

# Ronn Torossian On Meaningful PR Goals

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NEW YORK, USA, July 12, 2022 /EINPresswire.com/ -- PR executive [Ronn Torossian](#) says while using PR, one should be clear about what one hopes to achieve from it, without that, a business is unlikely to receive an optimal outcome. What does a business want from PR? Is it credibility and prestige? Or is it customers, clients, or changed and open minds? It is perfectly okay to want it all, but the long term aim of establishing the reputation of an organization may require it to target different media outlets and choose different tactics than short term goals. Articulating priorities is fundamental to any successful publicity venture. Given below are goals that PR focuses on.

## Raising awareness

Torossian add that PR uses press releases, speaking events, media interviews, and press coverage to highlight the expertise of a business. These tactics help to establish the credibility of a business and help to build positive awareness.

## Differentiates a brand from competitors

A company with a distinct brand voice can always set itself apart from others. Social updates, the company website, testimonials, and other similar PR tools can help to express the distinctive personality of the company. The OR team of a business should craft fascinating stories about the business that would help to differentiate it from others. It should embrace narratives about the unconventional aspects of the business. A business can take a stand on social initiatives and give commentary on trending topics. These would also be the distinguishing factors.

## Drives sales of a product

PR strategies can attract the attention of the public and make an impact on them. Newsworthy events attract media coverage and can also raise the reputation of a company. This would make it more likely for customers to buy products and services from a business. PR can help a brand to expand its online presence and increase the number of times it is mentioned across websites. This helps to increase the SEO ranking of a brand and as a result sales are likely to improve too. PR often creates content that emphasizes the benefits of a product. Writing and pitching stories helps a business to establish itself as an authority. This builds trust and customers are more likely to choose a business over its competitors.

## Generates buzz for a business

PR helps to engage the target audience through contests and giveaways. It can also think of new and creative ways to get attention without stretching the budget. PR can also create interactive content. For instance, if a customer leaves reviews, they can get merchandise like stickers or

coffee mugs. Such giveaways generate buzz about a brand. PR teams often host virtual events which aim to listen to customers first and foremost. They can also make conventional things appear funny, interesting, or exotic. They can analyze the appeal of best-selling products especially those that the target market like and respect. The PR team will use all tools possible to create buzz for a business that would help a business to position itself as an authority.

Ronn Torossian founded 5WPR.

Ronn Torossian

PR Executive

+ +1 212.999.5585

[email us here](#)

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