Public Relations Strategy:

A Tool for Building Organizational Corporate Image

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Abstract

In the business world of today, superior organizational corporate image is a strategic priority that every organization wants to achieve. To be attributed as excellent in business, the corporate image of an organization must be of superior quality, that is, reliable, apparent, sure, viable and able of create expansion and development. Meanwhile, public relations gives an organization the chance to exhibits its picture to the public, it is about moving the message to the general public. Building a corporate image is not an instinctive approach but an issue of strategy which leads to good reputation of the company, competitive advantage and uniqueness of the company in the market. This paper centers on the bond between corporate image and public relations strategy and how PR can be used as a strategy to build corporate image.

Keywords: Public Relations Strategy, Corporate Image, Organizational Image

1. Introduction

Public relations has been considered as reliable piece of the business dealing so they don't place them in promotional schemes, however in a closely related function with the administration of the organization. This study gave the meanings of public interactions and corporate image, the theory of management by Garbett of the organizational image which are in three stages. The six point public relations planning model by Jefkins which incorporate situation analysis, defining objectives, defining publics, media selection, budget and implementation and control.

2. Definition of public relations and corporate image

Corporate image is defined as the overall idea left in the buyers mind as a results of experiences, accumulative feelings, attitudes and ideas with the organization, memory stored are transformed into a

negative or positive meaning, recovered to reconstruct image and recollect the organization name is brought or heard to one's thought. (Dowling 1988; Fombrun, 1996; Kazoleas, Kim and Moffit, 2001; Hatch, Schultz and Williamson, 2003; Bravo, Montaner and Pina, 2009).

Corporate image encompasses the two principal components which are functional and emotional components. The functional component is the tangible aspect which is easily measurable while the emotional component is the psychological dimensions which are as a result of emotions and characters geared towards the group which emanate from individual experience with the organization.

Berman and Evans (1995) considered corporate image as a functional and emotional mixture; that is, the prior experience of getting contact with enterprises including in experienced information such as advertising, word of mouth effect.

Corporate image contains two important variables which lead to an increase in its profit or give room for an improvement in its financial performance, they include:

i.   Corporate Identity
This is a circumstance whereby a firm is spoken to by outwardly and physically with elements, for example, vehicles, logos, color selections, uniforms and flags. Expansion to corporate identity includes corporate communication, corporate philosophy and corporate behavior. An identity of any single person of individual is seen as the most vital thing which separates him from others. The identity of a firm distinguishes it from other firms (karadeniz, 2009).

Riel and Balmer (1997). As indicated by the same alludes to an organization's special qualities that are established in the conduct of the individuals from the association. Individual's belief is not how exactly they see their association (Giola and Thomas, 1996). They depict a way of life as a subjective and socially built marvel. Organizations identities are made by the individuals from the organizations taking into account authoritative qualities.

According to karadeniz (2009) corporate identity comprises of various elements which are:

Corporate Philosophy: this is seen as the basis of corporate identity. It is viewed as the various behaviors, designs and communication organizations engage in, it is the main thoughts an organization has about itself.

Corporate Behavior: this involves the common behavior, manner and reaction in definite decision cases; it shows how organizations react towards certain situations.

Corporate Design: this can be described as the creation of a company's image and target towards harmonized factors which are in line with corporate identity.

Corporate communication: this shows the desire of creating various means for conveying the organization's image; it has to do with all the application of all communication precautions which are systematically integrated and aims to impact on public opinion. All these elements serves as a distinguishing factor between one organization and another therefore an organization can be tagged as having unique features which can help it to be easily identified by the public and the stakeholders.

ii.   Corporate Reputation

Corporate interaction and attitudes constitute primary and required aspects of beneficial reputation, positive organizational prestige stands within the corporation's most available assets, while a negative

version is a substantial obligation and obstacle to group success. The primary of ethics in esteem perception was quantified in 2003 by the Hill and Knowlton yearly corporate reputation survey. In response to the issue 'what affects prestige?' the answer given nearly ninety percent of the time was buyer awareness and ethical behavior.

Managing reputation involves improving and defending positive public awareness. The mature contemporary reputation management firm includes numerous competing commercial concerns, academic journal and a professional institute.

3. Public Relations

Jefkins (1994). It states that public relations training are the art and social science of analyzing changes, predicting their outcomes, counseling the leaders of groups and ensuring planned programmes of action which will serve both the group and public interest. This definition explained the following;

Analyzing of trends: investigate the current situation that the company finds itself and its relations with its public.

Predicting the consequences: by studying the situation, the problems can be predicted. It is also used in identifying how publics will react to particular events.

Counseling leaders: advisory role of public relations is important and these can be in two (2) parts: (a) management of in- house department or consultancy and clients service. (b) Working with the top management of the organization.

Ensuring planned programmes of action: by ensuring planned programmes including various opportunities to report the development and to be flexible if things change, are fundamental to the public relations scheme.

Serve the public interest: the schedule should also serve the public interest. It should be also socially responsible and ethical. It should not corrupt or exploit the integrity of media.

The essential goal of public relations has been seen to be the accomplishment of an ideal picture, a great climate of opinion, or a favorable mention by the media, this is said to be a misconception in light of the fact that organizations can never satisfy the majority of the individuals constantly. Be that as it may they can accomplish understanding amongst their significant publics, which is altogether different from approval.

4. Six Point Public Relations Planning Model

a. Situation Analysis:

this can likewise be called communication audit, the consequences of public relations is seen to be about solving problems and changing attitudes which is somewhat more mind boggling than the bland one so often advanced of seeking favorable images, coverage and climates of opinion. Much of public relations need to manage making comprehension of troublesome, upsetting and disagreeable situations and issues.

b. Defining Objectives:

public relations objective has supported the organization marketing objective, which in turn should support the overall company and/ or corporate objective of the organization. Objectives should be

SMART. Public relations department arrive at potential Objective through discussion with the directors or managers in charge of department, divisions or subsidiary companies.

c.   Defining Public:

these targets are less and are characterized by social typologies, age or salary groups or different portions of the business sector. Public relations department are seldom concerned with the overall population yet with a scope of groups made up of people or gatherings with some specific investment or some other association. Publics are gathering that are deliberately focused on and are those individuals inside and remotely with whom an organization imparts. Jefkins and Yadini (1998). Basic publics include the following:

i.   Community: comprises of the organizations neighbors inside which the organizations works. They may live or work near to the organization's industrial facility, office, store, conveyance distribution center, research lab or wherever the association is in contact as well as impacts or impacted by those around it.

ii.   Potential employees: many future employees may live in the vicinity of the workplace. They may be relatives or friends of present staff, local student, or employees in other local firms. Recruitment may be from local schools, colleges, universities and it may be important that information about career opportunities is supplied masters, advisers and appointments officers as well as internally on the company website.

iii. Employees: these are the main workers of an organization, they help to promote the organization and also increase sales volume through their day-to-day input, and they can be the finance manager, production unit e.t.c.

iv.   Distributors: these set of people help to make available the company's product to its customers, examples include the middle men.

v.   Customers: the customer is the final arbiter of a company's success where this customer is another company; this is known as business- to- business marketing.

vi.   Potential representatives: numerous future workers may live in the region of the work environment. They may be relatives or companions of present staff, nearby understudy, or workers in other neighborhood firms. Enrollment may be from neighborhood schools, universities, colleges and it might be vital that data about vocation open doors is supplied experts, counselors and arrangements officers and also inside on the organization site.

vii. Employees: these are the fundamental laborers of an association, they help to advance the association furthermore build deals volume as the day progressed to- day data, and they can be the money supervisor, generation unit e.t.c.

viii. Distributors: these arrangement of individuals help to make accessible the organization's item to its clients, samples incorporate the center men.

ix.   Customers: the client is the last referee of an organization's prosperity where this client is an alternate organization; this is known as business- to- business promoting.

d.   Media Selection:

to achieve certain gatherings or people the media must be uniquely made and may incorporate sound and feature tapes, slides, notice sheets, interior diaries, private shows, courses, meetings, instructive writing, books and sponsorship. Smith (2002) proposes that some advertising administrators and office media individuals consider media as including all specialized instruments. The broad communications are however the real channels to people in general and the ones most natural to specialists (Hunt and Grunig 1994).

e.   Budgeting:

this is not only ways of evaluating the cost and subsequently controlling them, it also identifies the work done and aiding the critical path analysis. A budget is similar to the shopping list that a householder prepare before going shopping, reminding the shopper of what to buy, which in turn is controlled by the amount of money that they have available in cash or on credit. Smith (2002) the following are the most common forms of scientific (using objective formula) and heuristic (more subjective and largely trial and error) budgeting selling approaches used in marketing planning today:

Scientific

Objective and tactics: based on a review of the objective and summary of the policy and subsequent ideas required to achieve them. It is also sometimes called the classic or ideal approach.

Modeling: uses a different of econometric and simulation skills to model how different allocation levels may affect performance.

Payback period: the time taken for an integrated marketing communication to payback the cost.

Profit optimization: claims that the marketing investment communications is continued as long as the marginal revenue exceeds the marginal cost.

Heuristic

Percentage of turnover: uses a simple calculation of a fixed percentage of either previous or expected turnovers.

Competitive parity: uses the events and their relative spending as a yardstick.

Affordable: based on using all available money after costs are removed from required profits.

Arbitrary: where senior management settle between different views of marketing team.

This is not just a method for evaluating expense and accordingly controlling them, it additionally recognizes work to be carried out, empowering the discriminating way investigation. A financial plan is like the shopping rundown that a householder get ready before setting out for some shopping, helping the customer to remember what to purchase, which thus is controlled by the measure of cash that they have accessible in real money or on layaway.

f. Implementation and Control:

When the problems are defined, objective set, public prioritized and the strategy plan approved, the implementation of the plan commences. An important check is whether or not there are sufficient resources available to carry out the plan.

5. Organizational Image of Management Model

This process involves managing organizational image which are in three stages.

Firstly, when an organization is unknown or new to the market it must develop an image of itself to the public and various stakeholders that exist. According to (Garbett, 1988) this is difficult since most people have a certain amount of doubts of the unknown.

Secondly, if an association can successfully establish an image, they must work hard in ensuring suitable maintenance of the image. Image maintenance can be seen as a continuous process which requires

communication with the organizations stakeholders, in order to successfully secure an effective image, groups must ensure they get response from stakeholders and make necessary adjustment to their communication pattern. The failure of organization to be able to monitor and make the adjustments required of them would lead to the success of the organization being threatened.

The last stage is the restoration and this usually occurs due to crisis experienced by the organization. Mitroff, Pauchant and Shrivastava, (1989). The third stage of the model is not experience by all the groups, but because of the increasing number of crises many organizations would move to this stage. If an organization moves to this certain stage, then it must be involved in a good interaction process to reestablish its image successfully and if the organization successful give back to the stage of maintaining its image but if it turns out unproductive it could lead to failure of the organization to carry out a restructuring process. Restructuring at a minimal level would involve a new identity development and in an extreme case it can lead to merger name change, and other results which would require movement back to the image creation stage process.

Conclusions

The need for good public relations has been identified in each organization for learning of the ideas of quick interaction without borders, but due to respect of cultural differences which serves as a tool for attaining bigger success, dependable and finally for bigger profit. Genuinely public relations incorporate dialog- you ought to hear others, to understand things through their point of view. The reason is helpful for each organization to attain to a positive image to be seen as the best furthermore keep up its reputation.

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