



# Value-Added Public Relations: The Secret Weapon of Integrated Marketing

By Thomas Harris

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By Thomas Harris

From Wonderbra to McDonalds, from Harley-Davidson to Viagra, today's world-leading companies and brands are using public relations to add power and persuasion to all of their marketing messages. Information, rather than salesmanship, builds credibility with sophisticated and skeptical consumers, and public relations, long viewed as the most trustworthy source of information about products and services and the companies that provide them, can effectively reach targets where other marketing communication tools fall short.

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In *Value-Added Public Relations*, Thomas L. Harris, the industry-leading expert in marketing public relations (MPR), examines how and why public relations plays a critical role in integrated marketing and explains the many ways PR can add value to an integrated marketing communications (IMC) program. Harris analyzes the relationship between product- and corporate-brand building and, through dozens of case histories and examples, shows how some of the nation's most successful marketers have used PR techniques to enhance all of their marketing messages. Among the book's features is a comprehensive guide to writing an IMC plan including writing a situation analysis, setting objectives, developing a strategy, devising tactics, and then measuring results. Detailed descriptions of more than 50 effective PR tactics involving all media, including new technologies, are also included.

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### Editorial Review

#### From the Publisher

From Wonderbra to McDonalds, from Harley Davidson to Viagra, today's world leading companies and brands are using public relations to add power and persuasion to all of their marketing messages. Information, rather than salesmanship, builds credibility with sophisticated and skeptical consumers, and public relations, long viewed as the most trustworthy source of information about products and services and the companies that produce or provide them, can effectively reach targets where other marketing communication tools fall short.

In *Value-Added Public Relations*, Thomas L. Harris, the industry leading expert in marketing public relations (MPR), examines how and why public relations plays a critical role in integrated marketing and explains the many ways PR can add value to an IMC program. Harris analyzes the relationship between product and corporate brand building and through dozens of case histories and examples, shows how some of the nation's most successful marketers have used PR techniques to enhance all of their marketing messages. The book also features a comprehensive guide to writing an integrated marketing communications plan including writing a situation analysis, setting objectives, developing a strategy, devising tactics and then measuring results. Detailed descriptions of more than 50 effective PR tactics involving all media, including new technologies, are included, as well. (Danielle Egan-Miller, Editor, Business Books).

#### From the Back Cover

Marketers who inform their customers gain credibility for all of their communications messages. That's why public relations is the secret weapon of integrated marketing communications. Today's sophisticated and skeptical consumers know when they are being informed and when they are being "sold to." PR closes the marketing credibility gap because it is the one marketing communications tool devoted to providing information, not salesmanship. It makes every other marketing effort more effective.

*Value-Added Public Relations* is a groundbreaking book because it examines the many ways that public relations adds value to integrated marketing. In two sections Thomas L. Harris, a leader in marketing public relations, analyzes the relationship between *product* brand building and *corporate* brand building. Using dozens of case histories, Harris shows how some of the nation's most successful marketers have used public relations techniques to give added power and persuasion to all of their messages.

Part I includes twenty chapters devoted to the ways in which public relations adds value to IMC programs, followed by a list of "Lessons Learned." Part II provides a comprehensive guide to writing an integrated marketing communications plan. Chapters detail a five-step plan for writing a situation analysis, setting objectives, developing a strategy, devising tactics, and measuring results. Detailed descriptions of more than fifty tactics involving all media--from mass media to newer technologies that enable marketers to communicate directly with consumers--are featured. Most important, the book shows that the results and value of marketing public relations are measurable and critical to the success of integrated marketing programs.

#### About the Author

Thomas L. Harris is a management consultant specializing in marketing and public relations. He is an

adjunct professor at Northwestern University's Medill School of Journalism and is past president of Golin/Harris Communication.

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