

Seminar on PR strategies and influencer marketing

A seminar for SY & TY BAMMC students was organized on topic “PR strategies and influencer marketing” on 26th July 2022. Approximately 100 students attended the seminar. The speaker was Ms. Sonam Shah, Founder, CEO at Treize Communication, a leading Public Relations agency. Ms. Shah spoke about how influencer marketing can be a powerful tool to enhance the public relations efforts and amplifying the brand’s message. She highlighted several ways one can integrate influencer marketing into the PR strategy such as identifying relevant influencers, target audience, and PR goals. Looking for those collaborative partners who have a dedicated following and a strong influence in the particular industry or niche. Entering into partnerships that align with the PR goals include long-term brand ambassadorships, sponsored content, or co-creating content to support the PR campaigns. Working with influencers to tell compelling brand stories, creators who create authentic content, such as product reviews, testimonials, or behind-the-scenes insights that can effectively convey the brand’s values, mission, and unique selling points.

She also emphasized upon crisis management which is a classically part of the PR manager’s to-do list. A previously established and trusted partnership with influencers can help tremendously in a crisis. Companies can communicate information, address concerns, and counter negative portrayals. Influencers can share the official statements, highlight crisis management efforts, and be a trusted voice during difficult times. Participation in events is also effective because when the brand is hosting an event or participating in industry-related activities, inviting influencers to cover the event can then provide live updates, share their experiences, and introduce their audience to the brand’s key messages. This coverage can create buzz, increase visibility, and amplify the PR efforts.

Ms. Sonam Shah also guided and mentored the students in their projects on corporate communication and public relations and helped them with internships.



संस्कृत
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VISION
The organization shall be a leading institution in the field of education and research, providing quality education and training to the students.

MISSION
To provide quality education and training to the students, to conduct research and to disseminate the results of the research.

OBJECTIVES
To provide quality education and training to the students, to conduct research and to disseminate the results of the research.

Who is a PR Prof

A PR professional is a PR strategy, helps a positive reputation, the charm and formally, on person

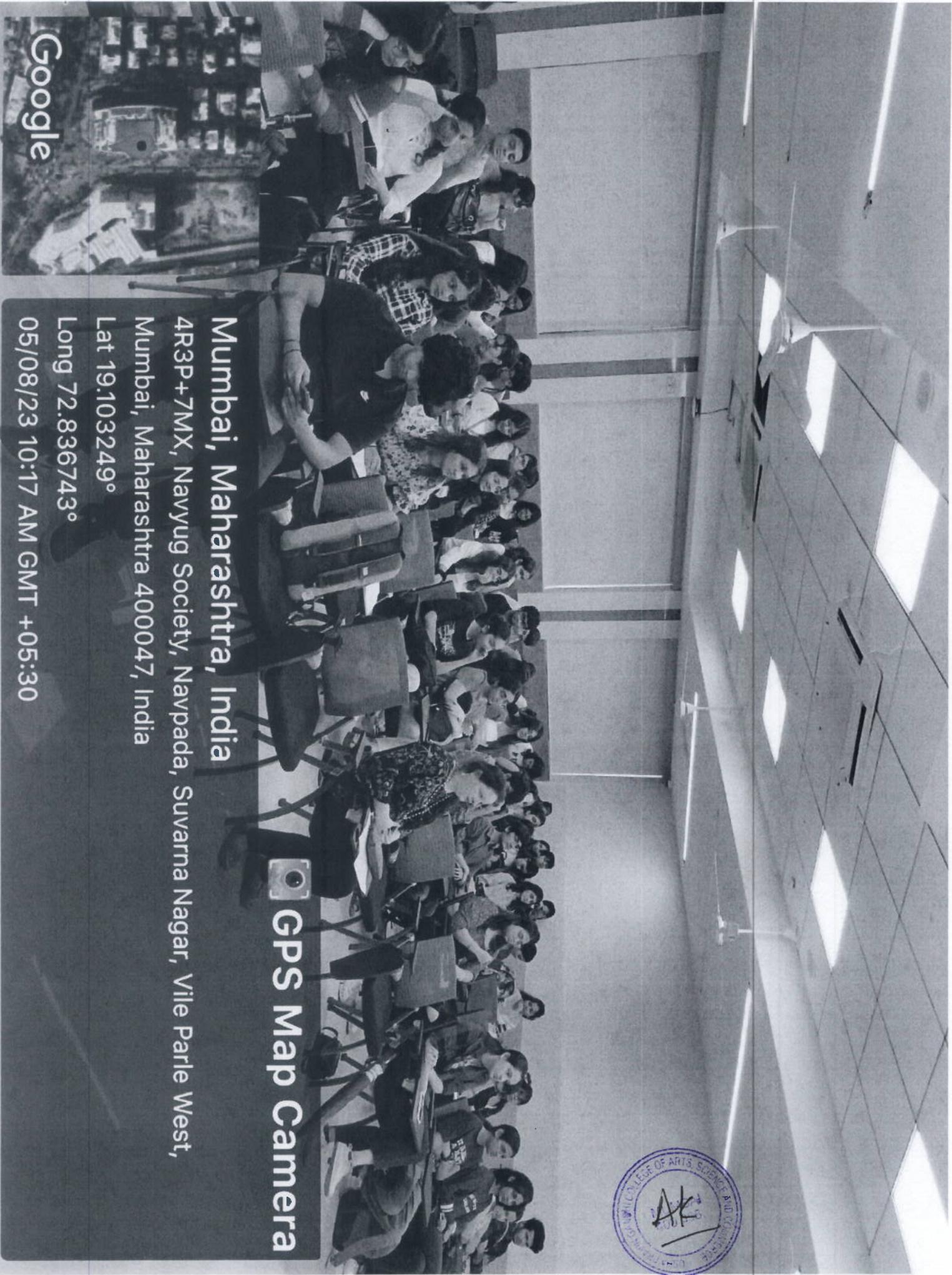
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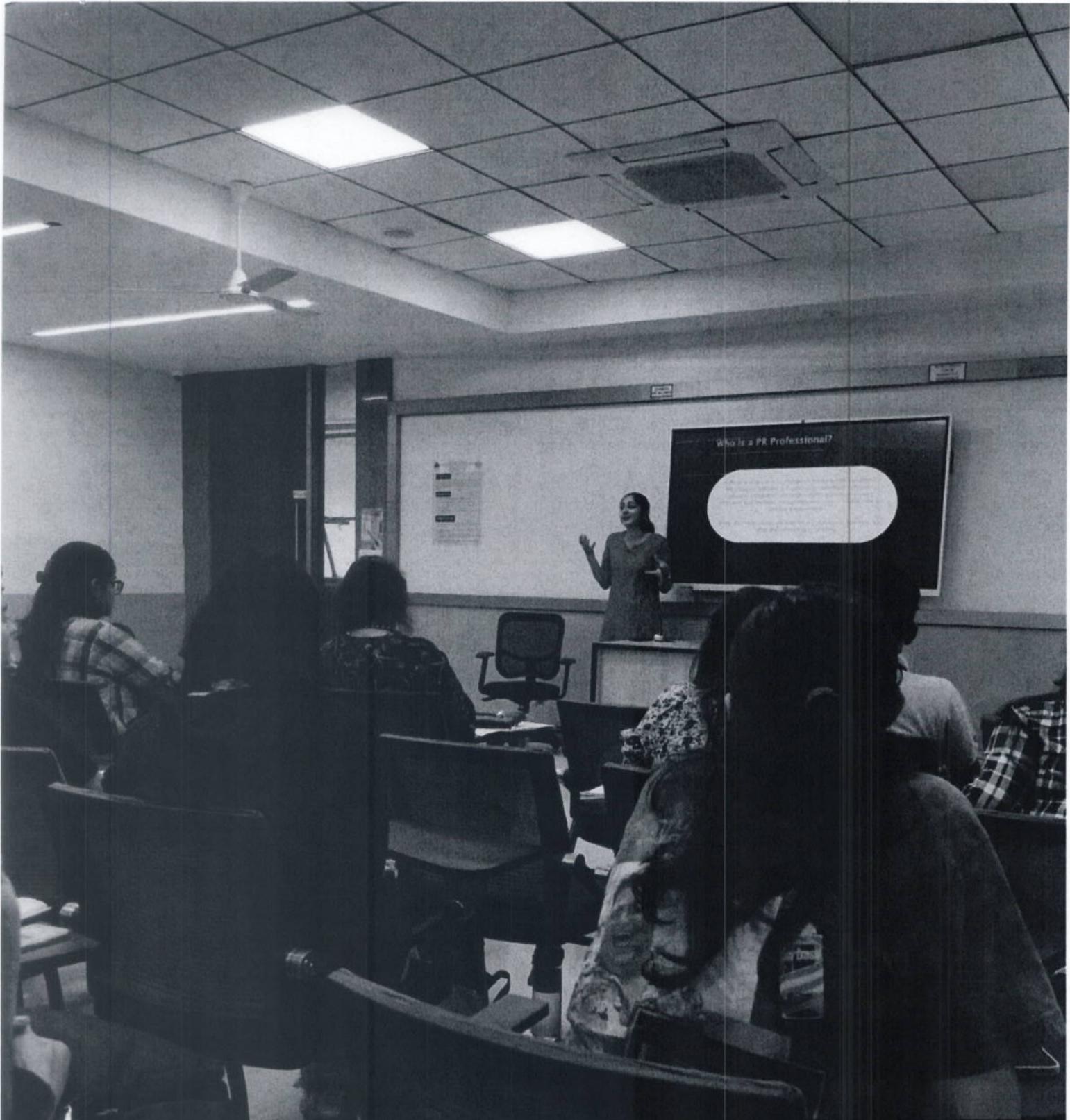
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No.: UPGC/416A / 2022.

26th July, 2022

To
Ms. Sonam Shah,
Founder,
CEO at Treize Communication (PR agency)

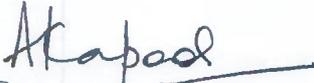
Dear Madam,

We thank you for accepting our invitation for conducting a Seminar for SY & TY BAMMC students on topic "PR strategies and influencer marketing".

It was very informative and interesting. It was very well appreciated by our students. We appreciate your gesture and hope to receive the same response and support from you in future.

We thank you once again and look forward to our continued association.

Warm Regards,


Dr. A. Kapoor
Principal.



