

What's up at pr.co

In this issue: Latest Insights, Upcoming Book, Bug Fixes

What's going on at pr.co

1. We're writing a book! Why? Because old school PR gives the industry a bad name, and we're here to say that PR is not dead. In fact, a new era has just begun. Keep your eyes open for our upcoming masterpiece! [Read the first chapter before anyone else.](#)
2. We're launching a PR Academy soon! Our very own site where you can follow courses, learn from best practices and view product tutorials with pr.co. It's basically everything you need to become a PR professional. We'll tell you more about this soon.
3. We've added 2 new team members this month. A warm welcome to Sjors who's our new digital-statistical-marketeer-slash-growth-kanye and Ysabel who will be our in-house writer-content-slash-marketing-crafter extraordinaire intern!

What we're reading

- Paul Graham: [Life is short](#). Does it make any difference to know that? Yes, you start to reduce the bullshit. Relentlessly prune it, don't wait to do things that matter, and savor the time you have. That's what you do when life is short. Question of the week: what things that matter should you focus on in your communication?
- Other links

Product updates!

We've been updating a whole lot of things based on the feedback we got from our users after the Campaigns launch, next to some bugs they also suggested a lot of good updates which we implemented in the last two weeks:

1. Copy and Paste has been updated to support copied text from Word and other sources
2. You can now merge two separate text blocks by using the backspace key.
3. We updated the Launch checklist to better check if your campaign is ready.
4. The "Summary" field doesn't appear in both Write message and Optimise for web anymore

Send your next campaign to see the difference.

Pr.co is an online platform for engaging press releases aimed at companies and PR agencies. The Amsterdam-based company launched in April, 2010 at The Next Web Conference. Pr.co has now over 10000 clients worldwide and is changing the way news is written, read and distributed.



pr.conewsroom