



# HOW PR AND MARKETING COLLABORATE FOR SUCCESS

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As a marketing intern, I have gained extensive hands-on experience using the public relations strategies I learned in my communications, journalism and media classes. These strategies and skills have been immensely valuable in helping me understand the ins and outs of brand communication, reputation management and audience engagement. I want to share how public relations strategies have allowed me to contribute meaningful work in marketing and support the connection between PR and marketing.

## Understanding Your Audience

Knowing who your audience is and how to captivate their attention is a skill often discussed in public relations courses. It is easy to understand how this concept is equally important in marketing because marketing revolves around targeting an audience.

Truly understanding your audience is crucial in marketing because it allows you to create targeted campaigns that connect with the people you're trying to reach.

By knowing my target audience, I can create social media content that will resonate with that specific group and increase the amount of interest and engagement the target audience has with the company.

## Establishing A Goal

Establishing a goal for a campaign, social media post, or press release is an aspect of public relations that provides direction and purpose and ensures every action taken aligns with the desired outcome. This idea also connects with the world of marketing.

Whether the goal is to increase brand awareness, boost sales, grow a customer base, or enhance customer loyalty, having a defined goal allows messaging, campaigns, and marketing channels to be tailored in a way that will effectively meet the overall objective. In my internship, I keep the goal of the content I create in mind so I can produce work that will be effective and help me reach the designated goal.

## Developing Effective Content

Understanding how to create effective content offers numerous benefits because content creation allows for creative ways to influence engagement, branding and business growth. Being able to utilize the Adobe Suite, Canva and similar content creation tools has proven to be a vital skill during my marketing internship.

I can create basic content ideas, using these tools, that are then shown to graphic designers so my vision is followed and the goal of the project is being achieved. Having a basic understanding of how to design content is a skill taught in PR classes that will cause anyone to also excel in a marketing role.

Throughout my internship in the marketing department, I have utilized a variety of skills that I learned in my PR classes and within PRSSA. I am able to understand who my audience is, establish a goal for my content, and develop designs that are effective and help me achieve my desired outcome for the project. While there are differences between PR and marketing, these two fields work hand in hand and the skills learned in one area will become useful in the other.