

# Ronn Torossian On Fundamentals of PR



With the rise of social media and the propensity of news to become viral, Public Relations is indispensable. PR not only transforms the way a business communicates, but also enables the business to start taking greater control of the direction it is heading in. There are some fundamentals to good PR practice that form the bedrock of PR effectiveness. Some of these fundamentals of PR are given below.

**1) Knowing the target audience** – To keep PR efforts focused and appropriate, it is important to be clear about whom the PR activity needs to target. Professional organizations have industry data available for their PR members. A business often conducts research on the target audience at product-development stage. There may be several groups, each requiring a specific PR approach. Target audiences are important because they will connect with a business, care about what the business or brand is selling, and how the service it provides can impact customers' lives. The target audience can be grouped on the basis of personal preferences or the demographics they share. For instance, the target audience for

a fashion brand could be trend-conscious teenagers residing in an urban area.

**2) Establish goals** – When trying to identify pr goals, it is important to start with the big picture and work down to the specifics. PR goals filter down from business goals. For instance, the goals of a business could be to retain existing customers, combat the threat of new competition, increase the customer base, and increase profits. The related PR goals would be to raise the profile of products on social media, give special offers to shoppers, and to devise creative campaigns for more visibility.

**3) Crisis management** – Public Relations allows businesses to operate with minimal disruption by trying to manage any crisis that could arise. During a crisis that a business may face, it is the responsibility of PR to present accurate facts and data to the public in order to avoid and minimize negative publicity that could affect the reputation of a business. Communication systems are one of the most important parts of a company to protect during a crisis, since communicating is what a business must continue to do should there be a major problem. For instance, during a crisis like the pandemic, key external stakeholders need to be made aware of all a business is doing to rise to the challenge of the moment and set firm foundations for future success.

**4) Media relations** – For PR to create buzz for brands , they have to depend on media relations. Nowadays, PR agencies create buzz through viral marketing campaigns, blogs, and carefully curated posts to secure media placements. In spite of this, media relations is still a valuable strategy in the PR toolkit. Potential customers are easily influenced by journalists, bloggers and influencers. The concept of what is newsworthy is constantly evolving. A press release can be about new partnerships, rebranding, or even industry awards.



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