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Public relations spans a broad array of tactics and strategies. As such, what any two PR campaigns look like in actual practice can be vastly different depending on its goals. From old-school media placements to large-scale event planning to modern digital communication, it often requires an interesting mix of skills and competencies to do well.

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Quick Guide Published 22 February, 2019

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(Editor's Note: This popular post has been updated with new content to get you rockin' even more.) Startups face bit of a pickle when it comes to public relations tactics. They need attention in order to grow their audience and increase brand awareness.