



“A Study on Public Relations Strategies and Digital Brand Engagement in a Tech MSME”

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ABSTRACT

This study examines the public relations strategies and digital brand engagement practices adopted by Techpupil, a technology-oriented Micro, Small and Medium Enterprise (MSME) operating in the Indian digital communication sector. The project analyses how the organization leverages digital platforms, accreditation-based credibility, community-building initiatives, and content-driven engagement to strengthen its market presence in both B2B and B2C environments. Primary insights were derived from internship-based observations, internal performance reports, competitor benchmarking, and a simulated survey of 50 respondents representing potential clients, content creators, and industry observers.

The findings reveal that Tech pupil's brand reputation is strongly rooted in sincerity, ethical communication, trustworthiness, and the formal credibility offered by its MSME accreditation. However, the study identifies a visible gap between the firm's high internal quality standards and its comparatively reactive external digital communication approach. The research highlights that long-cycle thought leadership content, transparent communication, and proactive digital positioning significantly influence stakeholder perception and client onboarding in the digital PR domain.

Keywords: Digital Public Relations, MSME, Brand Engagement, Thought Leadership, B2B communication, Digital Marketing, Stakeholder Trust, PR Strategy, Content Marketing.

INTRODUCTION

The transformation of India's digital communication landscape has increased the significance of Public Relations (PR) and strategic brand engagement, particularly among technology driven MSMEs. As organizations increasingly rely on digital visibility, reputation management, and online community engagement, the PR function has evolved into a critical determinant of organizational credibility and long-term sustainability. Digital PR has shifted from traditional media dependency to multi-channel communication involving social media, professional networks, real-time audience interaction, and content-driven reputation building.

Techpupil, an MSME registered under the Ministry of MSME, Government of India, operates within this rapidly evolving digital ecosystem. The company specializes in strategic communication, content-driven outreach, digital engagement, and PR advisory for clients largely situated in the technology and education domains. Its operations emphasize creativity, sincerity, ethical conduct, and high-touch communication qualities that form the foundation of its client relationships.

This study investigates how Techpupil implements its PR strategies, manages digital engagement, and leverages official accreditation to build trust. It further explores the communication patterns, competitive positioning, and stakeholder interactions that shape the organization's digital reputation. Through mixed-method research, including qualitative observations, simulated surveys, and competitor analysis, the study aims to bridge academic concepts of PR with the real-world operational practices of a modern tech MSME.

As digital ecosystems evolve, organizations are compelled to adopt communication strategies that are agile, transparent, and deeply connected with stakeholder expectations. In the context of PR-driven businesses, especially MSMEs like Techpupil, building credibility requires a balance of content expertise, ethical conduct, and effective digital engagement. Unlike large agencies that rely heavily on brand legacy, smaller PR firms depend on relationship-led communication, accuracy, professional sincerity, and consistent value delivery to maintain their competitive advantage.

SIGNIFICANCE OF THE STUDY

Industry Relevance:

The study contributes to understanding the evolving dynamics of digital PR in India's MSME sector, where reputation, credibility, and ethical communication are highly influential.

Organizational Insight:

It highlights how a small but specialized PR agency can strategically use accreditation, sincerity, and professionalism to compete with larger firms.

Strategic Application:

The findings provide actionable insights for digital-first PR strategies, content planning, stakeholder engagement, and brand positioning.

Academic Contribution:

The study connects PR theories, including signalling theory and brand personality models, with practical implementation in the context of Techpupil.

Future Implications:

The results assist MSMEs in identifying growth opportunities, improving digital communication flows, and adopting trust-driven PR strategies.

LITERATURE REVIEW

Existing literature emphasizes three central themes relevant to this study: **1. Digital PR and Long-Cycle Engagement**

Scholars argue that digital PR, especially in B2B environments, depends on consistent thought leadership and long-cycle engagement rather than short-lived promotional spikes. Content nurturing, relationship building, and audience education are essential for credibility creation.

2. Accreditation as a Credibility Signal

According to signalling theory, certifications such as MSME registration serve as trust signals that reduce perceived risk for clients outsourcing intangible services like PR. Accreditation can strengthen a firm's positioning when competing with larger agencies.

3. Authenticity and Brand Personality

Aaker's Brand Personality model identifies sincerity as a foundational dimension influencing brand loyalty. Literature suggests that authenticity, transparency, and ethical communication significantly enhance digital brand trust.

The overall review indicates that Techpupil's operational environment aligns strongly with these theoretical foundations, making it an appropriate subject for examining PR strategies and digital engagement in MSMEs.

RESEARCH HYPOTHESES

Based on the research objectives and literature:

H1: Thought leadership oriented digital content significantly enhances stakeholder engagement in a tech MSME.

H2: MSME accreditation positively influences perceived credibility in B2B PR transactions.

H3: Authentic and sincerity-driven communication strengthens long-term digital community building.

H4: Reactive communication approaches negatively affect digital brand visibility and engagement.

METHODOLOGY

Research Type

A descriptive and analytical research design was employed to examine PR strategies, digital engagement patterns, and stakeholder perception.

Data Collection Methods

1.Primary Data:

A simulated survey of 50 respondents, including potential B2B clients, content creators, and industry participants.

2.Secondary Data:

- Internal performance reports
- Competitor audits
- Weekly analysis logs
- Digital PR industry reports

3.Sampling Method

A purposive sampling technique was used to reach respondents representing key stakeholder categories relevant to Techpupil's services.

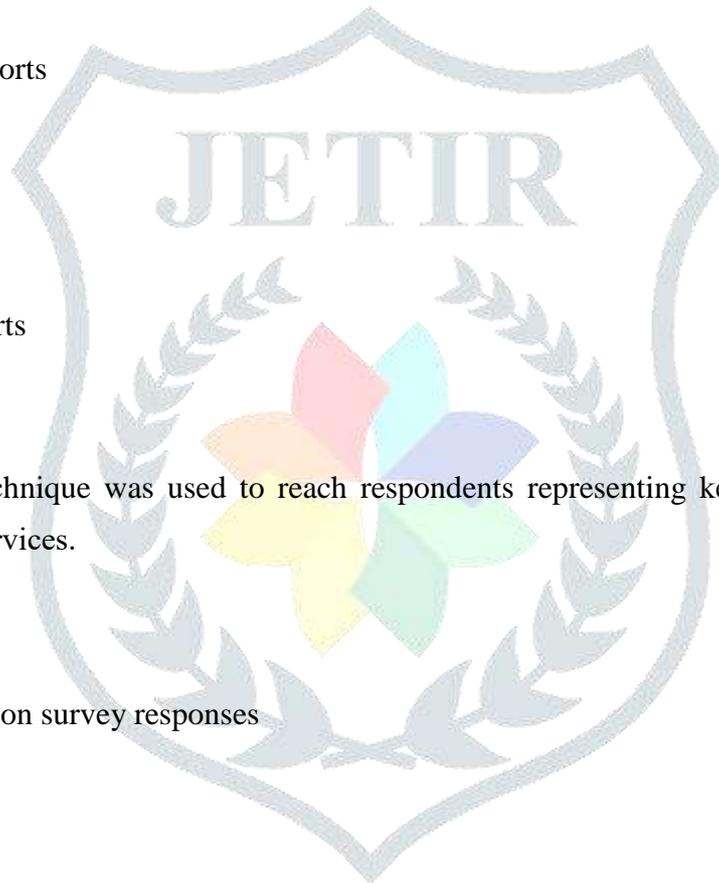
Tools Used

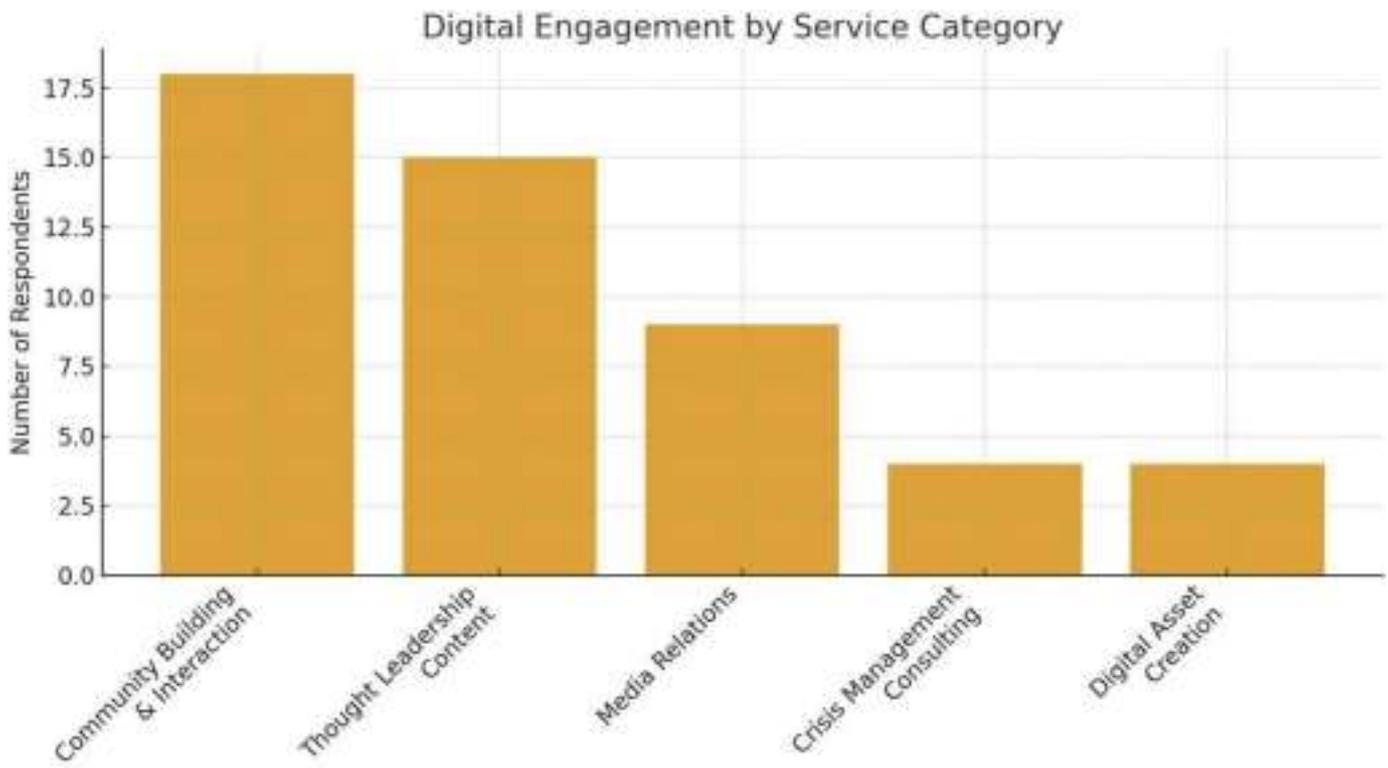
- Charts and graphs based on survey responses
- Qualitative observation
- Content gap analysis
- Benchmarking tools for competitor study

RESULTS AND DISCUSSION

Engagement by PR Service Segment

Graph 1: Digital Engagement by Service Category





PR Service Category

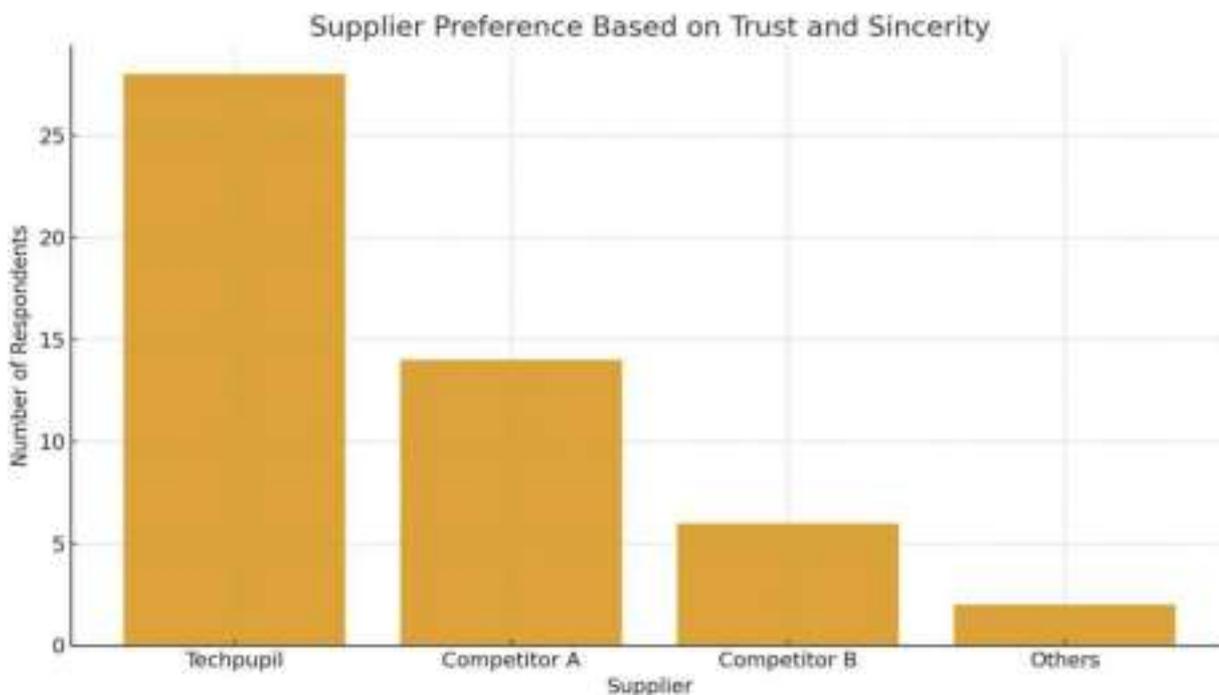
Segment	Respondents	Percentage
Community Building & Interaction	18	36%
Thought Leadership Content	15	30%
Media Relations	9	18%
Crisis Management Consulting	4	8%
Digital Asset Creation	4	8%

INTERPRETATION

The highest engagement was observed in Community Building and Thought Leadership Content, reinforcing the idea that continuous, authentic interaction and educational content drive Techpupil’s digital influence. These findings support H1, indicating that consistent content-based communication builds credibility and deepens stakeholder trust.

2. PR SUPPLIER PREFERENCE

Graph 2: Supplier Preference Based on Trust and Sincerity



Supplier	Respondents	Market Presence
Techpupil	28	High
Competitor A	14	Moderate
Competitor B	6	Moderate
Others	2	low

INTERPRETATION

Techpupil leads with 56% preference due to its transparency, ethical conduct, and accreditation-backed trust signals. These results validate H2, showing that MSME accreditation acts as a credibility enhancer in B2B communication.

CONCLUSION

The study concludes that Techpupil possesses strong internal capabilities, supported by sincerity, ethical operations, and MSME accreditation. These attributes provide the organization with a substantial trust advantage in the digital PR domain. The company’s long term success, however, depends on closing the digital communication gap through structured content strategies, proactive stakeholder engagement, and consistent

thought leadership.

The analysis confirms that Techpupil's reputation is a powerful commercial asset. To sustain and expand its influence in an increasingly competitive and algorithm-driven digital environment, the firm must invest in advanced digital communication practices and data-driven engagement approach

RECOMMENDATIONS

- Strengthen Digital Presence:

Implement a structured thought leadership content calendar on LinkedIn. • Leverage Accreditation:

Highlight MSME accreditation and ethical compliance as part of digital communication. • Adopt Automated

Lead Nurturing Tools:

Introduce CRM-based workflows and AI-powered chatbots.

- Enhance Documentation Systems:

Create a centralized digital portal for seamless document exchange.

- Optimize Engagement Strategies:

Increase transparency, proactive outreach, and community feedback loops. • Develop Crisis Communication

Frameworks:

Implement structured digital risk mitigation strategies for clients.

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