



Erasmus+

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1. Template

Topic The New Media Environment Lesson 3

Brand Amplifiers

Introduction

In this lesson, we will learn two important ways to amplify your brand.

Obectives

1. Learn about PR and Publicity
2. Learn about WoM

Public Relations and Publicity

Public relations and publicity are designed to promote or protect a company's image or its individual products (Keller, 2013).

Publicity is nonpersonal communications such as press releases, media interviews, press conferences, feature articles, newsletters, photographs, films, and tapes (Keller, 2013).

Public relations may also include annual reports, fund-raising and membership drives, lobbying, special event management, and public affairs (Keller, 2013).

Public Relations must be a routine part of any marketing communication and they are invaluable during a marketing crisis.



Source: Pexels

As users share likes, dislikes, experiences with a particular brand, word-of-mouth is critical to building a brand. The power of word-of-mouth is the credibility and

relevance it brings (Keller, 2013). If a marketing program is created in the right way and customers are provided with a product or service that exceeds their expectations, they will share it with each other. In this way, the effect of all marketing activities that are carried out is enhanced.

Conclusions

These two amplifiers are useful things to consider in the strategy.