

Public Relations (PR) Tools Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global public relations (PR) tools market size reached US\$ 10.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 20.0 Billion by 2028, exhibiting a growth rate (CAGR) of 11% during 2023-2028.

Public relations (PR) tools involve the establishment, identification, and maintenance of mutually beneficial relationships between various organizations and the general public. Besides assisting in marketing campaigns, these tools also aid in running backend analytics to assess the impact of the content posted by the organization. Public relations tools make it easy for registered customers to stay in touch and to be updated about important news related to their demographic whenever a new update is available. Media coverage can be arranged in one call with fewer costs, which, in turn, reduces the financial burden on companies. Additionally, public relations tools create online surveys and determine the opinions of targeted audiences which helps create a better brand. As a result, PR tools are extensively utilized in various industries, including retail, consumer good, information technology (IT), banking, and healthcare.

Public Relations (PR) Tools Market Trends:

The market is majorly driven by the growing usage of numerous platforms for reaching out to regular and potential consumers. This can be attributed to continual advancements in data drilling and information gathering platforms in large and small organizations. In addition to this, the rising popularity of social media advertisements and digital marketing for monitoring and tracking consumer preferences is resulting in a

higher uptake of public relations tools. The market is also driven by the escalating demand for understanding the current trends and predicting the behavior of consumers based on analytics and aggregation. Furthermore, the growing need for integrated marketing communications for creating a base in a niche market segment is creating a positive outlook for the market. Some of the other factors that are providing an impetus to the market include rapid digitization, continual technological advancements, increasing penetration of high-speed internet, the augmenting usage of cloud computing, and extensive research and development (R&D) activities conducted by key players.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global public relations (PR) tools market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on solution, deployment, application and industry.

Breakup by Solution:

Publishing Tools

Social Media Monitoring and Management

Content Creation and Distribution

Data Aggregation, Monitoring, and Analysis

Relationship Management

Breakup by Deployment:

Hosted

On-premises

Breakup by Application:

Online Media

Content Marketing

Breakup by Industry:

BFSI

Consumer Goods and Retail

Government and Public Sector

Healthcare

IT and Telecom

Media and Entertainment

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Agility PR Solutions, Business Wire Inc, Cision AB, iPR Software Inc, Isentia, Meltwater Inc., Onalytica, Onclusive Inc., Outbrain Inc. and Prezly.

Key Questions Answered in This Report:

How has the global public relations (PR) tools market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global public relations (PR) tools

market?

What are the key regional markets?

What is the breakup of the market based on the solution?

What is the breakup of the market based on the deployment?

What is the breakup of the market based on the application?

What is the breakup of the market based on the industry?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global public relations (PR) tools market and who are the key players?

What is the degree of competition in the industry?

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