



## DEVELOPMENT OF PR STRATEGY IN ORGANIZATIONS: THE CASE OF MURAD BUILDINGS AND IMARAT DEVELOPMENT

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### ABSTRACT

*This article analyzes the theoretical and practical aspects of developing PR strategies in modern organizations and enterprises. In particular, the study examines media strategy, digital PR, and communication management mechanisms using the examples of Murad Buildings and Imarat Development operating in the construction sector of Uzbekistan. The research scientifically explores the companies' social media activities, media relations, and methods of forming brand image.*

### Introduction

In the context of globalization and the rapid development of digital communications, PR strategy has become an important component of organizational management. Modern companies increasingly focus on establishing effective public relations, building audience trust, and creating a positive corporate image. Especially in the construction and real estate sector, communication management directly influences a company's competitiveness and reputation.

PR strategy serves to organize communication between an organization and the public, manage information policy, and establish effective interaction with target audiences. In academic literature, PR is interpreted as a mechanism for reputation management, corporate image formation, and strengthening customer trust.<sup>1</sup>

This article examines the main stages of developing a PR strategy, communication approaches, and media activities through the examples of Murad Buildings and Imarat Development.

### Theoretical Foundations of PR Strategy

A PR strategy is a system of communication activities aimed at establishing mutually beneficial relationships between an organization and its target audience. According to Grunig and Hunt, PR is a management mechanism based on two-way communication.<sup>2</sup>

Modern PR strategy includes the following main directions:

No	Components of PR Strategy	Function
1	Media Relations	Organizing relations with mass media
2	Digital PR	Conducting communication through social media

No	Components of PR Strategy	Function
3	Reputation Management	Building corporate image
4	Crisis Communication	Managing negative information
5	Content Strategy	Delivering information to audiences

The development of digital communication has significantly transformed PR activities. Today, companies communicate with audiences mainly through platforms such as Telegram, Instagram, Facebook, YouTube, and TikTok. This has increased the importance of digital PR.

### **Features of PR Strategies of Murad Buildings and Imarat Development**

Murad Buildings and Imarat Development are among the companies actively implementing media policies in the construction market of Uzbekistan. These companies use PR strategies as a tool for shaping brand image and developing communication with audiences.

Murad Buildings focuses on:

- social responsibility;
- family values;
- customer trust;
- comfortable living environment.

The company's media content regularly highlights customer feedback, completed projects, and social initiatives. This contributes to forming the company's image as a reliable and socially responsible brand.

Imarat Development, in contrast, bases its PR strategy on:

- innovative architecture;
- modern design;
- premium lifestyle;
- urban development.

The company's visual communication and advertising content are developed based on modern aesthetic approaches. As a result, Imarat Development positions itself as an innovative and premium construction brand.

### **Stages of Developing a PR Strategy**

The development of a PR strategy consists of several important stages.

The first stage is analyzing the communication environment. This process includes studying the company's existing image, audience attitudes, media visibility, and competitors' activities.

The second stage involves identifying the target audience. Construction companies generally target:

- young families;
- investors;
- premium-segment clients;
- entrepreneurs.

Each audience segment requires a specific communication approach.

The third stage is forming a media strategy. At this stage, the company determines:

- key communication messages;
- media platforms;
- content directions.

Murad Buildings mainly relies on emotional and socially oriented communication, while Imarat Development uses a visual and premium communication model.

The fourth stage is organizing digital PR activities. Companies communicate with audiences through:

- project presentations;
- video content;
- customer feedback;
- media materials

on Telegram, Instagram, and YouTube.

The fifth stage is evaluating the effectiveness of the PR strategy. This includes analyzing:

- audience engagement;
- number of media appearances;
- brand awareness;
- customer feedback.

### **The Influence of PR Strategy on Corporate Image**

PR strategy is an important tool for shaping corporate image. Corporate image reflects the general perception of an organization formed through media activities, communication policy, and public relations.

According to Hsieh and Li, PR activities and brand image are directly related to customer loyalty.<sup>^3</sup> A positive image increases trust in the company and helps establish long-term relationships with audiences.

Murad Buildings' image is mainly associated with:

- reliability;
- social responsibility;
- family values.

Imarat Development, on the other hand, is associated with:

- modernity;
- innovation;
- premium positioning.

Digital PR tools play a significant role in strengthening corporate image. Regular social media content, video materials, and feedback systems ensure effective communication with audiences.

### **Conclusion**

The research findings indicate that PR strategy is an important management mechanism in the activities of modern construction companies. Using the examples of Murad Buildings and Imarat Development, the study demonstrates that PR strategy serves as a key tool for shaping corporate reputation, brand image, and audience communication.

Murad Buildings applies social responsibility and emotional PR approaches in its communication activities, whereas Imarat Development relies on innovative and visual communication models.

In addition, digital PR and social media enable companies to:

- establish rapid communication with audiences;
- increase brand awareness;
- build customer trust.

Therefore, developing scientifically grounded PR strategies is an important factor in increasing a company's competitiveness in the market.

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