

Providing a marketing public relations model with an integrated marketing communication approach for service institutions and ranking its components

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Abstract

The current research has been done with the aim of presenting the integrated model of marketing public relations with the approach of integrated marketing communications for service institutions. Therefore, a combined and two-stage approach was used. In the first stage of the research, the foundation's qualitative data method and the Glazer approach were used, and the required data were collected using the interview tool. The studied statistical population includes all experts and professors with university experience in the field of the research topic, and 14 of them were selected purposefully and after reaching theoretical saturation. The results of this phase of the research showed that we can select six important categories and components under the headings: forming a think tank, identifying the environment and market research, identifying and classifying audiences, planning communication messages and setting goals, using integrated marketing communication tools and We will extract performance measurement and evaluation in four separate environments from each other. Pairwise comparisons with the AHP sequence analysis method in the second phase of the study also indicated that from the experts' point of view, forming a think tank (with weight of 31%), identifying the environment and market research (with weight of 22%) and identifying and classifying the audience (with weight of 17%) are the first three important components that should be considered more in the integrated approach of marketing public relations and integrated marketing.

Keywords: marketing public relations, integrated marketing communications, public relations, service institutions, advertising

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1 Introduction

Today, introducing a brand and creating a favorable mental image in the audience in order to compete with numerous and diverse businesses in the market has become the main concern of organizations. It will not be possible

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to establish a favorable position in the audience's mind unless using new communication methods to establish effective communication with them. In a situation where the advertisements have lost their effect on the audience due to the lack of validity of the messages and also their very high costs, there is a need to use methods that can restore the trust of the audience by creating more credibility in the messages. to guarantee their transmission and also to make them believable. Among the new practical methods in this field, we can mention the method of combining communication and marketing. With this method, it is possible to ensure the achievement of the main marketing goals by correctly identifying the target audience and then sending targeted and planned messages through the correct communication channels.

The most practical method that has emerged from the combination of communication and marketing is an emerging type of public relations that is called Marketing Public Relations (MPR). Since the messages sent to the audience through the public relations of the organizations are always more reliable and without any deception and exaggeration, therefore, it has received more attention from the managers of the organizations and professional marketers than the advertising messages.

Marketing public relations plays a very important role in the performance of marketing communications for B2B and C2B. Unlike advertising messages, public relations messages are considered as unbiased reports by journalists. These messages are also much cheaper than advertising. Therefore, due to the two reasons of high credibility and low cost, marketing public relations messages have found a place worthy of attention in the integrated marketing communication (IMC) efforts of the organization [4].

In fact, the environment is changing rapidly, and this change is also in consumers (demographic information, lifestyle, media use, shopping and shopping patterns), technological progress (digital satellite system, Internet), new media (television). cable, electronic message, mobile phone) and social media (Facebook, blogs, YouTube, etc.), is fully manifested and due to the current conditions, marketers are also forced to think and take the approach of marketing communication integrated, adapt their sales and marketing strategies to these environmental changes and developments [17].

Evidence for use of new communication methods resulting from the integration of marketing and communication can be seen in numerous researches that have been conducted between 2000 and 2020. The results of these researches show that companies more widely use public relations elements along with other integrated marketing communication tools for their marketing communication purposes and consider it a new, efficient and more effective method than the old methods. In confirmation of the mentioned article, companies such as Starbucks, Body Shop, Amazon, Yahoo, Google, Linus, PlayStation, Harry Potter, Botox, Red Bull, Microsoft, Intel, and Blackberry, who have positioned their brands using communication campaigns based on public relations [18].

In fact, in the marketing public relations approach, the role of public relations is considered as an intermediary that indirectly targets customers and takes the necessary actions for a positive image of the organization's brand. Therefore, understanding communication and its application to establish more effective communication with target audiences who are more aware of various issues, as well as the tight competition that exists between organizations to attract customers, increasing environmental uncertainty, customer retention, etc. is very important and unavoidable.

Considering the importance of the above topic, the main problem of the present research is how we can identify the main components of this new approach by combining marketing public relations with the approach of integrated marketing communications for service institutions in order to address the challenges of institutions such as: create a favorable mental image, attract and retain customers.

Also, it is very important to determine the importance of each of these components that should be identified. Considering the importance of this research and the fact that no research has been observed in this regard so far, it reveals the necessity of carrying out this research even more.

2 Research background

One of the best research projects that has been conducted in the field of public relations with a marketing approach is the research of Mane al-Rabiei [13], which was carried out to investigate the role of public relations marketing in improving the mental image of media institutions such as Al-Iraqiya Channel, Al-Sharqiyah Channel, Al-Furat. The obtained results emphasize that the mentioned media institutions integrate the activities of public relations and marketing with each other and do this permanently. The purpose of public relations in these institutions is to achieve positive interactions with the domestic and foreign public as well as to create a suitable image in them, which causes satisfaction, reputation and competition with other public institutions. The findings of this study emphasize that the integration of public relations and marketing activities in media institutions is the most successful way to achieve a

favorable image among the target audience [13]. In another study, Trinh et al. [2] have investigated the relationship between marketing public relations, service quality, and brand perception in Vietnam. The purpose of this study is to examine the successful case of RMIT University in Vietnam in using aspects of marketing public relations in its integrated marketing communication programs. According to the annual report of this university in 2014, it is clear that since 2001, this university has participated in many social programs, sponsored many events and scholarships, and printed many advertisements with the aim of creating a positive view of the university brand. These activities are the most effective marketing PR tools and have clearly contributed to good relationship with consumers, investors, media, higher student enrollment figures as well as maintaining and improving the brand of the university and RMIT communities. Therefore, the public relations unit of the marketing department can increase the trust of customers by creating a positive attitude towards the brand and benefit the companies by improving their services and also by creating long-term relationships [23].

Naumovska, Blazeska [15] also designed a public relations model based on integrated marketing communications for 20 companies for five years in the period from 2011 to 2016 and concluded that the most used element of integrated marketing communications is public relations. The advertising composition of companies in these five years consists of public relations (36%), advertisements (32%) and advertisements (14%). Another part of the results of this research showed that in the near future, the use of public relations element will be up to 48% and the level of advertising use will be reduced to 19%, which is due to the inefficiency and cost of advertising [15]. Also, Emet [2] examines the issue of public relations in service marketing in a research and concludes that public relations is a very useful executive tool whose purpose is to establish communication, understanding, acceptance, trust and cooperation between an organization and its target groups and it is to make this environment permanent. From his point of view, the current business environment is very competitive and therefore makes public relations essential for service marketing [2]. Papasolomou et al [17] in a study on public relations marketing acknowledged that the advertising industry has lost 25% of its value in just one year and has been replaced by its old rival, public relations, especially print advertising, which it is the most damaged. Marketing public relations directly or indirectly helps to achieve marketing and sales objectives, enables companies to promote products and services in a reliable manner, and prepares the public to be interested in a product or service. Formation news also create favorable perceptions of brand names [17]. In the field of integrated marketing communications approach and how to use its tools in the field of marketing goals of organizations, researches such as Bäcklund [1] have been qualitatively conducted to reach generation z. The author states that to create brand awareness when targeting Generation Z, a combination of different communication channels should be considered using integrated marketing communications. In this research, Instagram has been introduced as a communication channel with higher priority than other integrated marketing communication tools to create effective brand awareness [1]. Fallah and Qadri [3] in "Investigating the effect of advertising and public relations on integrated marketing communications" showed that the structures influencing the integration of marketing communications such as market-oriented, brand-oriented, and customer-oriented improve the performance of the brand. For this reason, today the significant effects of these structures on marketing communications are emphasized, which, while improving the performance of the name and logo, also increases their market share and customer share [3]. The results of the research "Moinifar and Danaei [14] to investigate the effect of integrated marketing communication system on brand strength for Tejarat Bank, showed that the main elements of integrated marketing communication which include advertising, public relations, sales promotion, direct marketing and sales personnel with The confidence level of 99% has had a positive and significant effect on the brand strength of this organization [14].

The examination of the background of the current research shows that due to the loss of the power of advertising to have the necessary effect on the target audience, as well as the change of the audience from a passive state to an active state and their access to various information tools, it is necessary to use new communication methods to reach It helps in marketing goals.

3 Theoretical background

3.1 Theories of integrated marketing communication

From the point of view (Plessmaker et al., 2001) in communication marketing, marketing managers provide facilities by showing messages to consumers in an integrated manner; It means that various messages are written, spoken or published, but convey the same main content. This work means responding to the needs and desires of different consumers through the marketing mix, which can include actions such as: advertising, sales promotion, financial support, point-of-purchase communications, trade shows and exhibitions, direct marketing communications, personal selling, interactive marketing, and Unforgettable public relations. Nevertheless, it is said that when a coherent message is encountered by the customer or understood by the customer, that is when integration occurs [19]. Schultz and

Schultz, also introduce integrated marketing communication as a strategic business process that is used to plan, develop, implement and evaluate coordinated programs as well as brand communication and establishing relationships with actual and potential customers. “Bleach” also introduces integrated marketing communications as a process by which communication programs with current and potential customers, employees, organizations and other contacts inside and outside the organization can be launched, implemented and evaluated. The purpose of integrated marketing communications is to create financial effects in the short term and establish beneficial relationships with customers in the long term [16].

3.2 Theories of marketing public relations

Harris [6] considers public relations as the key factor of integrated marketing communications and interprets marketing public relations from the perspective of brand management. From his point of view: “The goal of marketing public relations is to gain awareness, increase sales, facilitate communication and create a relationship between customers and companies and brands. One of the main uses of marketing public relations is to transmit authentic information, support relevant events and It is to support factors that benefit society” [7]. According to Cutler’s point of view, which is about marketing public relations, which is also shown in the descriptive model of the figure below, there is an overlap of communication between marketing and public relations disciplines, which expresses the concept of emerging marketing public relations. A company’s marketing activities include a communication process that aims to achieve desired exchange results with target markets. Therefore, it is necessary for companies to have mutual trust and understanding with different people who form different markets .Public relations is an organizational action that is responsible for creating goodwill between the company and the public through continuous communication. Therefore, it can be said that the principles of marketing and public relations are interdependent [10].The communication overlap that arises from the interaction of marketing and public relations communication activities gives rise to the concept of marketing public relations, which is shown in the figure 1.Today, most public relations executives agree that marketing public relations is a part of both marketing and public relations disciplines because both have common activities that are included in the concept of marketing public relations [9].

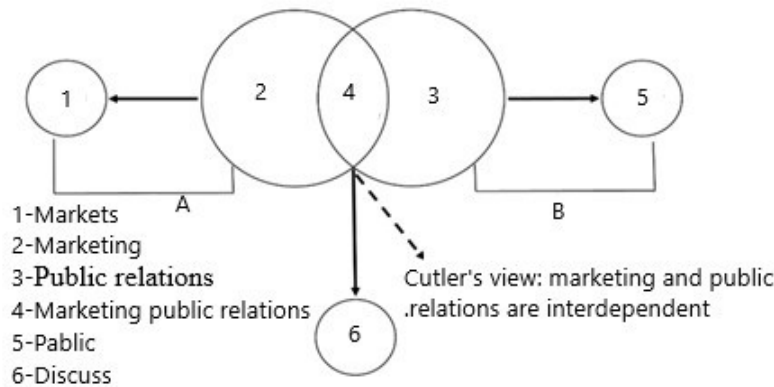


Figure 1: Kotler’s view of marketing public relations [10]

In another research conducted by Satawedin [19], he emphasizes the above matter. He introduces public relations as a more efficient and effective method in integrated marketing communications, and in the diagram below, which was proposed by “Pless Maker” and colleagues in 2001, the reasons for the development of marketing public relations, the difference between public relations and marketing public relations, as well as It has explained the types of marketing.

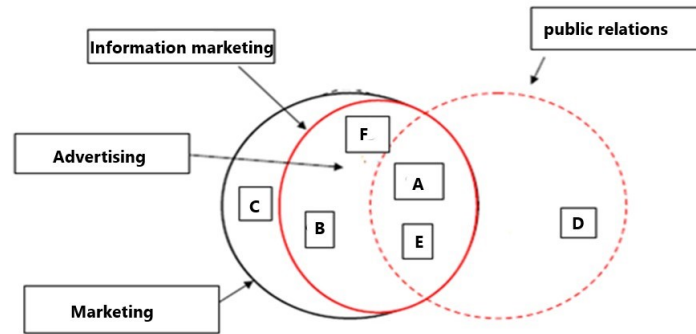


Figure 2: Public Relations Marketing [19]

In this chart: (a) company advertising, (b) sales force and channel communications, trade shows, packaging, direct marketing, sales promotion, etc., (c) distribution, organization, pricing, new product presentation, etc., (d) investor relations; Community relations, employee relations; public works/government relations; more media relations; Crisis communication and corporate identity, executive communication; Participation in charity, etc., (f) product popularity; brochures and other ancillary materials; Parts of media relations, crisis communications and corporate identity, sponsorship, etc., (e) Traditional mass media advertising. According to the above model, public relations is a part of all marketing factors, marketing communications and advertising [19].

3.3 Theories of service marketing

According to Kotler and Keller [10], the meaning of service is: “A service is a kind of action or work that one party can provide to another, and it is basically intangible and does not lead to the ownership of anything, and its production may not lead to a physical product.” Because services generally have intangible features, there is a greater risk in purchasing them. As a result, consumers of services generally rely on the words of companies and not advertisements [2].

Regarding marketing for services, Papasolomou et al. [17] believe that marketing public relations enables companies to promote their services in a reliable manner and gradually reach mass or specific audiences with the aim of informing and informing. attract about the services and also increase their sales. These authors have claimed that marketing public relations makes the media and the public interested in services. Furthermore, in the 21st century media, the spread of social media and viral marketing requires even more effective marketing PR practices. In particular, with many updated tools such as events and brand ambassadors, marketing public relations objectives will pursue influencing public opinion and building trust [23].

4 Research method

In this research, a two-stage process with using a mixed approach (qualitative and quantitative) is used to examine, identify and determine the importance of the important components of marketing public relations with the approach of integrated marketing communications. Therefore, in the first phase of this study, which is of a qualitative, exploratory and practical type, in order to achieve the desired pattern of marketing public relations with the approach of integrated marketing communications for the public relations of service institutions, using the foundation data method with Glazier’s approach. At this stage, the statistical population under study are experts, knowledgeable experts and university professors in the field of public relations and marketing, who were selected by chain or snowball sampling in a targeted, non-random and sequential or sequential manner, 14 people according to the Data saturation and theoretical saturation have been chosen to conduct interviews. In the selection of sample people, characteristics such as: a) having academic expertise and work experience of at least 15 years in the field of public relations and marketing, b) teachers, researchers and professors in the field of public relations, marketing and communication sciences. c)- Having at least 3 publications in the field of public relations and marketing is considered. In this stage, the researcher collects the required data by using the interview tool and after conducting semi-structured interviews, the research data is separated into meaningful units and then proceed to conceptualize and label them or It became a phrase to code them in order to shape the concepts. In this part, the researcher tried to consider the principle of comprehensiveness and hindrance of codes in the classification of codes, and based on this principle, perform the coding process. Regarding the comprehensiveness of the codes, it was tried that the extracted codes cover all the various titles or dimensions of

the desired variable in the question. Therefore, the process of data analysis was carried out simultaneously with data collection in three steps of open coding, central coding and selective or selective coding, in order to achieve the desired pattern. In order to achieve the reliability and validity of this part of the research, the method of coding and the results obtained from them were provided to two people who are familiar with the coding process by the agreement method in coding, so that by rechecking the codes, if there is a problem, Guide the researcher to make the necessary corrections. The results obtained from the coding of these two experts indicated an acceptable similarity with the researcher’s coding. Then, according to the final components obtained, a model was designed, which was given to two knowledgeable people in the field of research to re-examine the obtained results, so that they could also express their opinion by scientifically examining the obtained results. This pattern was also confirmed.

In the second stage of the study, after extracting the final codes and main components, it is done to determine their importance and ranking using the hierarchical mathematical technique of AHP. Therefore, by recollecting the opinions of the interviewed experts, using the Expert choose software, the importance of the final components obtained from the first stage is determined, respectively, during several stages of pairwise comparisons.

Saaty [20] developed a strong and helpful tool for managing qualitative and quantitative multi-criteria elements involving in decision-making behavior. This model is called Analytical Hierarchy Process (AHP) and is based on a hierarchical structure. This procedure occupied an assortment of options in the decision and capable to apply sensitivity analysis on the subsequent criteria and benchmarks. In addition, it makes judgments and calculations easy because of paired comparisons. Moreover, it demonstrates the compatibility and incompatibility decisions which is the recompense of multi criteria decision making [11]. Analytical Hierarchy Process is one of the most inclusive system is considered to make decisions with multiple criteria because this method gives to formulate the problem as a hierarchical and believe a mixture of quantitative and qualitative criteria as well. The first step is to create a hierarchy of the problem. The second step is to give a nominal value to each level of the hierarchy and create a matrix of pairwise comparison judgment [22].

2 Steps to Conduct AHP

At the first stage, the issue and goal of decision making brought hierarchically into the scene of the related decision elements. Decision making elements are decision indicators and decision choices. The group established a hierarchy according to Figure 3 which should reflect the understudy problem.

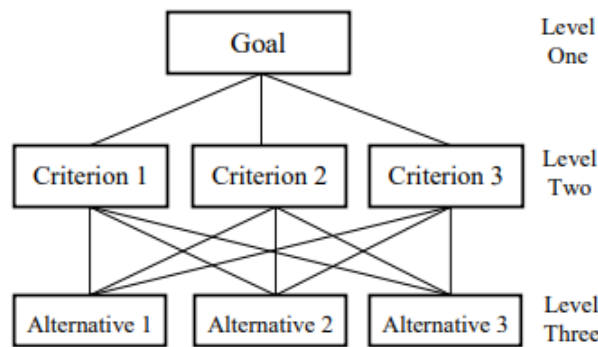


Figure 3: Sample Hierarchical Tree

In second step and in order to conduct pair comparison, a questionnaire should be designed and distributed among the respondents (can be managers, experts, users and etc.) to collect their opinion. It is noteworthy that each decision maker entered their desired amount for each member and then individual judgments (of each respondents) have been converted into group judgments (for each one of the pair comparison) using their geometrical average. The scale ranges from one to nine where one implies that the two elements are the same or are equally important. On the other hand, number nine implies that one element is extremely more important than the other one in a pairwise matrix. The pairwise scale and the importance value attributed to each number are illustrated in the Table 1, 2 shows the sample of the questionnaire.

Table 1: Relative scale for paired comparison

Intensity of importance		Description
Equal importance	1	Both activities equally contribute to the objective.
Moderate importance	3	Weak or slight importance over another – Experience and judgment slightly favor one activity over another
Strong importance	5	Greater or more essential importance when compared with another – Experience and judgment strongly favor one activity over another.
Very strong importance	7	Very high or demonstrated importance – An activity is favored very strongly over another; its dominance is demonstrated in practice.
Extreme importance	9	Extremely high importance – The evidence favors one activity over another with the highest level of certainty

Source: Adapted from [20]

Table 2: Sample AHP Questionnaire How important are the following security criteria in comparison

Factor	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Factor
Privacy	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Reliability
Privacy	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Validation
Privacy	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Verification
Privacy	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Integrity
Privacy	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Confidentiality
Privacy	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Availability

The data analyze procedure involves the following steps. First the pairwise comparison matrix which is called matrix A is extracted from the data collected from the interviews. The principal right eigenvector of the matrix A is computed as ' w '. If $a_{ik} \cdot a_{kj} = a^{ij}$ is not confirmed for all k, j , and i the Eigenvector method is selected (Jalaliyoon, et al., 2012). If the matrix is incompatible and in case of incomplete consistency, pair comparisons matrix cannot be used normalizing column to get W_i . For a positive and reversed matrix, Eigenvector technique can be used which in it:

$$e^T = (1, 1, \dots, 1)$$

$$W = \lim_{k \rightarrow \infty} \frac{A^k \cdot e}{e^T \cdot A^k \cdot e}$$

To reach a convergence among the set of answers in to successive repetition of this process, calculation should be repeated several times in order to take a decision when facing an incompatible matrix. Then, the following formula is applied to transform the raw data into meaningful absolute values and normalized weight $w = (w_1, w_2, w_3, \dots, w_n)$:

$$A_W = \lambda_{\max} W, \quad \lambda_{\max} \geq 0$$

$$\lambda_{\max} = \frac{\sum a_j w_j - n}{w_1}$$

$$A = \{a_{ij}\} \quad \text{with} \quad a_{ij} = \frac{1}{a_{ji}}$$

A : pair wise comparison

w : normalized weight vector

λ_{\max} : maximum eigen value of matrix A

a_{ij} : numerical comparison between the values i and j .

In the next step, in order to validate the results of the AHP, the consistency ratio (CR) is calculated using the formula, $CR = CI/RI$ in which the consistency index (CI) is, in turn, measured through the following formula:

$$\lambda_{\max} = \frac{\lambda_{\max} - n}{n - 1}$$

The value of RI is related to the dimension of the matrix and will be extracted from Table 3. It should be noted that consistency ratio lower than 0.10 verifies that the results of comparison are acceptable.

Table 3: The value of Random Consistency Index, Source: [5]

Dimension	RI
1	0
2	0
3	0.5799
4	0.8921
5	1.1159
6	1.2358
7	1.3322
8	1.3952
9	1.4537
10	1.4882

Considering that this method is also an expertise-oriented technique and the sample size should be less than 10 people [12], therefore, in this section, the opinions of the same 12 people selected from the previous stage are again used. Its calculations using Expert choose software, during three stages of pairwise comparisons, normalization, weighting and final ranking, calculation of compatibility rate in judgments, calculation of vectors of local priorities and finally determination of final priorities, market share development criteria based on strategies Entering international markets were prioritized.

5 Research findings

In the first stage of the study and after applying the three main stages of open coding, central coding and selective coding, the opinion of experts regarding the overlap of communication resulting from the interaction of marketing and communication activities of public relations and the emergence of a new concept of public relations of marketing confirms This means that the integration of marketing and public relations is an undeniable necessity due to the closeness of the activities of these two sectors and their close interaction with each other. After the final summary of the coding, the number of six selected codes (components) under the headings: forming a think tank, identifying the environment and market research, identifying and classifying the audience, planning communication messages and setting goals, using integrated marketing communication tools and Finally, performance evaluation measurements can be extracted, which can be considered as the main and determining components of marketing public relations with integrated marketing communications.

The first component obtained is the formation of a think room, whose members consist of powerful public relations and marketing forces, which is considered as one of the agreeable measures among the experts in order to carry out activities related to marketing public relations. According to the answers provided by the experts, this component corresponds to the perspective of “Kotler [10]” marketing public relations and the integration of “Pulse Maker” public relations and marketing. The second component is the identification of the environment and market research, which is closely related to the identification of the micro and macro environment of the organization, the internal and external environment of the organization, and marketing research. The third component is the identification and classification of the audience, which is related to the geographical location, purchasing behavior, and demographic characteristics of the consumers. The fourth component is the planning of communication messages and the determination of the company’s goals, which are related to many things such as content production, use of appropriate media tools, etc. The fifth component is the use of integrated marketing communication tools, which are very useful for the company and are associated with actions such as advertising, sales promotion, personal selling, and improving public relations. The sixth component, which is named as performance evaluation, is also one of the important components that will be related to the evaluation of the success rate of the public relations unit’s activities.

Therefore, it can be said that the combined use of public relations tools, advertising, sales promotion, direct marketing communications, personal selling, etc. simultaneously and presenting the same messages through the public relations of organizations in order to synergize and make the messages more effective. Communication is required. In this regard, according to the plans made by the think tank, it is possible to use each of the mentioned tools in the right place with messages that are the same in terms of content to introduce the services of the institutions targeted in this research and also to create a favorable mental image and Used branding.

Therefore, it can be said that the answers provided by the experts overlap with the views of [21] and with the findings research of [3], [1], [8], [15], [2] are matches and overlaps. These results are shown in Table 4.

Table 4: Emergent themes combined with open, axial, and selective coding

Open source	Axial codes	Optional codes	Row
Marketing public relations is a combination of public relations and marketing activities, marketing is part of the function of public relations, the integration of public relations and marketing as a strategic department under the supervision of the organization's management, a unit under the title of public relations and marketing under the supervision of one management, the consensus of the relations department public and marketing, cooperation of marketing and public relations employees and formation of a think tank, leading the think tank by a single management, determining an independent position under the title of MPR in the organization.	<ul style="list-style-type: none"> - Integration of public relations and marketing departments - Forming a think tank by employing competent public relations and marketing forces under the supervision of the organization's management 	Forming a think tank	1
Identifying the organization's micro and macro environment, analyzing the organization's environment, looking at the organization's internal environment, analyzing the SWOT analysis, market research, understanding the market, identifying competitors and monitoring them, research-based activities, understanding the market, competitors and monitoring them,	<ul style="list-style-type: none"> - Identifying the micro and macro environment of the organization - Knowing the internal and external environment - market research 	Environmental identification and market research	2
Knowing the target audience, identifying and classifying the target audience, identifying the interests and needs of the audience, creating a comprehensive communication network of customers and stakeholders (CRM), reaching the target audience and carefully selecting them based on their geographic location, demographic characteristics and the type of their purchasing behaviors.	<ul style="list-style-type: none"> - geographical location - Demographic characteristics - Purchase behaviors 	Identification and classification of audiences	3
Planning of communication messages, using key and effective planned messages, connected and timely and planned communication messages, informing with the integrity of communication messages, presenting messages not all at once but in a sectional and gradual manner. In order to convince the audience, the process of spreading the message: 1. Advertising (establishing communication), 2. Informing (continuing communication), 3. Public relations (establishing and developing communication), targeted information by public relations, creating professional messages and legitimate, design of communication messages by public relations, indirect advertising by public relations, content production according to the needs and wishes of customers, content production and planning of transferable content to the audience, production and design of communication messages by public relations, production of content based on the Web. Having a long-term policy and plan, determining communication and marketing goals and policies, starting public relations planning activities from before product production to introducing to the market, drawing the vision of the organization. Using media tools suitable for each class of audience, strategic management of advertising media suitable for the message, presenting editorials, reporting ads and designing posters, audio clips, holding news conferences, media tours, holding conferences and participating in exhibitions, writing reviews. product, use of social communication network, holding festivals, holding news conferences, holding conferences, using digital tools, determining short-term and medium-term intermittent and intermittent media tactics, how to present a message to attract audiences, strategic management Promotional media appropriate to the topics of the organization's final message, creating a new communication program based on new tools, choosing a brand ambassador	<ul style="list-style-type: none"> - Providing key and effective messages - Content production according to the needs and wishes of customers - Determining communication and marketing goals and policies - Using media tools suitable for each class of audience - Media planning - Strategic management of advertising media suitable for the message 	Planning communication messages and setting goals	4
- Using advertising, using public relations for indirect measures, planning through IMC. - Sales promotion (discount coupons, distribution of product samples, participation in trade fairs, etc.) - Direct marketing (using mail, phone, email, SMS, etc.). - Personal selling (directly persuading the audience to buy products or services). - Public relations (production of appropriate and attractive content in the form of storytelling, articles, notes, reports, videos, podcasts, participation in the production of movies, news production, web-based content production, blogs, creation of various social networks (LinkedIn, Instagram, Twitter, Telegram), choosing a brand ambassador from among famous people, participating in charitable affairs and various campaigns to support the environment, animals, human rights, etc.). - exposing the audience to the message using television and radio channels, environmental advertising space, catalogs, posters	<ul style="list-style-type: none"> - Sales promotion - Personal selling - public relations - Advertising 	Use of integrated marketing communication tools	5

Measuring and evaluating public relations activities, working based on research results, measuring customer satisfaction, creating the possibility of verification for the target audience or community, media measurement and evaluation, measuring results, evaluating the rate of return on investment, monitoring and measuring performance and carrying out Corrective action if needed	Measurement and evaluation of public relations activities	Performance evaluation measurement	6
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Based on the findings of this stage obtained with the Foundation’s data method, we can introduce a model based on which we can determine the number of four separate areas for marketing public relations with the IMC approach in order to determine suitable strategies for each one. According to this model, the first environment includes the think tank of marketing public relations, where the marketing model is designed based on the needs of service institutions. In this environment, customers, types of products and services, and marketing methods are considered for advertising.

In the second environment, based on the findings of this research, we need some strategies to operationalize marketing public relations activities. The first strategy is identifying the environment and market research, the second strategy is integrated marketing communications, the third strategy is planning communication messages and setting goals, the fourth strategy is identifying and classifying audiences, and the fifth strategy is measuring and evaluating performance.

The third environment in this model includes an environment that uses branding, marketing, marketing and advertising based on the indicators of the marketing public relations model to advance the goals. The fourth environment will include the organization and society.

Therefore, based on this model and according to the introduced environments, the following actions can be taken: 1- To identify the environment and market research, the market environment is divided into micro and macro environment and based on the characteristics of these two environments effective strategies are planned in providing services. 2- In this part, in order to identify and classify the audience, their geographic location, demographic characteristics and purchasing behaviors are analyzed. 3- According to integrated marketing communication tools, direct marketing, sales promotion, advertising and public relations tools are used simultaneously and in accordance with the audience analysis findings. 4- In the part of planning communication messages and setting goals, the purpose of the model is to determine media and media and advertising communication channels suitable for the audience according to the type of messages planned to introduce services, sales and marketing for them. 5- In the stage of measuring and evaluating the performance of marketing public relations, first the implemented programs are evaluated and measured in terms of the level of influence, then the obtained information is analyzed and finally the results are announced. In this section, if the marketing public relations process is not successful in introducing the brand as well as services, the points of deviation from the performance are determined and remedial planning is done again.

Now, according to the findings of the first stage of the research on the final extracted six components, the results of the second part of the study, which was conducted with the AHP method, are presented. According to the results of the pairwise comparison obtained from the opinions of the experts, the normalized pairwise comparison matrix and the order of importance of these components are presented as described in the table 5.

Table 5: The normalized importance matrix of the extracted components

Extractive components	C	B	A	F	D	E	Weight	Rank
C	248/0	138/0	230/0	276/0	176/0	278/0	17 %	3
B	287/0	249/0	289/0	239/0	218/0	290/	22 %	2
A	358/0	238/0	330/0	376/0	276/0	379/0	% 31	1
F	0/219	0/161	0/183	0/191	0/148	0/219	06 %	6
D	0/220	0/190	0/170	0/230	0/219	0/199	13 %	4
E	0/195	0/181	0/213	0/182	0/159	0/179	11 %	5

Descriptions: (A: Forming a think tank, B: Identifying the environment and market research, C: Identifying and classifying audiences, D: Using integrated marketing communication tools, E: Measuring and evaluating performance, F: Planning communication messages and setting goals)

The results of Table 5 show that among the components extracted from the perspective of experts, forming a think room (with weight of 0.31), identifying the environment and market research (with weight of 0.22), and identifying and classifying the audience (with weight of 0.17), the use of integrated marketing communication tools (with weight of 0.13), measuring and evaluating performance (with weight of 0.11), planning communication messages and setting goals (with weight of 0.06), respectively the most important effective components in the AHP approach. The output diagram of the software is also shown in figure 4. In this figure, the inconsistency rate equal to 0.01 is considered.

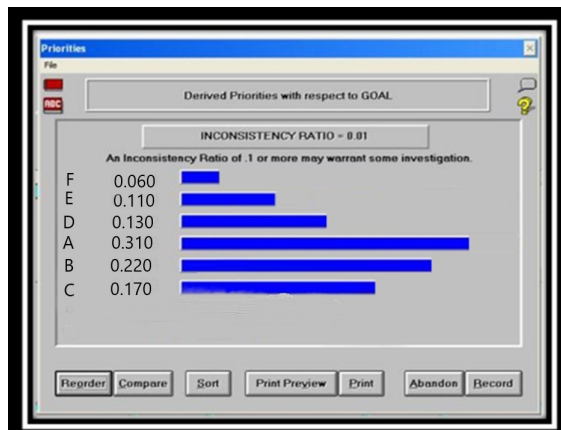


Figure 4: Output of Expert Choice software

At the end, in order to ensure the results of this method, the compatibility rate is calculated. The compatibility rate is a measure that shows how much the priorities resulting from pairwise comparisons of experts can be trusted. If the compatibility rate is smaller than 0.1, the compatibility rate is acceptable, otherwise, the comparisons should be repeated and revised. The results of these calculations are presented in Table 6. According to the results, it can be seen that the CR rate is less than 10%. Therefore, the pairwise comparison matrix of the importance of the components determined in the integrated marketing public relations approach with the integrated marketing communication approach is fully compatible with the experts' opinions.

Table 6: Compatibility rate of experts' judgments

CR	CI	λ max	related Indicators for the importance of extractive components
0/0120	0/0021	3/59	Value

6 Discuss

Today, due to various reasons such as the loss of advertising power of companies and their ineffectiveness in order to have the necessary influence on the target audience, as well as the change of the audience from a passive state to an active state and their access to various information tools, it is necessary to use new methods of communication to achieve the goals. Marketing helps. From this research, with the aim of using a combination of public relations tools, advertising, sales promotion, direct marketing communications, personal selling, etc. simultaneously and presenting the same messages through public relations of organizations for synergy and effectiveness. It was mostly done in service companies, very important results were obtained, which can play a very important role in achieving the great goals of companies, such as increasing sales, making more profit, attracting new contacts, etc.

The results obtained in this study in the first part, which were obtained by conducting interviews with experts in the field of marketing and public relations, showed that six final and important components under the headings: formation of a think tank, identification of the environment and market research, identification and classification of audiences, planning communication messages and setting goals, using integrated marketing communication tools, and finally measuring and evaluating performance can be identified and extracted, which can be considered in the new combined approach.

Investigations showed that these extracted components correspond and overlap with a number of previous research findings, such as: the study of [9],[17], [13]. In addition, the findings of this study and the answers presented are consistent with the views of [21] and the findings of the researches of [1] and [15].

7 Conclusion

Nowadays, companies use public relations elements more widely, along with other integrated marketing communication tools, for their marketing communication purposes, and they consider it a new, efficient and more effective way than the old ways. Therefore, the use of an approach such as the integration of marketing and public relations due

to the closeness of the activities of these two departments to each other and their close interaction with each other seems to be an undeniable necessity, which was discussed in this research to investigate and identify its components. For this purpose, a combined and two-stage method was used.

The results of the first stage of the research, which was conducted with the foundation's data method, showed that the number of six selected codes (components) under the headings: forming a think tank, identifying the environment and market research, identifying and classifying audiences, planning communication messages and setting goals, using They were extracted from integrated marketing communication tools and finally performance evaluation measures, which are considered as the main and determining components of marketing public relations with integrated marketing communication approach. At this stage, the researcher achieved a model based on which four environments have been determined for marketing public relations with the IMC approach.

In the second stage of the research, which was conducted using the AHP hierarchical analysis method, it was determined that among the six identified components, respectively, the components of forming a think tank (with weight of 31%), identifying the environment and market research (with weight of 22%), And finally, identifying and classifying the audience (with weight of 17%) is the most important component in the new approach of integrating integrated marketing and public relations in service companies. Therefore, according to the results, effective strategies and strategies for using marketing public relations and also for introducing the services of service institutions can be suggested, which are respectively: conducting market research, identifying audiences, planning communication messages and determining The goals are to use integrated marketing communication tools in a combined and simultaneous manner, as well as measure and evaluate the performance of marketing public relations, which must be implemented continuously. In addition, considering the model designed in this research, which is designed based on the opinion of experts, it is suggested that the applicability of this model in non-service institutions should be investigated separately in future researches. Also, those interested in the topic of this research can specially study each of the strategies presented in this research as a research topic.

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