

TOOLS OF INTERNAL AND EXTERNAL COMMUNICATION AS A PART OF PUBLIC RELATIONS

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Article presents selected tool of marketing communication mix, public relations and disseminate its functions and responsibilities to company. In its introduction defines public relations, divides its field of competence and describes divided groups of public, which the company through the use of each instrument influences. Article in the next section presents the various tools used in a large manufacturing business, which is part of an international corporation and accurately describes the principles and tasks of these tools.

Key words: public relations, internal and external communication

1 INTRODUCTION

To problemacy of public relations is now in Slovakia and in the world devoted countless PR professionals and agencies, which engaged in activities in this area, starting from the creation of company image through the elements of corporate identity, to the reworking of tools used to improve internal and external communications. By these instruments are companies trying to solicit their interest groups and to draw attention to a brand or company to form their opinion about it.

2 CURRENT STATE AND PROSPECTS FOR THE FUTURE

The role of public relations (PR) as a strategic management function now always likely to be important. In Slovakia, we have seen in recent years in public relations significant progress. For the period of its development occurred in our qualitative and quantitative shift and more and more companies aware of the need to manage public relations. Bankruptcy of U.S. investment bank Lehman Brothers and the associated global economic crisis and forced many companies to conservation in this area. Although the current situation in the field of public relations is marked by intercrisis period in which we are experiencing, the prospects of public relations in our country in the long term perspective and linked to the development of positive factors are manifested, such as economics or the arrival of other foreign investors.

3 PUBLIC RELATIONS

Public relations is a systematic planning and operation, which aims to create and strengthen trust, understanding and good relations with key organizations, relevant public. There are many definitions for this tool of communication mix, but they are essentially the same and speak of it as a system of activities aimed at purposeful refinement of all relevant relations between several organizations whose common goal is to achieve mutual understanding, respectively, or as a tool whose primary mission is to create, maintain and deepen the positive and mitigate the negative image of the company's public image. Public relations are divided according to specific parts of the public, which is intended for internal and external. Target segments in contact with which PR is coming, are groups or individuals who are related to the activities of firms, respectively. these activities are affected. The relationship with the company target segments may result from several levels namely:

- organizational level, where individuals or groups of individuals have a direct impact on the business. Are they as owners, shareholders, investors or employees,
- the economic level, where the target groups to influence the company through the market - customers, suppliers and customers
- the political level, where the elements affecting the company resulting from legislation and government regulation - legislative bodies, government officials, local councils and civic associations.

From this distribution is thus clear that to the basic categories of key groups affecting the company, which is necessary to establish, maintain and strengthen good relations, will be

counted its own employees, owners and shareholders, suppliers, financial groups, residents, community leaders local, county and state offices, and not least the customers. A major advantage of the public relations, compared to other elements of marketing communication mix, is particularly the credibility. It is much easier to positively influence potential customers as a group of people who deliberately avoid the impact of advertising. The importance of public relations in this sense is much more effective than regular advertising and gaining importance. Ultimately, PR is not only very effective but also economically acceptable means of promoting the company and its products, also for smaller and larger companies. [1]

However, PR's tool do not offer anything to customers or sell. PR professionals recognize the importance of satisfying customers and achieving a positive financial result, but their main concern is the overall reputation of the company and its reputation in the long term, because the positive public relations platform for creating successful marketing communications. Most people believe that a company with good reputation has a better product than the product as a company they know nothing about. Public relations contributes to improving the company's image and position in the public eye, and through this has the effect of a particular offer of the company. Like advertising, using a wide range of information resources, but unlike it relies on unpaid publicity in the form of reports, which act against advertising objective and credible. Reasons why should deal with the PR firm are:

- public relations as a marketing approach the company explains,
- diverse communication is more likely to reach an audience
- PR convincing feeling of ethical, moral and human ability of the enterprise,
- are the most natural and effective as a positive impulse coming from the environment,
- public relations using all forms of communication - personal and impersonal, either directly or indirectly.

3.1 Objectives and functions

The prime objective of public relations is to create adequate conditions for communication with internal and external business environment and attracting participants in solving various problems in the company. The basic aim of this support is linked objectives:

- respond to both positive and negative feedback to the public
- creating equilibrium between internal and external business environment,
- raise public awareness,
- strengthening loyalty to the company.

Although these goals are really difficult to measure even the PR firm should have a feedback in terms of concrete results of measurements of the effects of PR activities. It is therefore desirable to merge harder measurable objectives with measurable ones.

The basis of the PR communication entity, which it has and its relevant environment, such as transmission of information that expresses the relationship of communication partners. Public relations as a purposeful, deliberate and planned communication complements the relationship, it also shaped and reshaped by the objectives, which should lead to mutual understanding. Edward Louis Bernays, American founder of modern PR, defines three functions of the PR:

- inform people,
- convince them,
- improve their relations.

It is important to realize that communicating in public relations has to be bi-directional communication, not a direct influence. The mission of this tool of communication mix is made available to the needs of the organization, emphasize and give priority to long-term interests before short-term.

New and lasting trend in public relations is an Internet explosion, because the classic media of mass communication in the nineties of the last century extended the so-called new media. Under this refers mainly internet and its various applications that can combine incompatible features rather than global reach and a high local density of the communication, or the possibility of instant electronic mass deployment. The tool of communication through the Internet are certainly advanced web services like Google, Facebook, YouTube and many blogs that create an

environment for cooperation, create, edit and share their content. These tools, along with a wide range of information available on the Internet to integrate media in all communications with the public, not just public relations, but also advertising, marketing and journalism. [2]

3.2 The target groups

The basic elements of the PR are people, groups, companies and their relationships to each other. Technically they can be called the modes of the audience or the public. Target groups include all individuals and groups of people who are the organization and its activities and also the influence they may affect the Company, whether positive or negative. PR Bodies (organizations, institutions, PR message senders) are differentiated, have different interests, needs and goals are different and their target groups, more or less organized. The specific form of public relations depends on the audience to whom they are addressed. Distinguish external and internal audiences, the public:

- External audiences include government agencies and international structures, government, parliament, investors, financial institutions, interest groups, service providers and materials, distributors, journalists, potential employees, customers and consumers as well as competition.
- The internal audience consists of employees, shareholders and company management.

Based primarily focusing public relations for different types of audiences can talk about:

- customer PR
- employee, respectively internal PR
- government, community PR,
- media PR
- financial PR, and so on.

Prerequisite for building a mutually trusting relationships with interest groups should be open and truthful information about the company's activities in all areas that concern them. Often times, the fact is the opposite in business practice and a lot of information are hiding.

4 EXTERNAL PUBLIC RELATIONS

Forms of external PR will depend primarily on the audience with whom the company

wants to communicate, and we assume that the goals are for all target groups alike (provide information about the company influence the opinion of the target group, build and maintain a positive company image). The group of external relations with the public include the following elements, which inherently includes customer, government, media and financial PR.

4.1 Media relations

Relations with the media - have a major impact on the reputation of the company and in no circumstances can they be avoided. This means building and maintaining a transparent and professional relationship with the media by writing press releases, organization of press conferences, informal meetings with journalists, lobbying and media monitoring and analysis of media coverage. An important mediator of building relationships with the media is company's spokesman, who would be on the one hand seek the fullest possible information and publicity (the maximum number of positive reports of the entity) and the other entity to protect the media, for example, in case of a scandal or confusion. Such behavior is based on the previously agreed corporate communications strategy. Its source is corporate culture, vision, values, and not least the business focus of the company.

4.2 Crisis management

Crisis management - crisis is any situation that threatens the integrity or reputation of the company. These situations may include litigation, theft, accident, fire or other disasters that can be combined with the company. It can also be a situation where a company's public image did not respond appropriately to any of the foregoing. A crisis situation, no company does not plan in advance, but the potential risks can be identified in advance and then its proper and timely response to minimize. The success of solving the crisis lies in the creative work with the information available in an appropriate and rapid response, and creative communication solutions. Nowadays, it is important to communicate proactively company, preparing the public opinion-friendly company, explaining his actions, and thus preceded by

various rumors and speculation that could cause a real crisis situation. This type of proactive strategy is particularly important in areas of business where large potential risk (chemical manufacturing, processing of hazardous waste, government, politics).

4.3 Investor relations

Good investor relations are vital for the existence of the company. Any business can do without sufficient funds. Investor relations are purposeful and strategic communications firm with a financial community to improve the company image in order to grow its market value (as in the case of joint stock companies, the resto is reflected in stock prices on the Stock Exchange). These relationships include, for example working with domestic and foreign economic press and media, with investors, shareholders, the organization of general meetings, presentations, financial analysts, preparing annual reports, corporate publications, various communication materials for the target groups, but also monitoring events in the financial market , the analysis and preparation strategies. Firms should primarily meet the information obligations imposed by law, of any changes that could affect their share price. The professionalism of this information, many said their timeliness and comprehensiveness. Relationships with the financial management include meetings with representatives of business banks and stock exchanges.

4.4 Sponzoring

Sponsorship is essentially a means of communication without interfering with the use of media pressure. Some writers give him the level of other marketing communication tools, thanks to its specific uses and properties. Sponsorship regards planning, organization, realization and control of all activities associated with the provision of fact or funding for services for people and organizations in sports, cultural and social sphere in such a way that the company, thus fulfilling their communication objectives. Sponsorship is based on principles other than benefactory because it follows the specific objectives such as generating awareness about the company or

dissemination of a positive message about it. Its use has many advantages (use multi-application effects of mass media, reaching customers in an attractive, non-commercial environment, the high acceptance by the target groups), but is also associated with some risk (reliance on the individual in the case of sponsorship of sport, poorly understood by sponsoring their own employees).

4.5 Social events

Organizing various social events is a tool of public relations, aiming to reach a selected portion of the public (internal or external). It can be several types of events such as entertainment events (balls, receptions, banquets, corporate parties, opening business operations, sports and social events), educational and promotional events (conferences, seminars, workshops, tours, open days, participation in exhibitions and fairs) or special communication programs (student competitions, photography competitions, literary competitions, events for children, humanitarian programs).

4.6 Corporate identity

Corporate identity is a set of characteristics and features of the corporate entity. Corporate identity includes the philosophy, the firm's value, tradition, personality, culture, visualized by means of design. If it is reflected in all communication activities of the company (inside and outside), it can become a very effective tool for strategic management of the company. In practice, this concept is often associated only with a visual presentation of the company, hence the design. Design can be alone, but if it is not subject to internal dimension (philosophy and culture), it becomes just an empty form. Many companies, however, be understood as a complex expression, which includes corporate philosophy, culture, communication and design firms that are highly interconnected and strongly influenced.

4.7 Lobbying

The concept of lobbying in our conditions associated with more negative corruption, so the

name is used more public affairs. This designation is a broad term to describe the relationship with public authorities and includes many activities, from monitoring public opinion to lobbying. Lobbying is understood as one of the techniques of public relations, which creates and maintains good relations with the government, with members of the Legislature, the state administration, public administration and local government to influence legislation and regulation. The essence of a thorough knowledge of current state government and its anticipation of the future.

4.8 Branding

Meaning of the word "brand" comes from an old Germanic or Norwegian word, burn. Literally, this term is used in animal tagging or containers for wine, to show who is the owner. On the other hand, figuratively speaking of branding when we see all the product attributes that leave the customer in mind a permanent idea. Patrick Barwise defines three different entities, which the company may be:

- named product or service
- trademark,
- customer's idea of a product or service embodied common-looking statements.

Branding affects some useful things, all of which help ensure the success of a product or service. It can enhance reputation, increase loyalty, ensure quality, to promote the perception of higher value than product sales support for the same price, or the possibility of selling at a price increased and also assures the customer for entry into the imaginary world, professing the same values. Branding is an essential part of building loyalty and interest of potential customers, because they believe that branded products sú valuable than unbranded. [3] In the case of a large manufacturing plant is branding as a tool of external communication in favor of a brand lift very important, but only in relation to its customers. The branding is about building and strengthening the brand around the company and the region in which it operates. It is used to influence different target groups, brand and company information and take it either consciously (public) or unconsciously (employees) and by organizing and engaging in

many activities in the area evokes in these target groups a positive image of a strong and economically healthy society .

5 INTERNAL PUBLIC RELATIONS

The main scope of internal PR is informing employees about the strategic priorities of the role are in business carrying out its work. The mission of the internal PR is creating employee loyalty to the company and their positive motivation. Form of internal communication are different. Individual papers are advised to writing, telephone and communication through e-mail again to communicate electronically. Internal communication begins by building a common corporate identity, interactive communications such as corporate issuance in the form of newspapers, intranet, organizing social events for employees, shareholders, to elaborate programs of human resource management in the company. Specific role in the internal but also external PR plays in crisis management. The internal communication within the public relations is used several types of instruments. Their description of a structure is given the number of marketers and experts dealing with this area can vary considerably. Nagy states such cutting tools of internal communication:

- structured meetings,
- meeting with senior management working groups
- conduct meetings with all employees
- education,
- circulars
- intranet,
- director of sheets and guidelines
- annual Reports
- notice board, notice board, notice board,
- wall newspapers and bulletin
- summary,
- business newspaper,
- box with anonymous and signed by employee issues,
- open days and sports days,
- corporate parties and feasts,
- breakfast with the Director,
- joint training activities. [4]

It should be noted that global corporations to include internal communication and communication within the corporation, as between its various offices around the world. Of course, it depends on the company and the amount of funding that is willing to make the implementation of individual tools, as tools of internal communication will benefit the company.

6 CONCLUSION

Based on the fact that we distinguish different types and target audiences, the big manufacturing companies in Slovakia, the use of several tools for external communication, as part of public relations by which they affect. It is important to note that marketing strategy is closely linked to public relations. Manufacturing companies often have their regular customers with tools and external communication to the public and potential customers do not sell anything. The PR in these companies is to promote the product, but the brand and the company itself. This is realized by means of selected instruments for external communication, which is devoted to the analysis of this chapter.

About the tools of internal communication, lower managers sometimes believe that the employee is the only tool that does not know anything about what is happening in the organization, in addition to operating procedures must be controlled. The result is a mediocre performance at work, frustration and demotivation of people, which translates into the work environment. If management expects from its employees the best possible performance, motivation and loyalty, they must be familiar with it, where and why the organization is going and what is the position of each of them in it. Internal communication is used to some extent each instrument of internal communication. Effective use of information and thus the internal communication of an excellent level, contributes greatly to the company's performance. Many, especially larger companies, they face deficiencies in internal communication caused by the lack of sophisticated means of disseminating information and certain lack of interest of employees to process the information, or to spread further. This reluctance comes from excessive flooding as

useless, unnecessary or incorrect information identifying the target group of message recipients. In practice, this case often encountered. Each of the tools implemented in the internal communication is determined by the target group and has its pros and cons.

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