

# A PR Strategy Canvas for Writers, PR and Communication Professionals

## Monthly Newsletter and TNW Happenings

*June 8, 2016*

June is upon us but we haven't quite gotten over the [The Next Web](#)'s hangover. It was two days of stellar vibes, awesome speakers, and a world-class conference for the tech industry. But the best part was catching our own patch of spotlight.

On May 26th, pr.co gave a **PR Strategy Workshop** to an audience of 100 professionals. The idea was to help everyone *align communication efforts with their company's core purpose in a living digital document: the PR Strategy Canvas*. It's a great jump-off point for your content calendar and overall communication strategy.

If you could use some of that in your life but couldn't be there in person, [don't miss out on it here!](#) It's still a work in progress and your feedback would mean a lot to us.



*(That's just Stefan and his hard-working audience)*

## In other news

Our transient trio of growth hackers have ended their watch. Our best wishes and gratitude go out to **Romy**, **Bart** and **Nacho**!

## What we've improved for you

Loads of improvements and bug fixing in the back-end, but not much a user could notice. This is one of those cases when *no news is good news*.

Also, we're working hard to get our **PR Foundation** book ready to go, and the author list will cause a sensation... [Read the latest chapter](#) and stay tuned!

## What else we've been reading

**Why do we work so hard?** Because we don't actually hate work. Ryan Avent shares his thoughts on the workaholic lifestyle, and why we sidestep getting out of it.

**The Hub and Spoke Content Strategy** is a simple keyword-centric plan to keep page visits at a constant. Ever thought of making five related posts to lead back to your main one?

Using Typeform, the city of Victoriaville created an **entire feedback ecosystem** to make life easier for its citizens: from building permits and park maintenance, to snow removal and city tours.

Here's to a productive month ahead! Feel free to send any feedback or compliments to [hello@pr.co](mailto:hello@pr.co).

See you next month!



**Lorenzo Grandi**

Like a virtual wizard

[lorenzo@pr.co](mailto:lorenzo@pr.co)

[@lorenzograndi4](#)



**Stefan Fountain**

CEO

[stefan@pr.co](mailto:stefan@pr.co)

[@spif](#)

---

#### ABOUT PR.CO

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