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Level : third year LMD

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Lesson two : Publicity (الاشهار)

- **Publicity** : it is a way of communicating information to persuade people of the thing advertised in order to maximize the made profits. The publicity work is in a vertical form and characterized by ease of reading and clarity, Focus on some aesthetic elements., Balance in shape, color, and tab in its organization.
- **How to Get Publicity In the Media** :
 1. Use press releases to alert the media to newsworthy events or changes regarding your business.
 2. Develop contacts within the media to increase coverage of your business.
 3. Get involved in charity drives, local events, or industry milestones so your business will be mentioned in press coverage of those events.
- **Other Types of Publicity** :
 1. **Social media.** Platforms such as Facebook ; Instagram, and Twitter allow you to connect with your potential customers.
 2. **Product placement.** Send free products or offer free services to public figures, bloggers, or other media personalities.
 3. **Partnerships.** Working with other brands or businesses that have a larger audience can allow you to get your brand in front of a wider audience and generate publicity.
 4. **Promotional swag.** Branded items such as calendars, pens, notepads, tote bags, and phone cases can put your brand name and logo in front of a wide audience.

Remember: Generating publicity should be a strategic part of your marketing mix, along with advertising and other promotional strategies.

What Is the Difference Between Publicity and Marketing?

While *publicity* may be a component of your marketing strategy, it is different from most marketing because there often is no message beyond letting an audience know that the product or service in question exists.

Marketing involves communicating specific benefits and emotions to potential customers in order to persuade them to make a purchase. While *Publicity* is designed to make a product or brand more visible. *Marketing* is almost always directed at a business's target audience. *Publicity* may be directed generally at the public or more specifically at your ideal customers. Publicity campaigns often precede marketing campaigns that share more detailed information.