Interactive Multimedia PR Communicator With Advance Sharing

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Abstract: Developing and maintaining good public reputation is a simple and continuing procedure. With no public relations, we can't achieve the attention of the potential clients, and much less influence their opinions and decision. However once the link with the objective grouping is lastly determined, must be maintained in order to keep a brand. Process works like relationships. When two people lose touch they lose interaction and the same happens with the potential clients, if not maintained established relationship. Public relations (PR) are a way for companies, organizations or people to enhance their reputations. This task typically is performed y public relations professionals or PR firms on behalf of their clients. PR usually involves communicating with the media and through the media to present the clients in the most favorable way possible.

Keywords: Databases, User interface, My-SQL Server Analysis,

The process covers:

Participation in public events In Newsletters. Newsletter - essential information about the organization and products / services. Blogs & social media-Today to reach the audience social media is in much more use. Collecting result of interviews. Updating the candidate list.

Introduction:

Application isn't just a piece of software; it's a new way of doing business. It's the first publish platform build for a new kind of teller – you. While we can't take praise for the start of grouping medium, we take full task for helping business produce enhanced content to share via communal network, search engines and cell phone devices.

Public relations (PR) are the practice of maintain the stream of details between an group and its publics. PR gives an individual exposure to their audiences using topics of their interest that do not require direct payment. Their aim is often to convince the public,

partners, employees and others to keep up a positive spot of vision about the company, its leadership, and political decisions. Companies are utilizing interactive social media outlets, such as blogs, Micro blogging and social media. To get immediate feedback from various stakeholders, used such as social media outlets, blogs organization to engage in two-ways communication.

Scope of the System:

Public relations campaign ads believability because stories are perceived to have gone through a third-party filter – writers or editors – rather than the clients making their own claims.

The materials generated as part of the PR program can be fulfilled your campaign objects mean multiple.

Press releases can be posted on your web site by an instance or it can be part of an online newsletter.

Best story placement can reach target audiences in a variety of ways, reinforcing the messages at the core of your public relations campaign objectives.

Module Description:

Persuade design

Today, businesses need a quick, interesting content and

applications make it easy to create. Our software helps in creation of the contents in less time.Multimedia helps to get more attention from the public, because images and videos help's to convey the message in more interesting way.For fast discovery and search the application gives the option for tags, so we can set different tags so any related will help the content at search.

Publish

Networks- with the help of the application share content with friends and customers via Facebook, Twitter or Google+ instantly. Email- users can share a custom message and a link with all email contacts. Search- Publish to search engines like Google, Bing and Yahoo so content can get found.

Track & Engage

With our application the user can start conversations with clients and other online groups. Direct integration on the social media is possible.

Time – track how long readers are staying what you have to say.

Location- Learn where in the world your readers coming from.

Manage & launch

Multi-user login and account management tools to give you full control

Multi-User Login- PR can login and manage their clients from any location.

Cloud Software- Application doesn't require any download or install you can access and manage your account from any computer that has an internet connection.

Can copy and paste unique URL. It can then e-mail to whoever you want to complete the survey.

You can share, tweet, post or blog your survey.

Proposed System:

Application is designed by keeping minute details in mind. In the proposed software/application we are integrating many important advance features so as to differentiate it with the traditional applications. The application is designed in such a way that it can be used to convince the public, partners, employees and other to continue a certain peak of view about its leadership and products. Some very important features included in the proposed system Multimedia, Social Media, Time & Date Stamp, Stream Your Content, Search, Instant Contact, Geo location, Multi-User Login, cloud based and integration with mobile apps.

Existing System:

Perhaps, PR is the potential disadvantage for not completing communication process while PR communication can crack during the litter of commercial receiver may not connect to the source. PR may miss-fire through miss management and a fail of co-ordination with the marketing department. There is a chance of variation in communication, redundancies in hard work and so on when the PR department operate separately. As the advancement of the technology and business we require an application where we have all the advanced features the companies are looking for. With new ideas and full market survey we are designing this leading software application.

DIAGRAM

PUBLIC RELATION ACTIVITY FLOW
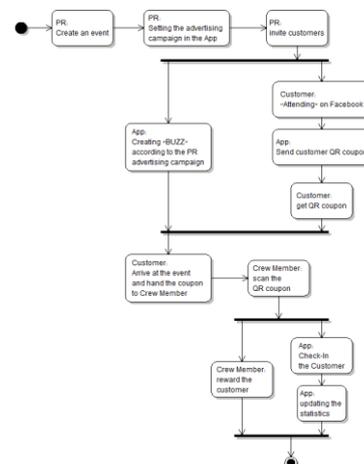
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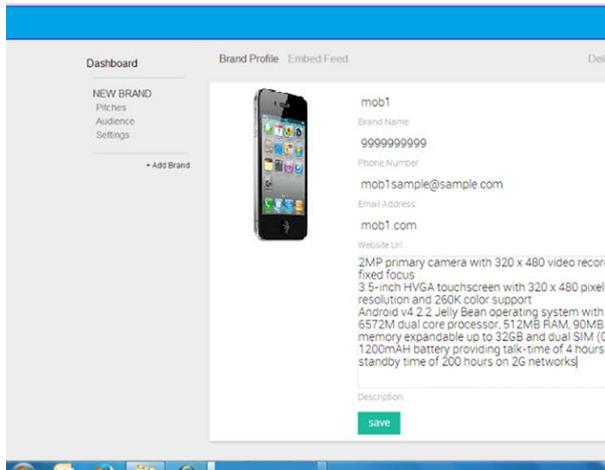
Can Create New Brand
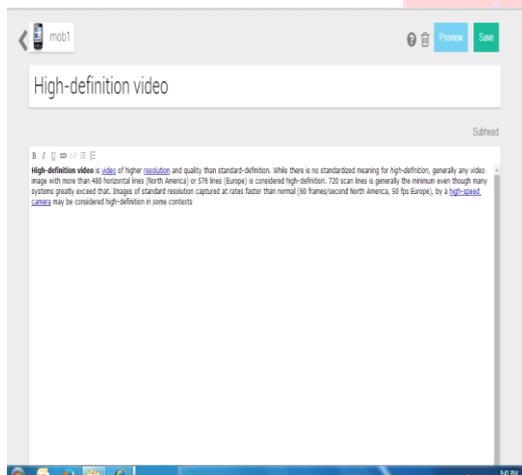
Creating announcement

Adding Tags
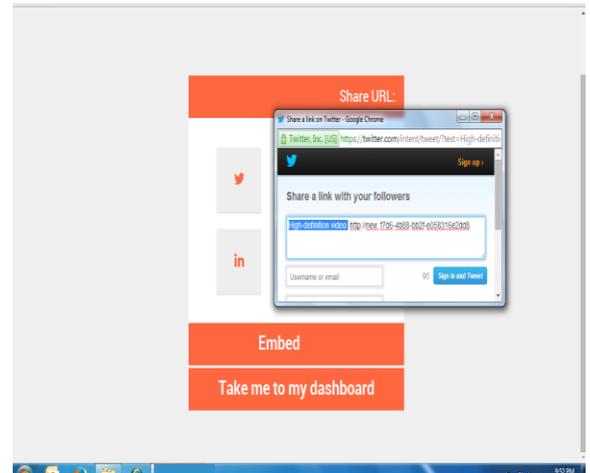
Sharing on Twitter

Conclusion:

You can communicate customers that traditional marketing misses. Anyone can direct a outsider to your blog, facebook page, so your ability for reel in new leads is infinite. You can use social media to built your brand, you can use to demonstrate your personality, communicate with customers. Social media marketing can build relationships and boost your reputation. Improving products and services can be learnt how to make your products and pitch more acceptable. You can study more not only by their remarks but also by learning visitor logical. Setting up other promotion campaigns such as advertising material postcards this information can prove invaluable. Comparison with other marketing

methods social media marketing is co-efficient.

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