

Chart of difference between Advertising and Public Relation

Points of differences	Advertising	Public Relation
Meaning	Advertising refers to the conversion-focused activities that are directed towards a specific target audience.	It refers to strategic communication which builds a mutual relationship between the marketer/seller/company and the customer/Public.
Nature of work	Advertising is a one-way communication.	It involves two-way communication in which Marketer and customer both are interacting with each other.
Form	This is a impersonal form of communication.	This is a personal form of communication.
Focus	In selling, company focus to produce more and more products.	It mainly focuses on Maintaining a good image of the company in the media.
Interest	Advertising emphasizes on creating the interest of the customer.	To protect the consumer's interest is the main function of the company.
Strategy	Company has full control over advertising the products.	In public relation the company can set up the story, but has very less control on advertising.
Media	The media is purchased for advertising the products.	There is nothing like advertising. Company builds its own image by proving good quality to the customers.
Feedback	In advertising the seller only shows the product or just does the advertisement. Hence, cannot take the feedback from the customers.	Public Relation is helpful and facilitates instant feedback from the customers.