

Research on Public Relations Strategy of Small and Medium-sized Enterprises in Network Communication Environment

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Abstract. With the development of the Internet era, the competition in the market at home and abroad is becoming more and more fierce, and the use of public relations strategy is more and more valued and applied by modern enterprises. As a management science, public relations are also a management art. It plays an important role in shaping the image of enterprises, improving the internal and external environment of enterprises, creating cultural atmosphere and sustainable development. Based on the role and significance of small and medium-sized enterprises' public relations in the network communication environment, this paper makes a comprehensive analysis of the status quo of small and medium-sized enterprises' public relations strategies, and analyses many problems arising, and explores the construction measures of small and medium-sized enterprises' public relations strategies to provide some reference for the future development of small and medium-sized enterprises in the network communication environment.

Keywords: Network communication environment; small and medium-sized enterprises; public relations.

1. Introduction

Public relations originated in the United States, which was introduced into China in the 1980s, and then rose in the tide of reform and opening up. Public relations have provided important significance for enterprises to seek internal unity, external development and broad bonds. It has been paid attention by many enterprises. Today, on the 40th anniversary of reform and opening-up, with the rapid development of economy, the fierce competition in the market, the rapid dissemination of network information promoted by the Internet, the guidance of public opinion and the shaping of corporate image all play an obvious role in the development of small and medium-sized enterprises, so it is more important to study the application of public relations strategy in the management of small and medium-sized enterprises.

2. The Role and Significance of Public Relations of Small and Medium-Sized Enterprises in the Environment of Network Communication

2.1 Stimulating Cohesion Inside the Enterprise and Building Good Reputation Outside the Enterprise

Only when an enterprise has internal unity, centripetal force, team spirit, good employee relationship and harmonious cultural atmosphere can it be consistent with the outside world, have a uniform image temperament, and can the staff work together to create enterprise performance and create a good corporate reputation. Therefore, the construction of a good corporate public relations system and strategy is a booster to ensure that the team can stimulate cohesion, and a cornerstone to show the style of the enterprise. Take Suning Company as an example, it has developed the business philosophy of being sincere, integral, and customers being the first which has shaped the corporate culture and mobilized the internal initiative of employees to improve the core competitiveness of the enterprise.

2.2 Detection of Information, Consultation and Decision-Making

The information collection of public relations mainly includes enterprise image information, employee image information, product image information, market environment information and so on.

Effective information monitoring and collection and analysis can assess the public relations status of enterprises.

Scientific information can be fed back to the top of the enterprise to make effective decisions. public relations can effectively achieve the goal of corporate public relations marketing and enhance the competitiveness of the team through brand building and promotion, image publicity and promotion, using celebrity effect, public activities, public advertising and other means.

2.3 Crisis Public Relations and Solving Problems

The process of the development of any enterprise cannot be smooth sailing, and there is always the possibility of difficulties, sometimes caused by external reasons or internal reasons of enterprises. The interests of enterprises and the interests of the public will be contradictory, so if the communication is not successful, there will be misunderstandings and errors, and then public opinion will be bad for enterprises. Therefore, public relations strategies and crisis public relations measures will be very necessary. Scientific crisis public relations measures can effectively alleviate and reduce the damage of adverse public opinion to corporate image. Sometimes it can restore the confidence of customers and the public in the enterprise.

3. The Present Situation and Problems of Public Relations Strategy of Small and Medium-Sized Enterprises in the Network Communication Environment

3.1 Lack of Public Relations Awareness

In the process of competition with large enterprises and foreign-funded enterprises, small and medium-sized enterprises often neglect the use of public relations strategies in order to save costs because of the gap between their own economic and comprehensive strength. Because lack of public relations awareness there are even fewer public relations advertisements, public relations activities, or charity. Some small and medium-sized enterprises devote themselves to production and marketing promotion and neglect the shaping of corporate image of public relations. Focusing much on short-term interests and paying not enough attention to the brand awareness of enterprises are not conducive to the development of enterprises in the long run.

3.2 Lack of Innovation in Public Relations Strategy

Small and medium-sized enterprises lack public relations professionals and mature experience in public relations strategies. Most of them are in the form of replicating large-scale enterprises. Some small and medium-sized enterprises even feel that it is not necessary to build public relations or have too much power to do charitable public welfare. If the use of public relations strategy is not diversified, it is even more impossible to integrate and diversify in various ways and forms. Therefore, the effect of public relations is not good, even a waste of resources.

3.3 Lack of Novelty in Public Relations Activities

There are various kinds of public relations activities, but at present, through market research and development, it is found that most of the public relations activities of small and medium-sized enterprises regularly are integrated with marketing activities, regardless of each other. In fact, the concepts of commercial purposes are ambiguous. Some small and medium-sized enterprises 'public relations advertisements simply stay on the low-cost platform of self-media and newspaper media, and their promotion effect is not good. The content of the activity is not innovative, the form of the activity is simplified, the execution is not strong, the channel of publicity is not smooth, the participation of public groups is less, and the effect of public opinion cannot be achieved.

3.4 Lack of Experience in Crisis Public Relations

In the market research, the author of this paper found that small and medium-sized enterprises seldom set up independent public relations departments, and most of the public relations work is done by the office or marketing department instead. Therefore, they can also cope with the daily public relations work, but when enterprises are encountered with public relations crisis, they cannot handle the crisis with ease. Small and medium-sized enterprises often make mistakes in decision-making when they encounter unexpected incidents and crisis of network public opinion. Their short-term interests make them have no overall outlook, which seriously damages their corporate image and puts them in a difficult position.

4. Construction of Public Relations Strategy for Small and Medium-Sized Enterprises in Network Communication Environment

4.1 Establishing Public Relations Awareness

With the 40-year process of reform and opening-up in China, great changes have taken place in economic forms at home and abroad. There are many forms of cooperation among enterprises, more cross-border cooperation and fierce competition among enterprises. Therefore, more and more enterprises begin to attach great importance to public relations. Consciousness determines action and many enterprises are devoted to internal solidarity, external development, image building and brand building.

4.2 Establishment of Public Relations Institutions

To realize the importance of setting up public relations departments in enterprises, senior leaders should give support. The institutions should be set up scientifically and rationally, and the combination of human, material and financial resources should be optimized. With the public relations department, small and medium-sized enterprises can be guaranteed in daily public relations and crisis public relations. The public relations department plays an important role in information collection, information detection, internal team building, cultural atmosphere building, corporate image publicity and external communication.

4.3 Training and Learning Public Relations Strategy Knowledge

Small and medium-sized enterprises should introduce public relations talents abroad and train their own public relations personnel internally. They can employ trainers from third-party public relations companies to train public relations related knowledge and experience for their employees. The goal of training is to fully understand the concepts and differences of public relations and public relations strategies, and be good at making use of the different characteristics of corporate public relations strategies in the Internet era and the new media era to communicate individually and socially.

4.4 Innovating the form of Public Relations Thematic Activities

Common public relations activities include press conferences, business open visit days, celebrations, theme conferences, exhibitions, dance parties, charity, sponsorship activities, public relations advertisements, etc. Small and medium-sized enterprises should fully evaluate their own actual situation, choose appropriate ways of activities according to different corporate public relations themes, arrange effective time of activities, and organize planned activities to strive for novelty, individuality, at the same time be good at using the Internet and new media to publicize, improve public participation and interest, so as to achieve the objectives of corporate public relations activities.

4.5 Establishing Crisis Public Relations Mechanism and Measures to Improve Crisis Public Relations Ability

If the traditional public relations strategy is to deal with the "crisis era", then corporate public relations in the era of network communication environment is an important way of "post-crisis era".

In the age of the Internet, content prevails. Small and medium-sized enterprises can continuously publish information with the help of the Internet and new media platforms for dialogue with the public at a low cost to help to enhance the reputation of enterprises and can timely publish news through the Internet and new media platforms, or clarify the facts. They can also shorten the distance with the public and arouse public interest with the help of image, text, video and other promotional content. Through the new media platform, we can also check the market and environmental information, grasp the situation of competitors, customers' reflection, and evaluate the public relations status of enterprises. It can improve the efficiency of corporate crisis public relations.

5. Summary

The author has made a full investigation and detailed analysis of the concept, function and significance of public relations in the network communication environment and the operation status of public relations in small and medium-sized enterprises and found that it is difficult for them to adapt to the current Internet new public opinion mode due to the lack of public relations awareness, public relations knowledge, public relations talent, crisis public relations ability, work experience, and innovative public relations activities planning content. The author puts forward a series of measures and suggestions for small and medium-sized enterprises to improve their public relations ideology, actively establish public relations departments, vigorously train public relations talents, innovate the contents of public relations activities, and effectively establish crisis public relations system. These ideas have positive reference value for the future development of small and medium-sized enterprises, enabling them to rapidly enhance brand awareness and shape a good corporate image in the competition, and to maintain a suitable position in the competition with large enterprises and foreign-funded enterprises. In summary, small and medium-sized enterprises should attach great importance to the connotation and value of public relations and build good public relations from multiple levels and perspectives.

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