Different Ways to Get Bad Publicity by Dharmsingh

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Publicity is the way to attract public attraction and it is one of the most important activities for the PR campaign. Pubic relation companies focus a lot to get the publicity for their clients as it creates public awareness, make the market and consumer knows about the new product and bring people closure to the business.

However there is term called bad publicity as well. The term itself is very ambiguous as most of the marketing professionals say that there is not publicity which is bad. This statement can be true but it also depends on the context and the statement is very subjective.

For an example, if there are rumor about the some celebrityâ€™s breakup or linkup with the fellow celebrity just before the movie release, it can increase the viewership. However, this can be considered a bad publicity but in long run it helps their movie promotion and it also increases the movie viewership.

On the other hand, if there is any wrong review about any new product launch of if there is news about the fault in any new product like a computer, a camera or car then it will be a bad publicity in effect and in literal sense as well. Such review of new can impact the users mind affect their choices to buy another similar product from a different manufacturers. So, now as we know that bad publicity depends on the context then letâ€™s discuss the different ways to get the bad publicity:

Social Media:

Social media portal like Facebook and Twitter is in great use now a day. Average teenagers spend 30 percent of his or her dayâ€™s time bowing internet and browsing social media websites. It has got the great user group and people also share ideas, information through these mediums. This can also be the place to increase the bad publicity about any product, person or event. People share their views on such forums and make their opinion as well. Like if you have watch a new movie and you do not like the movie then you are definitely going to update the views about the movie on your Facebook status or on your twitter account.

Television/News:

Today is a world of information and everything shared and reviewed. News channels broadcast news 24/7 and no one can escape from the eye of camera. Everything is shown on TV and it can be a way to generate bad publicity as well.

Internet Forum and Video sharing forums:

There are so many forums which involve freelancers and common users to post their view about anything and if the user group does not like a particular product then they are definitely going to spread the bad publicity about the product.

Now it is completely up to the business owner to decide if the bad publicity is going to be beneficiary or disadvantage for their business and take the required action against it.

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