win more new business, to enhance brand loyalty and consolidate the market, promote product sales. And to provide quality products, good service and reasonable price is the basis of public relations marketing. Marketing guru Philip. "Public relations marketing is the practice of establishing long-term satisfaction relationships with key members (customers, suppliers, distributors) in order to maintain the long-term performance and business of marketers," says Kotler. Marketers achieve public relations marketing by constantly committing to and giving each other high-quality products, quality services, and fair prices.

4.2 Employee Public Relations Marketing Strategy

The success of public relations marketing depends to a large extent on the attitude, commitment and behavior of employees. "If they are not sufficiently engaged in the role of their part-time marketer and are not actively acting in a customer-oriented manner, the strategy will fail." Therefore, the success of the external market requires that employees be motivated first to pursue the internal success of the public relations marketing strategy more fully. The purpose of internal marketing is to hire the right people and motivate them to do a good job in communicating with customers, which is the basis of interactive marketing. In-house marketing includes training and motivating employees to stay informed about the company's internal and external strategies, external communications and market information. Chinese enterprises in the staff relations strategy, establish a people-oriented concept, strengthen human resources management, actively deal with the relationship with employees, carry out internal marketing, strengthen the training of employees, optimize the allocation of talent.

4.3 Partner Public Relations Marketing Strategy

Enterprise product sales in addition to the establishment of direct sales to consumers, more through dealers to change hands. Dealers play a very important role in the transfer of products from enterprises to consumers. Therefore, enterprises and distributors must be open, mutually beneficial, friendly cooperation. Good distribution relationship not only helps enterprises to win the cooperation of dealers, but also may make dealers actively promote and maintain corporate image. To maintain production and circulation, enterprises must rely on suppliers to supply raw materials, spare parts, tools, energy and other commodities. Otherwise, enterprises will not be able to engage in normal production and sales. At the same time, suppliers can also provide enterprises with information about the market, raw materials, prices, consumer trends, business dynamics and other types of information. Therefore, maintaining good supplier relationships is also of great help in promoting business sales. 5. Conclusion With people's increasing understanding of the remarkable role of public relations in marketing and the practice of public relations in marketing applications, the application of public relations in marketing will be more and more extensive, will be more and more special, more and more enterprises will use public relations to achieve the marketing objectives of enterprises, thereby creating greater corporate and social benefits.

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