Thomas Urban

MKT 355

Phase 2, Discussion Board 1

Colorado Technical University Online

Professor Lisa Haddock

Colleagues:   
Public relations can be used to inform employees and other stakeholders about products and the organization’s activities through company press releases, advertisements, investor relations, and social media. Public relations are an important way to earn public understanding and acceptance. To this end we will need to coordinate our information and package it in an appealing story for the public. We will need to reach out to our investors and tell them about our new tablet and its’ anticipated sales. We will want to let the industry know of the tablet’s unique features as well as its’ ability to complement the rest of our computing line. We can do this through a press release to industry news sources. The public should be made aware of our new tablet through our email list, twitter subscribers, Facebook friends, and mailing list. We can do a traditional and electronic direct mail piece in addition to our advertising campaign to get the word out.  In addition to advertising the new Impact tablet we can also encourage consumers to check out our compatible printer, and remind them of our company’s generous service policy.   
  
Here is a proposed internal memo:   
  
Get Ready to Make an Impact with our New Tablet   
- Product release September, 11   
- Featured in Wire magazine, Popular Science, and the New York Times Tech section   
- Available at Best Buy, Wal-Mart, Target, and Amazon.com.   
  
Please visit our company website to experience the thrill of Impact’s Tablet! Thank you for your hard work in getting this product to market!   
  
Here is a proposed external press release:   
  
Contact Information:   
Thomas Urban   
Public Relations, Impact Corporation   
[email address removed by system]   
888-77IMPACT   
  
Impact Corporation Releases Revolutionary Tablet   
  
Impact Corporation (www.impact.com) is pleased to announce the release of its’ revolutionary new Tablet.   
  
-The Impact Tablet arrives at major retailers including Best Buy, Wal-Mart, Target, and Amazon.com September 1, 2011.   
  
-The Impact Tablet utilizes a Window operating system. No need to worry about converting files!   
  
-The Impact Tablet features quality, easy to use features to make your life easier.   
  
For more information please visit www.impact.com and experience our interactive Tablet online!

Additional ways to communicate this message to employees would be via email, on pay check stubs or deposit information, on posters in company meeting rooms, including restrooms and cafeteria, and through online coupons offering an employee discount to all that purchase a new Tablet by 12/31/11.  In addition, departments could hold meetings to introduce the product and talk about its’ features as well as its’ importance to the company’s operations.

References:  
http://www.entrepreneur.com/marketing/publicrelations/prbasics/article65672.html