

© 18 September 2020, 13:35 (CEST)

Product update: manage your Spokespeople, showcase events, and send branded emails.

pr.co customers can enjoy a host of new features including enhanced Spokespeople management, a new events feature, branded follower emails, and a new branded distribution layout.

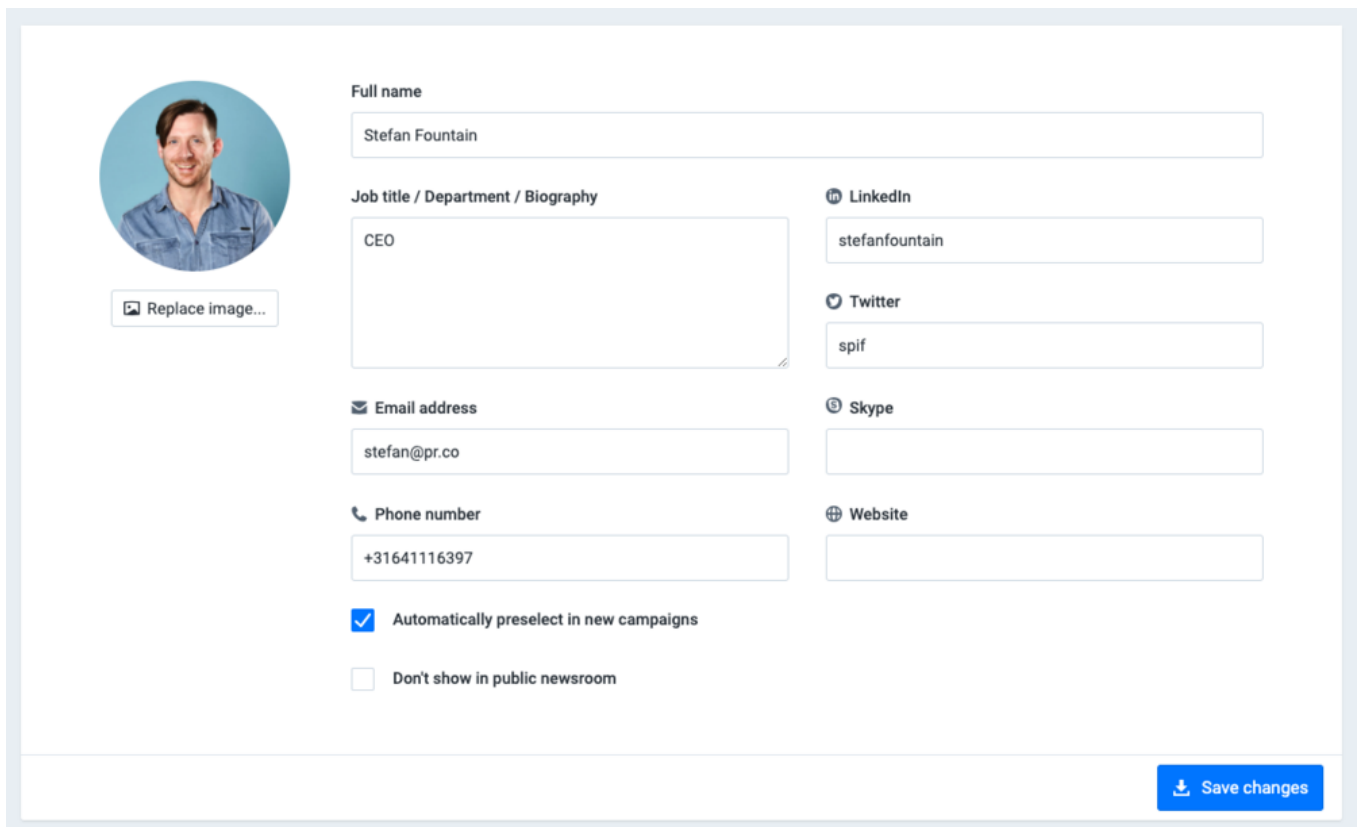
It's been a busy summer over at pr.co; our whole team has started to work remotely and we have had to work out a new modus operandi to get features out the door.

Our plan for 2020 is to continue our developments for the new branded layout and to keep rolling out new updates. The introduction of the layout was just the foundation, it's part of a much broader roadmap. Today we're introducing the next round of updates.

Spokespeople upgrade

It has been a while since our last update to spokespeople management on the pr.co platform. We've seen our users slowly adapting to this feature; with larger organisations requesting more flexibility, agencies looking to have more fine-grained control over which spokesperson goes where, and power-users wanting more personal information to be stored with a spokesperson.

For this we've completely redesigned the way [pr.co](#) users manage spokespeople, allowing them to build a complete profile of each spokesperson.



The image shows a user profile form for Stefan Fountain. It includes a circular profile picture with a 'Replace image...' button below it. The form fields are as follows:

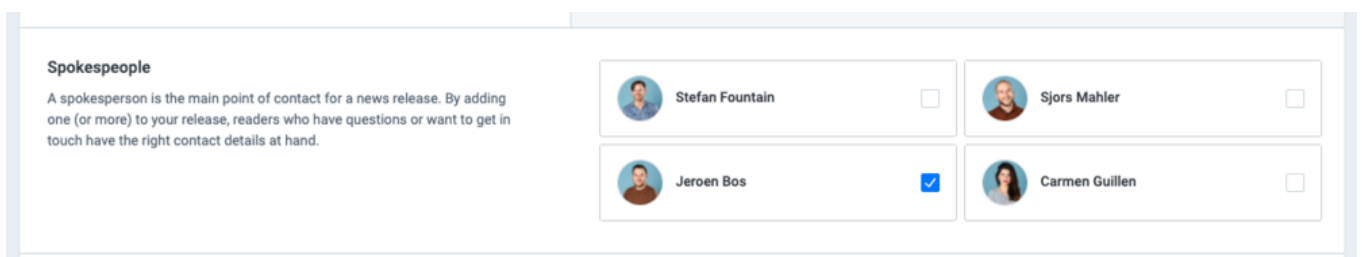
- Full name:** Stefan Fountain
- Job title / Department / Biography:** CEO
- LinkedIn:** stefanfountain
- Twitter:** spif
- Email address:** stefan@pr.co
- Skype:** (empty field)
- Phone number:** +31641116397
- Website:** (empty field)
- Automatically preselect in new campaigns
- Don't show in public newsroom

A blue 'Save changes' button is located at the bottom right of the form.

Then there's the more fine-grained control for where a spokesperson belongs in the newsroom. First of all there's the new 'Automatically preselect in new campaigns' feature, which marks a person as the default contact person for all future campaigns.

For agencies or organisations with a different spokesperson for different topics, there is a 'Don't show in public newsroom' option. This checkbox hides that person from newsroom unless specifically selected for a campaign. This is ideal for contact persons that otherwise should not be part of any other campaign, think of partnership announcements, specific topics, etc.

Lastly, it's now possible to select a spokesperson to show up for a specific press release. That way, you can for instance select your CFO as a spokesperson on financial press statements. Here's an example of what that looks like:



The image shows a 'Spokespeople' selection interface. It includes a title 'Spokespeople' and a descriptive text: 'A spokesperson is the main point of contact for a news release. By adding one (or more) to your release, readers who have questions or want to get in touch have the right contact details at hand.'

Below the text, there are four selection cards, each with a profile picture, name, and a checkbox:

- Stefan Fountain:**
- Sjors Mahler:**
- Jeroen Bos:**
- Carmen Guillen:**

New events feature

The timing for this feature couldn't be more ironic. Right when conferences, corporate events, trade shows, and physical press events ground to a halt, we were done working on our new Events-feature. With it, you can inform your newsroom visitors of upcoming press events, announcements, reports, annual figures, or even online events.

Adding an event to your newsroom is simple, all you have to fill in is a name, description, start- and end- date, location, and a URL for attendees to sign up if needed. The newsroom will then show these events in clever places, like on the homepage and around press releases, but also on it's own dedicated events page.

Title *

Press conference: The ultimate product launch

Description (optional)

On September 18th we're inviting stakeholders, key partners and the press to be present at our annual press conference where we'll update you on how our achievements in 2020, how our product line-up has performed, and the launch of our new top-secret product that we've been working on for the last four years.

Start date **Start time**

Friday, Sep 18 2020 10 : 00

End date **End time**

Friday, Sep 18 2020 12 : 00

Location

De Melkweg, Amsterdam

URL (optional)

www.eventbright.nl/the-ultimate-product-launch

+ Add event

Branded follower emails

We've been working hard on beautifully branded newsrooms, and now our emails match with new branded follower emails. With the new branded emails, all emails are sent to newsroom subscribers are now branded with your brand's colour, logo, fonts, and matching header style.

Here's an example from the Swapfiets newsroom:

Please confirm your subscription

You have subscribed to receive Swapfiets newsroom email notifications.

Please confirm your subscription below:

Confirm your subscription



Press Contact

Do you have a press-related question? Reply to this email or [get in touch](#).

Branded distribution emails

Not rolled out to everyone yet, but coming to you soon are the branded distribution emails. Historically, pr.co users had two choices with email templates:

1. Choose our plain-text template to make the emails you send feel like a regular, personal email.
2. Choose a custom email template, where we sit down with you and design the perfect email template. Tis was usually fully branded, and had more of a newsletter-y feel to it.

One of the issues was that you had to choose one of the two, when every campaign requires a different approach. For example, a very personalised approach to a select group of journalists would probably benefit from the plain text email, getting straight to the point and keeping it clean. While a big announcement going to a broader audience like stakeholders, partners and maybe journalists less familiar with you would benefit from the more branded approach and have the news presented to them as an actual news story.

Because of this we're introducing a fully branded distribution email template option, which you can choose alongside the plain text email and thus choose your weapon of choice for each email you send. Customers that've got a custom email template will still be able to use that template, but can now also choose the other two flavours, so you effectively go from one email template to three 📧

And now for a functionality we're especially excited about: the branded distribution layout will now inform recipients when a campaign is under embargo. Until now recipients would only find out about this when clicking-through to the newsroom, or had to clearly state it in the email, but it's now a functionality.

Hi Rose,

Aenean lacinia bibendum nulla sed consectetur. Donec ullamcorper nulla non metus auctor fringilla. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

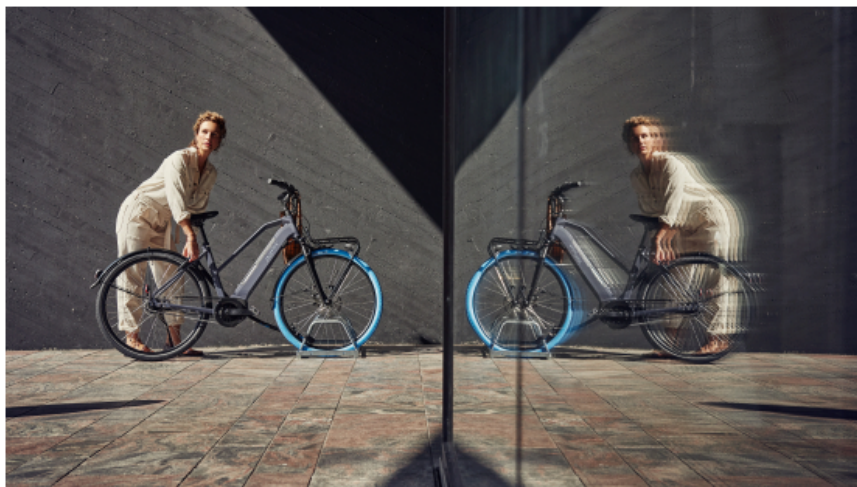
Best,
Team Swapfiets



UNDER EMBARGO until 31 August, 2019 10:00 (CEST).

This news release is strictly confidential until the embargo is released.

DO NOT PUBLISH anything before this date.



Swapfiets introduceert e-bike in Utrecht

Vanaf vandaag is de Swapfiets e-bike, de Power 7, ook te zien zijn in het Utrechtse straatbeeld. Voor een vast bedrag per maand fietsen inwoners van de domstad zorgeloos door de stad op de Swapfiets Power 7.

[Read article →](#)



Press Contact

Do you have a press-related question? Reply to this email or [get in touch](#).

You received this email because you subscribed to [pr.co newsroom](#) email notifications.
[Manage subscription](#)



That's all folks

Please don't hesitate to ask us any questions, or let us know if you have any feedback on the new functionalities. We're building them to make your life easier.

ABOUT PR.CO

pr.co equips communication teams around the globe with the right tools to get their story told. Build newsrooms, write and edit news, publish press kits, manage contacts, pitch the media, and get automatically generated reports - in one tool. No matter whether you're a one-person show, or a globally active corporate; we've got your back.



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