Pr and Advertising

Role of Communication
- PR and Advertising depend on it
- Pre-condition for sales
- Many modes....

Communication: The Exchange of Information

Media Types
- Letters, fax, e-mail
- Telephone
- Web site
- Video conference
- Face to face

Media Richness
- Based on the variety of information conveyed to the senses
- Data, images, sound, motion, smell, touch, taste

Media Types by Richness

<table>
<thead>
<tr>
<th></th>
<th>Data</th>
<th>Sound</th>
<th>Sight</th>
<th>Motion</th>
<th>Smell</th>
<th>Touch</th>
<th>Taste</th>
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</thead>
<tbody>
<tr>
<td>Letters, fax, e-mail</td>
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<td>Interactive video, Web</td>
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<td>Face to face</td>
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</table>
E.g.: E-mail, fax

- One way
- One to one; one to many; many to one
- Richness-low
- Far distances-Lagged

E.g. Telephone Conversation

- Two-way
- One to one
- Richness-medium
- Far and simultaneous

E.g.: Mass Media Communication

- One way
- One to many
- Richness-medium to high
- Far distances-simultaneous or lagged

E.g.: Face to Face Conversation

- Two-way
- One to one
- Richness-high
- Close proximity and simultaneous

PR vs. Advertising

What is PR?
What is Advertising?

Public Relations

- Goal is to raise awareness of company
- Not about selling a product or service
- "Impartial"
- "Public Service"
Examples of PR

- Writing an article for a trade journal
- Conducting an interview with a reporter
- Product reviews
- Serving on a committee or panel at a trade show
- Website freebies
- Using directory listings

Advertising

- Goal is to sell product
- Inform potential buyers about products and services
- Persuade potential buyers to buy products and services

Examples of Advertising

- Media Kits
- Print ads
  - Computer magazines; special interest magazines; all-ad maz
- T.V. ads and Infomercials
- Trade Show Booths
- Disk give-aways
- Direct mail
- Website displays

Advertising Goals

- Produce sales
- Inform potential buyers
- Create positive image of product
- Create positive image of company

Advertising Examples

- Announce upgrades
- Announce new products
- Conduct marketing surveys
- Distribute newsletters

Media and Client Kits

- Media Kit
  - Company Brochures
  - Product Brochures
  - Press Releases
  - Sample Software
  - Price list
- Business Cards
Print Sources

• Printers
  - Alphagraphics
  - Kinko’s
  - Paper Direct Templates
• Paper
  - Alphagraphics
  - Staples
  - The Print Shop
  - Paper Direct

Typical Components of Print Ads

• Info about the product
• Info about the company
• Pricing info
• Ordering info
• Guarantees

Print Ad Costs

• Based on cost per 1000 readers
• Ranges from $1-5 per ad for 2” ads
• Spend about $2000-3000/year on ads

Why Direct Mail?

• 71% of all direct mail is read
• People are exposed to only 1-2 direct mail messages a day
  - compare to 95 t.v. commercials/day
  - compare to 42 radio commercials/day
  - compare to 180 print ads/day

Characteristics of Direct Mail

• Targeted to client
• Can be personal
• Somewhat flexible
• Measurable

Direct Mail Design and Implementation

• Do 4-5 mailings of same message
• Design
  - Use plain envelopes
  - Include a letter
  - Include product info (catalog or brochure)
  - Use testimonials
  - Suggest a course of action; i.e., “Purchase XYZ now...”
  - Include order info
Mailing Lists

• Build your own
  - Word of mouth
  - Trade shows

• Rent a list
  - $50-150 per 1000 names

• Buy a list
  - 3X the price to rent

Web Based Advertising

• Is a "Receiver-Initiated" form of communication

• Reaches millions of people

• Creates an excellent image for company
  - Makes you look bigger than you are

• Low start-up cost

Characteristics of Web Advertising

• Can be updated easily

• Can track the way people navigate through your site

• Targeted to client

• Can be personal

• Very flexible

• Measurable

Creating your own site

• Find an ISP

• Purchase web design tools ($50-100)
  - Front Page (MS)
  - Home Page (Claris)
  - Page Mill (Adobe)

• Upload your web html files

• Be sure to register you web site and to include the appropriate "meta" information

Summary

• There are many ways to communicate to other people

• Some media are richer than others

• PR and Advertising serve different functions

• Advertising requires a mix of different approaches and media

• The newest form of advertising is the Web

end....