

May Newsletter

In our latest newsletter, The Next Web's PR manager shares some tips on effective PR strategies, we present our new Media Relations tool "Match" and include reading tips for PR pros

'PR is much more than quantifiable metrics and coverage'

As part of our interview series with PR pros, we chat with Vince Dinga, **The Next Web's** global PR Manager. Vince talks to us about effective PR strategies and why building long-term media relationships and brand positioning is more valuable than focusing on short-term metrics. Read the full interview [here](#).



"PR is much more than quantifiable metrics and coverage"

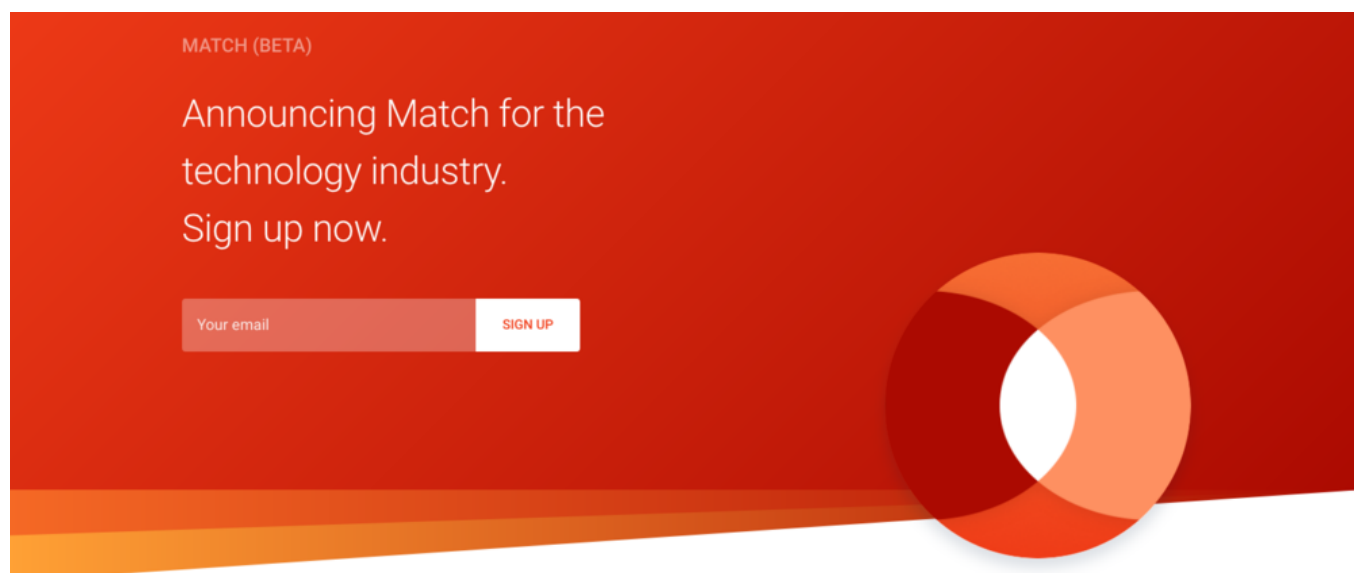
Effective, modern Media Relations with "Match"

Have you ever encountered any of these situations: Outdated journalist contact information or not finding any relevant journalists at all? No response, no coverage and no interview requests despite all your hard work as a PR pro? Even worse, journalists complain about receiving your 'irrelevant' content? The pr.co team works hard on an innovative and more effective way to help our clients identify and build the relationships they need to be successful in their work. We're calling it **Match!**

Match is a semantic analytics engine matching your content - e.g. a press release - with influencers who have published content about your very topic, no matter how specific the topic is or which region you are targeting. Match then presents a list of these influencers - a real-time topical influencer list based on your content - including contact information, social media data, photos and even a list of relevant and recent publications. Clients can then select and reach out to the most relevant influencers using accurate contact data and helpful biographical info.

Currently, Match is in BETA phase and available for technology topics. Further industries will be added throughout the coming months.

Sign up here to test the value Match can bring to your work. Save yourself hours of media research and money for a media database and upload your content, let Match analyse it, and see which influencers best match your story!



Effective, state-of-the art Media Relations with pr.co's "Match"

Latest product updates

We improved the reliability of our servers even more. We've recently upgraded our main servers, creating a faster and more stable experience for our customers.

We migrated our billing system to an even safer and more secure environment. Payments are now faster and more secure. We also gave our invoices a fresh and practical look.

We added a visual search function for featured images. Now you can easily search your visual assets within your Featured Image Media Library.

What we've been reading



The **global PR industry is now worth \$16billion**. That's a 7% growth rebound thanks to the success of independent PR firms, according to the **Holmes Report**.



ComScore will release a free viewability measurement tool. It will allow digital media buyers and sellers to measure viewability rates across display, video and mobile effectively enabling a *"focus on the metrics that matter"*.



The power of messaging in politics. Effective messaging relies on repetition as well as context as **Kate Turner** outlines. Kate is a Senior Consultant specialising in crisis and reputation management, communications, and public affairs. In her article Kate describes strategies and tactics that help effectively cutting through the noise that typically accompanies political events such as elections.

Feedback? Questions? Contact us at hello@pr.co.

Cheers,
the pr.co team

ABOUT PR.CO

pr.co is a collaborative tool for PR professionals and communications teams to get meaningful exposure for your company. We streamline your planning, writing and media outreach workflows so you can focus on what you do best: crafting your story.



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