

To PR or not to PR? That is the question.

People act based upon their perceptions of fact. The way individuals see the world greatly influences their behavior in everyday life – from the way they act at home, the way they interact with friends, the way they conduct business to the way they make decisions about what to buy

Based on these perceptions, an individual might buy a product and then enthusiastically post about it on Facebook or may refuse to even enter a shop.

These highly subjective judgments make public relations simply necessary for the public sector, non-governmental organizations, and businesses. Whether a brand is currently struggling or excelling, PR is vital to the relationship between that brand and its customers.

The state of the economy in recent years has made it even more important for businesses to be visible. However, marketing and advertising costs can still be too high when expenditures are being cut. Managers are also aware that the effects of paid advertisements only last a short amount of time. Because of this, managers know that if there is not constant advertising and if the relationship between customers and the brand is not nurtured, a business will fail.

PR can be a powerful tool to help both businesses and individuals overcome these challenges. It can be a less expensive alternative to traditional marketing and advertising, and the effects of good PR are often long-lasting. PR maintains a steady spotlight on a business and its representatives. It can highlight an entire company, or focus directly on its actions, its product, or an individual representative. PR can facilitate decisive moves

in tough times caused by external factors or internal crisis.

PR professionals hope to initiate interest, raise awareness, or generate support for a business or organization by influencing the public's perception. When done well, this can help a business or organization achieve its objectives. Kharisma seeks to provide that something extra for clients and their brands, so that customers not only know the brand, but also have positive relationship with the brand and stay loyal "for better or worse." Sounds great, doesn't it?

PR professionals do not have magic wands to solve communication crisis, but solid strategy and reliable expert on your side makes the difference when tough times arrive or push forward is crucially needed.

However, when searching for a PR consultant or agency, it is necessary to be honest first. Honesty at the start of this relationship will make the work of a PR specialist easier and more effective.

We admit it: PR is not easy. As PR professionals, we do not have magic wands hidden in our pockets. We cannot undo bad things that have already happened. We cannot make time pass faster or slower. The road to a good image and success can be long and winding, and sometimes it can even be completely destroyed in mere seconds. When these facts are accepted from the beginning, it is easier to move forward to a solid PR strategy that will support and help a business in the long-term. Kharisma takes the challenge to constantly follow and assess public attitudes. Maintaining understanding between an organization and its public is crucial, as is maintaining a mutual relationship and following current trends. It is the PR professional's job to react at the right time, stay calm in times of crisis, and get excited and come up with new ideas when stagnation arrives. At Kharisma we can handle complicated situations, and when there is a crisis to solve, we do our best to protect our client's name.

It is a constant task to maintain buzz around a brand or product through print or social media. PR helps to build trust between a business and its customers, which is an essential foundation for customer loyalty. PR professionals work hard to keep a client's name in front of the public—it takes creativity, some courage and constant persistence.

This is the standard of work a client should get when he decides to focus on PR to gain recognition in the community and get his name in front of consumers, the media, and investors. This is what we believe in at Kharisma, s.r.o.



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