

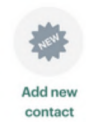
WHITEPAPER

HOW TO BUILD A DIGITAL PR ECOSYSTEM IN 2024

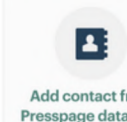
Control your narrative. Connect with your team.
Communicate to the world.



Add Recipient



Add new contact



Add contact from Presspage database

start →

Media Library

Add media +



Alex + Amanda
Our people



Dutch HQ
Locations



CEO Video
Our people



Most viewed cases

47



Visits

May 2023



New vs. returning
321 total



Schiphol

Booking.com





What to expect from the whitepaper

3	What is a digital PR ecosystem?
4	Why you need to go digital in 2024
	<i>Own Your Assets</i>
	<i>Save Time</i>
	<i>Minimize Errors</i>
	<i>Leverage Data</i>
8	How to build your digital PR ecosystem
9	CONTROL your narrative
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	<i>How Presspage makes it easy</i>
14	CONNECT with your teams
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What is a digital PR ecosystem?

In the last few years, the global public relations industry (PR) has undergone an accelerated transformation, growing by 10.2%¹ in 2021 alone, led by a shift to digital mediums due (in part) to the COVID-19 pandemic.

The traditional PR landscape, focused primarily on media relations, has evolved into a comprehensive and dynamic entity known as the "Digital PR Ecosystem." This ecosystem represents a complex network of interconnected elements and strategies that enable brands and organizations to engage with their target audiences, enhance their online presence, and build meaningful relationships in the digital realm.

It is the underlying structure that facilitates your organization in achieving its PR goals.



Traditional PR workflow

- ✗ Have your release written and approved (via email).
- ✗ Locate and clean-up your media lists.
- ✗ Find hi-res, approved imagery.
- ✗ Copy-and-paste your release from system to system.
- ✗ Push your message out into the world via multiple different channels.
- ✗ Cross your fingers for a good result!

VS



Digital PR workflow

- ✓ Create your release online with real-time collaboration tools and seamless approval lines.
- ✓ Access vetted media lists that auto-update.
- ✓ Host all media in one central location.
- ✓ Stay in one system for the entire process.
- ✓ Securely distribute your message to the whole world at the push of a button.
- ✓ Measure the results with integrated digital tools.



80%

of PR professionals believe the future of the field lies in digital storytelling².

Brands are working harder than ever to produce various types of content, including press releases, blog posts, infographics, videos, and social media updates, to share their stories, promote their products or services, and showcase their expertise. This content serves as the foundation for engaging with audiences across different digital platforms.

The problem is, that while the world has undergone a transformation, many organizations lack the right software to support this new future of PR.



Why you need to go digital in 2024

The need to 'go digital' with your PR efforts has become not just a trend, but a necessity for maintaining a competitive edge in a fast-evolving business environment.

With an increasingly digital-savvy audience and the proliferation of online communication channels, large organizations must recognize the essential role of digital strategies in shaping their public image, fostering meaningful connections, and achieving their communication goals.

But let's get specific - what are the benefits of one system acting as your single source of truth?



a single source of truth

Own your assets

Large organizations generate vast amounts of content and media assets across various channels, making it increasingly challenging to manage and organize their owned media effectively, for both internal and external audiences. This is where software steps in as a powerful solution to consolidate all assets and streamline content management.

Let's explore how PR software can give you the upper hand in this area:



Centralize your content

PR software provides a centralized and secure repository for storing all media assets, including press releases, images, videos, blog posts, and other multimedia content.

90% of in-house teams struggle to create enough quality content³ to drive results in PR. With a centralized approach where all content is accessible in one place, creating, repurposing, and managing content is made significantly easier for PR teams and stakeholders.

This approach also helps when it comes to updating and deleting outdated or irrelevant content, ensuring your team is always working with the most up-to-date media.



Organize your media

With PR software, larger organizations can create well-structured media libraries based on categories, topics, dates, or any other relevant criteria. This organization simplifies asset retrieval, as users can quickly search for and find the specific content they require without sifting through cluttered folders or archives.

Save Time

Time efficiency is a critical factor for any organization, especially for larger ones handling complex PR operations. PR software has emerged as a game-changer in this context, offering powerful tools and streamlined workflows that can significantly reduce manual efforts and save valuable time.

Here's how PR software can help large organizations save time:



Automate publishing and distribution

PR software facilitates automated publishing and distribution of content to various channels, including websites, social media platforms, email newsletters, and syndication. By streamlining the publishing process, large organizations can ensure consistent messaging and timely delivery of content to their target audiences with a minimum of extra time invested.



Streamline communication & collaboration

A digital PR solution helps to facilitate seamless communication and collaboration among team members. By utilising collaborative inquiry features and shared content editing, large organizations can ensure that all stakeholders are on the same page, minimizing misunderstandings and communication gaps that slow down the PR process.

The right tool can help teams manage content under embargo and facilitate enterprise-level permissions internally to ensure the right people are seeing the right content, at precisely the right moment.

And of course, a more streamlined approach to comms allows your teams to respond at the speed of light to time-sensitive issues and during crisis situations.



Minimize errors

In the world of PR, the margin for error is slim, and even small missteps can have significant consequences for a brand's reputation. To address these challenges and reduce the likelihood of errors, organizations are increasingly turning to PR software as a crucial tool in their arsenal.

Here's how PR software can help large organizations minimize errors:



Track changes and keep control

In an industry where a **single press release can cost anywhere from €350 to €1,800⁴** - getting things right is not only important for your reputation, it's a cost saver too. And when you have multiple teams and stakeholders collaborating on content, copy-pasting changes from system to system, things are bound to go wrong.





Maintain your brand image

Maintaining brand consistency is business critical, and when done correctly is shown to **increase revenue by up to a third**⁵.

Good PR software includes brand management features, ensuring that all content aligns with brand guidelines and meets compliance standards. This feature is especially valuable when multiple teams or agencies are involved in content creation and distribution.

Leverage data

The right data can play a vital role in shaping a brand's reputation, maintaining stakeholder relationships, and driving overall success. With the advent of advanced PR software features, large organizations now have a powerful tool at their disposal to make sense of vast amounts of data and gain valuable insights that can inform and optimize their PR efforts.

Here's how to get data on your side with digital PR software:



Make data-driven decisions

Good PR software empowers large organizations to make informed decisions based on data rather than intuition alone. By integrating data and analytics into their decision-making processes, PR professionals can identify successful strategies, allocate resources more effectively, and focus on initiatives that yield the highest return on investment (ROI).



Automate your reporting

Manual reporting is a drag - and often leads to inaccuracies with analysts spending up to **40% of their time fixing data**⁶ before it can be used for strategic decision-making

Automated reporting features jump that hurdle, empowering PR teams to generate customized reports that highlight key performance metrics and showcase the impact of their PR efforts to stakeholders and senior management. All at the push of a few buttons.



That's great - but how do we take what we have now and 'go digital'?

So now that we know the benefits of going digital with your PR strategy, how can we make it happen?

Don't worry, we're not going to leave you in the dark! In this next section, we'll be breaking down the process into three key areas of transformation; control, connection and communication. We'll be detailing exactly what you need to look for as a PR professional when creating a digital ecosystem that facilitates effortless communication and maximum impact.

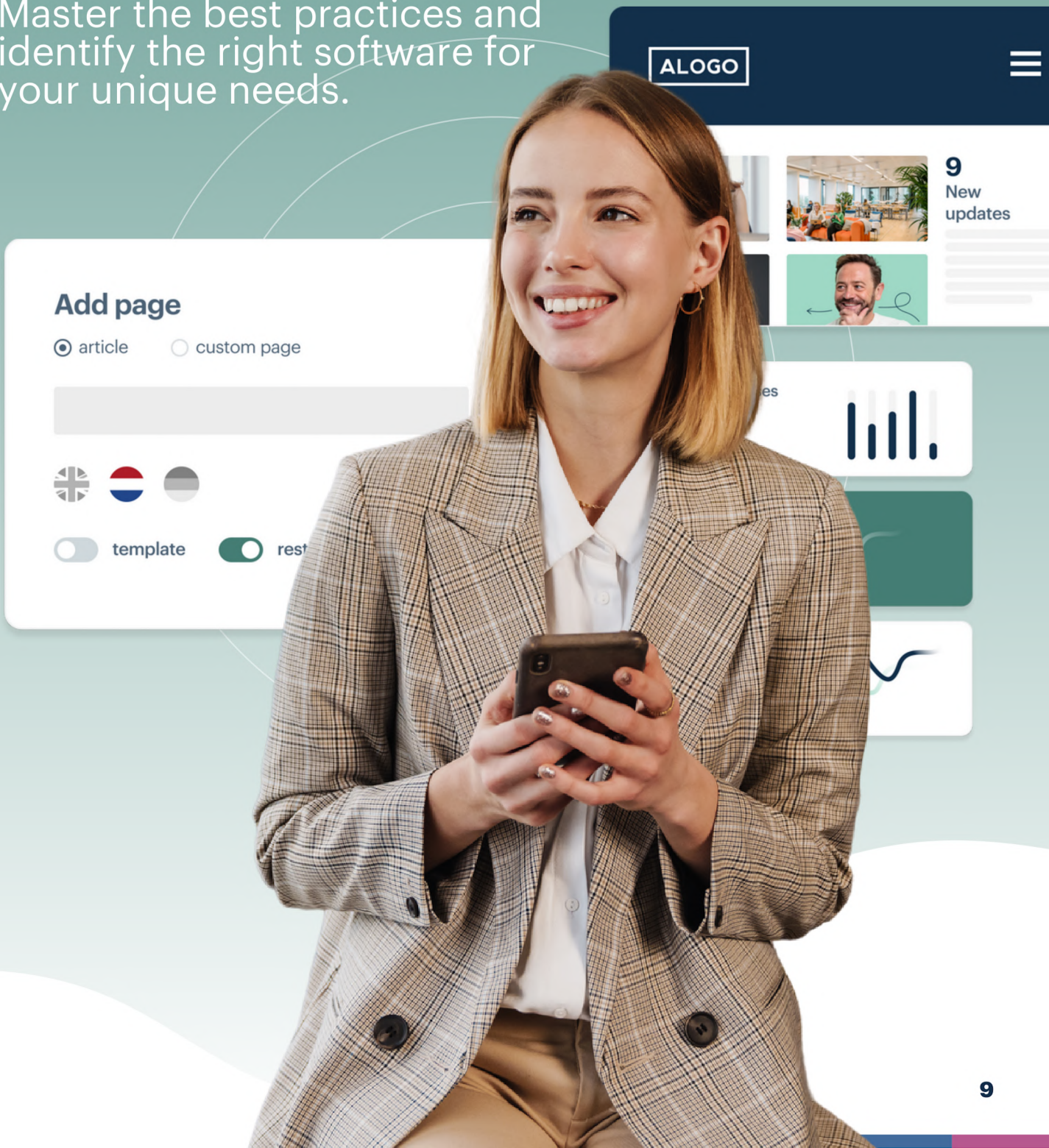
Let's dive in...





CONTROL your narrative

Master the best practices and identify the right software for your unique needs.





Controlling your narrative

In our interconnected digital age, maintaining control over your organization's narrative has become a key task for PR leaders. The power of shaping public perception, building trust, and effectively managing crises lies in the hands of those who can take control of the narrative, both internally and towards your external audience.

The right digital PR tool can put you in the narrative driving seat, but there are four best practices you need to make sure you have clearly defined before going digital:

✓ Define Your Core Messages

Every successful narrative starts with a clear and concise set of core messages. PR leaders must collaborate with key stakeholders to define these messages, aligning them with the organization's values, mission, and goals. These messages will serve as the foundation upon which the narrative is built and should resonate with your target audience. For maximum impact, you must ensure that this message is clearly understood internally too.

✓ Leverage Authentic Storytelling

In an era where authenticity is highly valued, storytelling plays a pivotal role. Internal teams need to align on a shared tone of voice that best represents the brand. When you start writing, start with a captivating hook, evoke emotion through anecdotes and personal experiences, experiment with vivid descriptors, and maintain authenticity for a lasting impact that fosters deeper connections with your audience.

✓ Understand Your Audience

To take control of your narrative, you need to know your audience inside out. Conduct thorough research to understand what they like, when they're online and where they gather. These insights will enable you to tailor your messaging to address their needs and resonate with their emotions. To ensure everyone is on the same page, don't forget to communicate who your audience is internally.

✓ Measure, Learn and Improve

To refine your narrative, you need to measure the impact of your efforts. Get together with your team and start thinking about what metrics are most important for your organisation to measure and just what you'll do with the findings. The idea is to use these insights to continuously refine your approach and enhance your control over the narrative.





What to look for in a digital solution

It's no surprise to learn that you can't go digital without the right tool. So having established your core message, pinpointed your audience, harnessed the power of storytelling, and determined your measurement metrics, you're ready to see what tools will support you in controlling your narrative.

When it comes to controlling the narrative, there are four things any software worth its salt needs to deliver on:



OFFERS AN INTEGRATED NEWSROOM YOU CONTROL

A newsroom that is integrated with your existing website but that the PR team can edit directly lets you control your content and media releases without relying on the resources and availability of Marketing and IT.



SUPPORTS SMART AUTOMATION FEATURES

Automating your PR workflows minimises the time that PR teams spend on repetitive tasks, freeing them up to focus on more high-value interactions.

ALLOWS FOR SEAMLESS CRISIS RESPONSE

The ability to swiftly, transparently, and effectively respond to crisis is a must-have for PR teams looking to control the narrative during times of turmoil.



INCLUDES REPORTING & ANALYTIC TOOLS

If you want to not only control but improve your narrative, you need software that can measure the effectiveness of your strategies, enabling data-driven decision-making.



The potential to shape perceptions, foster trust, and manage crises effectively rests in the hands of those who can master the art of narrative control.

Remember to lay the groundwork for success: define your core messages in collaboration with stakeholders, employ authentic storytelling techniques, understand your audience inside out, and embrace a culture of continuous improvement through measurement and learning. As you seek to harness the full potential of narrative control, prioritize software that offers a standalone newsroom, supports smart automation features, facilitates seamless crisis response, and provides robust reporting and analytical tools.

By weaving these elements together, you'll soon be ready to take the reins of your narrative in today's dynamic PR landscape.



Schiphol

How Schiphol used Presspage to control their crisis narrative

In May 2022, Schiphol Airport was faced with a perfect storm; the first wave of post-covid travel, school holidays, and a significant staff shortage. Thanks to Presspage, Schiphol was able to take control of their narrative as the situation unfolded from a short-term crisis to a long-term problem.

Control the narrative in crisis and beyond

With unprecedented waiting times, disgruntled travellers, and widespread media attention, Schiphol's PR team had to move fast. The chaotic scenes quickly spiralled into a substantial number of questions from passengers and the media, and a controlled, cohesive response was crucial for managing the situation.

By setting up a live blog in their Presspage newsroom, Schiphol's PR team was able to proactively feed daily morning updates to the media about the active situation, including expected delays, queues, and information about compensation.

Presspage's time-saving workflows also acted as a pivotal tool for overcoming misinformation that had led to worried passengers arriving up to 7 hours before their flight. By using social media channels and amplifying their messages through press releases, Schiphol was able to effectively inform passengers of the correct arrival time, helping reduce the influx of additional travellers, relieve some of the congestion, and lessen the strain on already limited staff.



Data and insights

Schiphol's use of Presspage insights enabled them to effectively tailor its messaging according to the most frequently asked questions from the media and travellers, helping to take control of the narrative and reduce incoming enquiries.

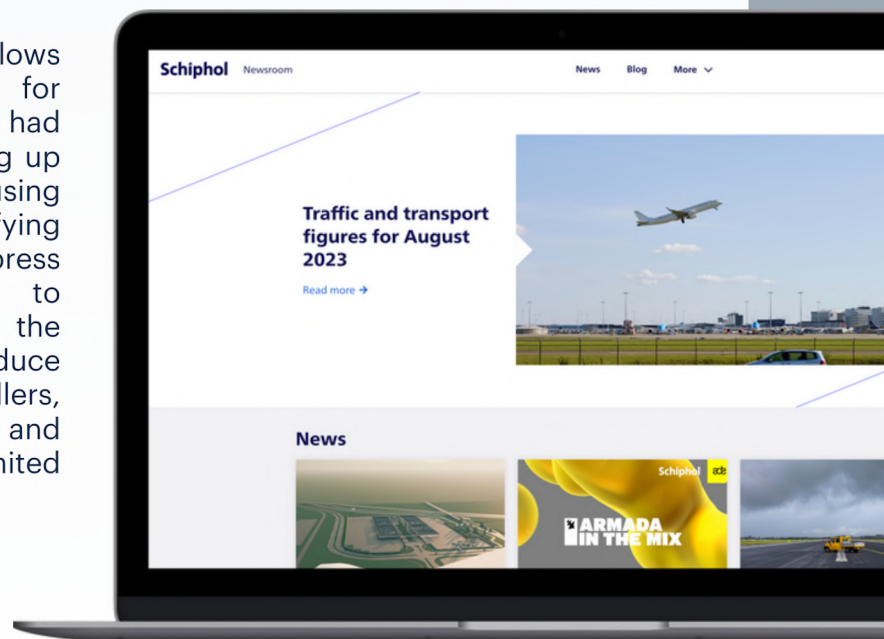


Post-crisis communications

Since May 2022, Schiphol's PR team has established the communication strategies it needs to face a prolonged crisis situation. With Presspage set up, the team can rest assured it has the tools required to manage high-pressure situations as they arise.

The takeaway

By utilizing Presspage's newsroom, time-saving workflows, and data insights, Schiphol was able to take control of its narrative during an ongoing crisis situation.

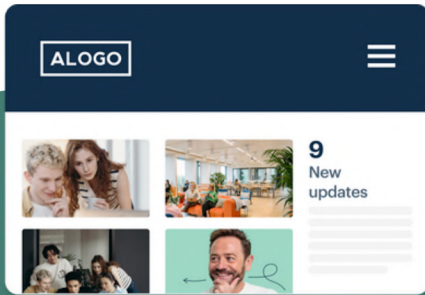




Use Presspage to control your narrative

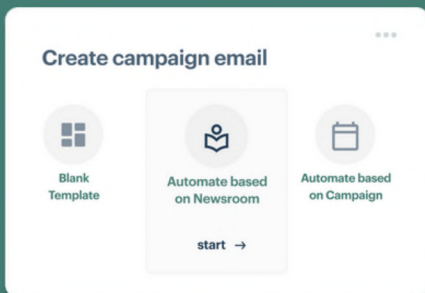
Presspage is your central source of truth.

Our world-class newsrooms, time-saving workflows, intuitive content editor, permissions management facilities and native data insights come together to give you 360° control over your PR narrative.



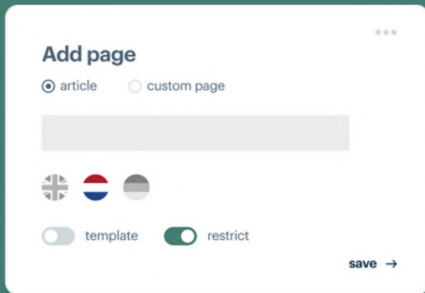
World-class Newsrooms

Our world-class, multilingual newsrooms are integrated into your website but can be managed entirely by the PR team, giving you full control over all your content. Leverage customised domain and branding features to create a truly unique newsroom experience.



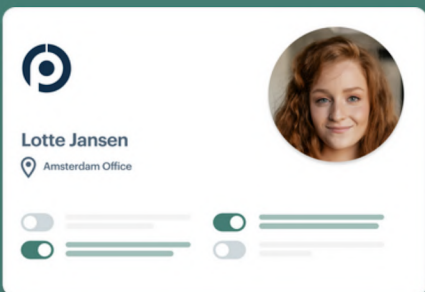
Time-saving Workflows

Our smart workflows automate traditionally labour-intensive tasks such as multi-language translation and content formatting, giving your team more time (and headspace) to get creative and tell inspiring stories.



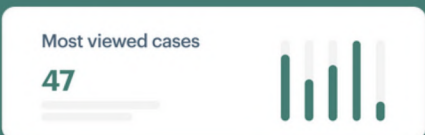
Best-in-show Content Editor with 40+ Modules

Our intuitive, drag-and-drop content editor is equipped with an extensive library of modules that make storytelling easy. Enrich your content, design beautiful emails in-app (no prior design experience needed), and create an interactive, engaging experience that will keep your audience coming back for more.



Central access and permissions management

Control who can create, update and publish content across your different media channels from one central system. Add new users and change permissions and access on the fly, keeping project disruption to a minimum.



Native Insights

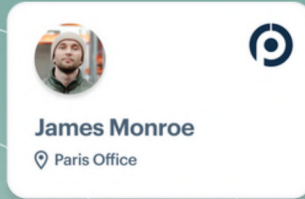
Our reporting dashboards offer actionable insights into the performance of your newsroom, media library and email campaigns, allowing you to expand and improve PR performance.





CONNECT with your team

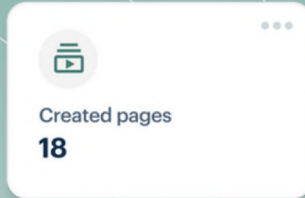
Understand why connectivity is important and identify the right software for your unique needs.



James Monroe
Paris Office

Quick links

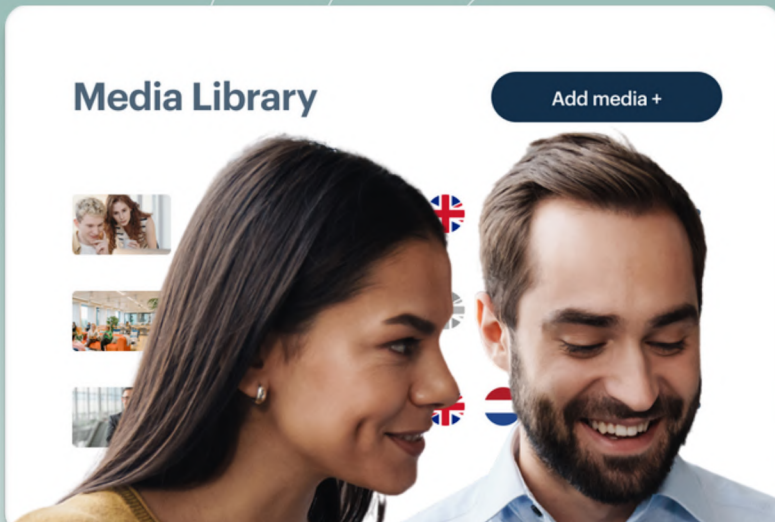
- Visit newsroom >
- Edit media library >
- Add page >



Created pages
18

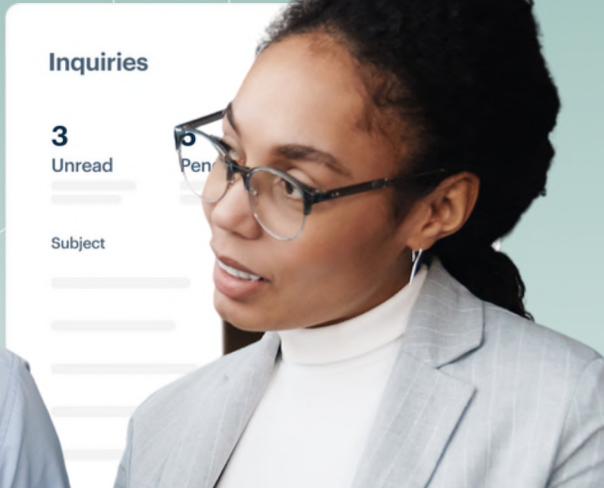


Latest article traffic
2600 vs. 1700



Media Library Add media +

Three image thumbnails are visible in the library view.



Inquiries

3 Unread

Subject





Connecting with your team

Effective communication, collaboration, and connectivity can make or break a PR strategy.

PR professionals not only need to be well-versed in crafting compelling narratives but also in fostering robust connections within their own teams, across departments, and even globally. Here's why team connectivity is paramount for PR professionals:



Synergy and Creativity

Within the PR Team & support agencies

Strong connectivity within your PR team ensures that everyone is on the same page, fostering an environment where creativity and ideas flow freely. When team members are well-connected, they can bounce ideas off one another toward more innovative PR campaigns and strategies, whether that's in-house or with the support of an agency.

Cross-Departmental & Global

PR rarely operates in isolation. To align PR efforts with the broader goals of the organization, PR professionals need to be aligned with other departments like marketing, sales, and product development as well as their own global counterparts.



Efficient Resource Allocation

Within the PR Team & support agencies

Effective team connectivity enables PR professionals to efficiently allocate resources. When team members are well-connected, they can avoid duplicating efforts, distribute tasks effectively, prevent the misallocation of time, and better utilize agency support resources.

Cross-Departmental & Global

Collaboration with other departments and locations streamlines resource allocation company-wide. Whether it's market research from marketing or product insights from R&D, cross-team sharing ensures campaigns are well-informed and resource-efficient.



Adaptation and Agility

Within the PR Team & support agencies

The media landscape is ever-evolving, requiring PR professionals to adapt quickly. Well-connected teams can share industry insights, track trends, adapt strategies promptly, and leverage support agencies to stay ahead of the curve.

Cross-Departmental & Global

Connectivity across departments and locations allows PR professionals to tap into the expertise of others, staying agile in response to changes in the business environment, market conditions, or during emerging crises.





What to look for in a digital solution

Embracing connectivity as a core principle empowers PR professionals to navigate the dynamic world of public relations effectively and achieve lasting success. But it's hard to get connected without the right tool.

When it comes to connecting teams, we recognize four main things your PR software solution needs to do to get the job done:



COLLABORATIVE WORKSPACE

A tool that provides a shared digital space for real-time collaboration, content sharing, and contact management is crucial for promoting collaboration and connection throughout your PR landscape.



SHARED BRAND & MEDIA HUB

A shared brand and media hub for organized and secure sharing of images, videos and documents can act as your single source of approved assets ensuring all your teams are on the same page.

SHARED PRESS INQUIRY PORTAL

A shared inquiries portal helps your team track, tag, assign and manage all of your press inquiries, enabling efficient collaboration, preventing missed opportunities and promoting transparency, accountability, and responsiveness within the PR team.



ACCESS CONTROL AND SECURITY

Robust security features, including user permissions, data encryption, and multi-factor authentication, ensures your team can collaborate without the fear of things going wrong.



In PR, the ability to create synergy, empower creativity, and respond to market changes at the drop of a hat hinges on the strength of your team's connectivity.

As you embark on this journey, remember to lay the foundation for success: foster close-knit connections within your PR team, bridge the gaps across departments and locations, and strive to craft cohesive communication strategies. To maximize the potential of team connectivity, consider the adoption of digital tools that promote seamless collaboration, facilitate cross-functional engagement, and offer secure avenues of communication.

By combining these elements, you'll be ready to navigate the challenges of modern media and achieve your PR goals.



How Booking.com used Presspage to better connect global teams

Booking.com has evolved into a global travel e-commerce giant, but almost a decade ago, its communications and PR team faced a significant challenge. As the company expanded, they needed to efficiently scale their media interactions and maintain consistency while adapting to the diverse needs of their global audience.

Connecting global teams for clarity and consistency

Booking.com's Global Comms team, distributed across five continents and communicating in over 20 languages, turned to Presspage to empower both internal and external teams, allowing them to establish a proactive and consistent approach.

Presspage's global collaboration features were especially useful in helping Booking.com build strong internal relationships on both a global and local level, empowering team members to work more effectively together.

Most importantly, the platform facilitated content organization globally, leading to substantial improvements in the quality of their newsrooms and positioning Booking.com as a go-to source for journalists seeking the latest company updates and insights. Kristofer Barber, Booking.com's Director of Global Communications, emphasized the value of this proactive approach in building and managing the company's reputation.

Presspage is a truly valuable partner to us, providing us with an easy-to-use, scalable platform that enables us to share our story consistently and in an engaging way with media around the world.

Kristofer Barber
Director, Global Communications,
Booking.com



600,000+ monthly visitors⁷

Booking.com's newsroom, facilitated by the Presspage software, receives more than half a million visitors every month!

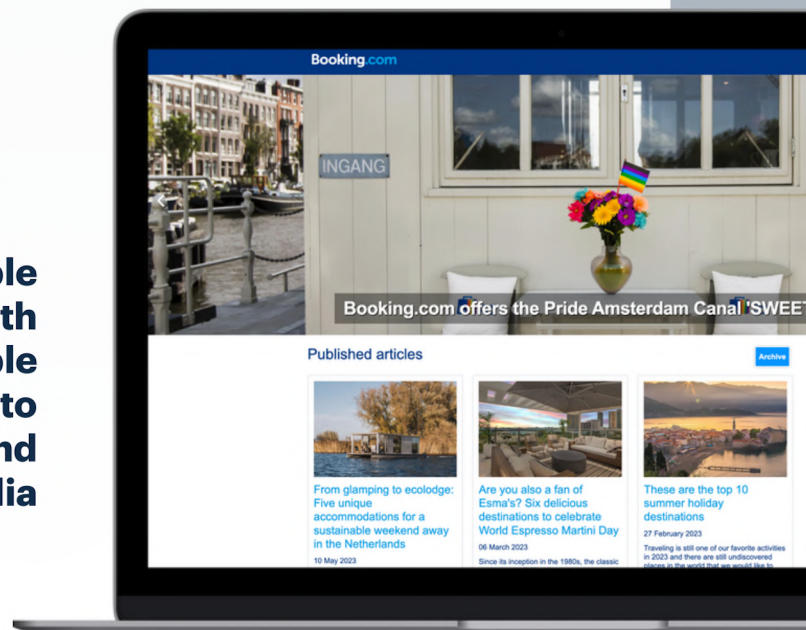


Streamlined agency collaboration

With Presspage, Booking.com was able to more effectively collaborate with support agencies, using the software as a central brand hub.

The takeaway

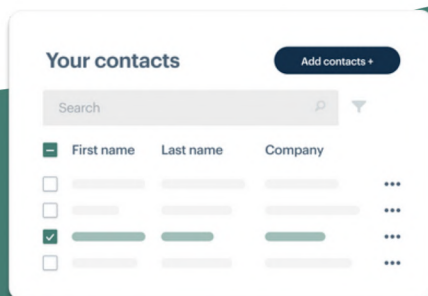
Thanks to Presspage, Booking.com achieved a more proactive and constructive storytelling approach, even outside of crisis situations. Their central team was able to collaborate with decentralised teams across the globe, allowing for the seamless 2-way flow of information.



Use Presspage to connect your teams

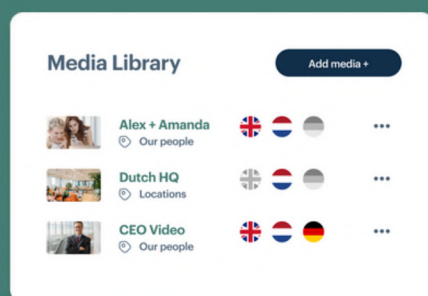
Presspage is your one-stop-shop for team collaboration.

Our collaborative CRM, integrated asset manager, global collaboration facilities, user-friendly interface and shared inquiries portal are just some of the features we use to bring your teams closer together.



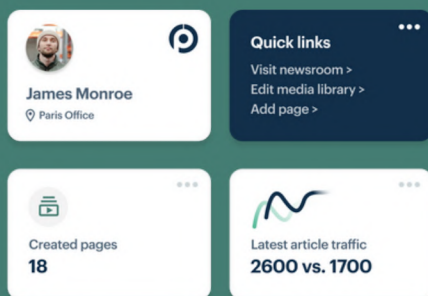
Collaborative CRM

Our collaborative CRM tools streamline communication, helping your team manage owned and earned contacts, subscriptions and email distribution lists with shared oversight on both a global and local level.



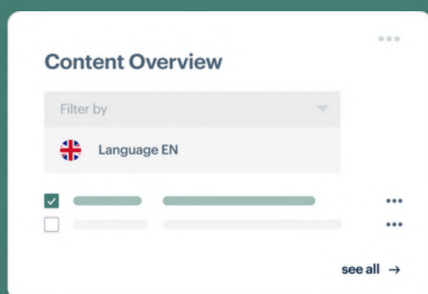
Digital Asset Manager

Our integrated media library makes collaborative asset management easy. Our tool automatically consolidates your team's multimedia resources, creating a single 'source of truth', safeguarding asset integrity for the entire team whilst allowing for local display variations through custom asset labels.



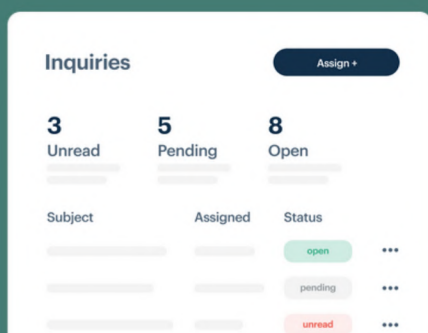
User-friendly Interface

Our intuitive software is designed to be user-friendly, not only for PR teams but for IT professionals, marketers, social media managers and much more, allowing for truly seamless cross-organizational collaboration.



Global Collaboration Features

Presspage is built for multinationals looking to work locally while collaborating globally, without duplicate work and complex reporting lines. Oversee a single central database, easily publish global news to local newsrooms, and allow on-the-ground personnel to tailor content on a local level to ensure maximum relevancy and engagement.



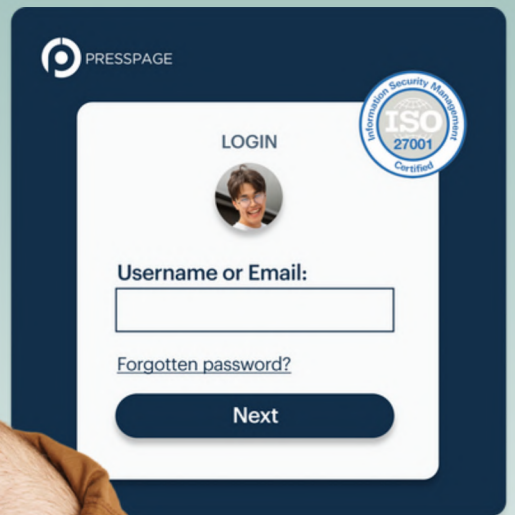
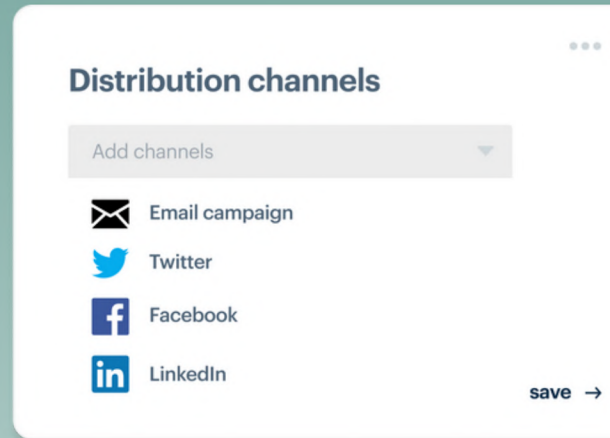
Shared Inquiries Portal

Our centralised inquiries portal ensures no inquiry goes unanswered. Track questions and requests, assign tasks to teammates, utilise topic tags and make use of saved statements to ensure your team consistently builds upon each other's knowledge, enhancing voice consistency.



COMMUNICATE to the world

Uncover the key drivers of success and identify the right software for your unique needs.





Communicating with the world

Any PR campaign is dead on arrival if it doesn't reach the right audience. In today's digital-first world, a linear approach will no longer cut it and PR teams must adapt and embrace new methods to effectively communicate with the world.

There are 3 things every PR team needs to do if they want to ensure their message is picked up by the right people for the right reasons:

✓ **Prioritise Versatility**

In the age of information overload, versatility is key. A modern PR team must be equipped to publish content in various formats, catering to the preferences and habits of their target audience. Whether it's a blog post, an infographic, a video, a podcast, or a social media update, the ability to create, distribute, and manage content across multiple formats with ease ensures that the message remains engaging and accessible. Having 24/7 independent access to manage and edit your content helps with this as it ensures the team is not creatively limited by the IT or marketing departments.

Consider this: not everyone consumes information in the same way. Some prefer reading, while others are more inclined towards visuals or audio. By diversifying your content, you can effectively capture the attention of a wider audience. On top of this, search engines tend to favor diverse content, boosting your online visibility and discoverability. So, in the modern PR landscape, it's not just about what you say, but how you say it.

✓ **Be Precise**

Sending a press release to a generic list of media contacts is no longer sufficient. Modern PR teams need to adopt precision targeting. This involves identifying specific journalists, influencers, or niche communities that are most likely to connect with your message. With the advent of targeted databases and audience segmentation, PR professionals can tailor their outreach efforts to reach the right people at the right time.

However, scalable personalization is essential. Crafting individualized pitches that highlight the relevance of your story to each recipient significantly increases your chances of getting noticed. Digital tools have made it easier than ever to personalise content in a scalable way as well as track and analyze audience behaviour, enabling PR teams to refine their strategies continuously.



✔ Meet Audiences Where They Are

Today's PR landscape extends far beyond traditional media outlets. To maximize the impact of your message, you must adopt an omnichannel distribution strategy. This means being present on various online platforms, social media networks, forums, and even emerging communication channels.

Omnichannel distribution acknowledges that people today consume information through a multitude of touchpoints. A cohesive presence across these channels ensures that your message remains consistent and readily available, enhancing brand visibility and reputation.

What to look for in a digital solution

While it's all well and good to talk about the benefits of laser-sharp targeting and cross-channel publishing and distribution, the reality is that you need a tool to get the job done. Right now, many PR teams are working across multiple tools, but some tools (including Presspage) can do it all.

When you're looking to communicate your message effectively to the world, there are three things a full-service PR software solution absolutely needs to be able to get right:



OMNICHANNEL DISTRIBUTION

A tool that allows you to publish across multiple platforms in a single workflow will safeguard message clarity and integrity AND save your busy PR team hours of work.



TARGETED DELIVERY

The ability to target journalists outside of your network is a boon for PR professionals. Look for a tool that gives you easy access to vetted (and regularly updated) media lists that allow you to drill down to find your perfect audience.

MULTI-FORMAT PUBLISHING

Finding a system that allows your team to communicate using a range of media formats is an easy way to ensure the diverse needs of your audience are met.



24/7 in charge



How smart Automobile achieved rapid international expansion with Presspage

smart Automobile's partnership with Presspage enabled them to achieve rapid international expansion by ensuring efficient global media relations, enhancing information accessibility, and optimizing visual content sharing. The remarkable growth in visitor views and increased engagement underscore the success of their strategy.

The challenge

With sales points spanning 11 European markets, smart faced the challenge of managing global media relations effectively. The need for local newsrooms arose as the company expanded, making it crucial to maintain consistent standards of news content across regions while accommodating local nuances.

The solution

Localized Newsrooms:

To cater to the diverse European markets where smart Automobile operated, the company set up 13 different local newsrooms using the Presspage platform. These local newsrooms allowed for the creation and management of region-specific content while adhering to the global communication strategy. This approach ensured that the messaging resonated with local audiences, making the brand more relatable and engaging.

Centralized assets, global impact:

While encouraging local news creation, smart Automobile maintained centralized control over content standards. This ensured consistency in messaging, branding, and quality across all newsrooms. It allowed the company to strike a balance between global cohesion and local relevance.

The Presspage team's readiness to help is amazing. Working with Presspage has been (and still is) a very positive experience for me.

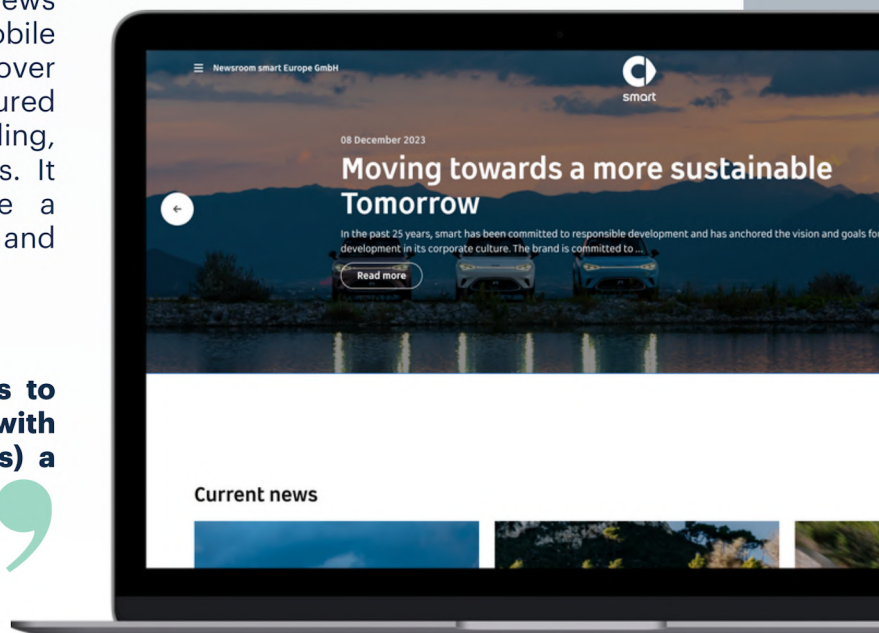
Gunjan Khandelwal
Specialist PR and Communications
smart Automobile

A storytelling boost:

Smart Automobile introduced a blog section on their Presspage platform. This section played a pivotal role in attracting not only media professionals but also individuals interested in learning more about the brand. It added an extra layer of engagement and provided a valuable resource for those seeking in-depth information.



After implementation, newsroom views **skyrocketed by 450%** surging from 50,000 in 2021 to nearly 225,000 in 2022.

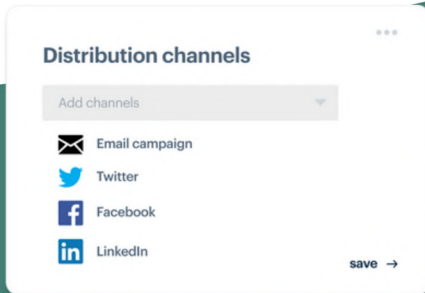




Use Presspage to communicate with the world

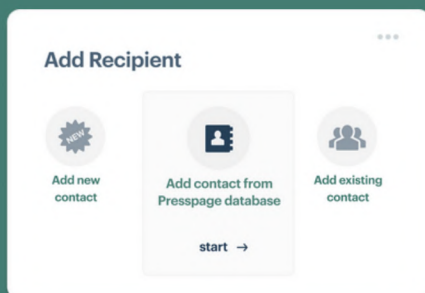
Presspage is your window to the world.

Our streamlined communication tools, vetted media databases of more than 1.2M journalists, automated inquiries admin features and focus on sensitive communications empower your team to fearlessly tell your story.



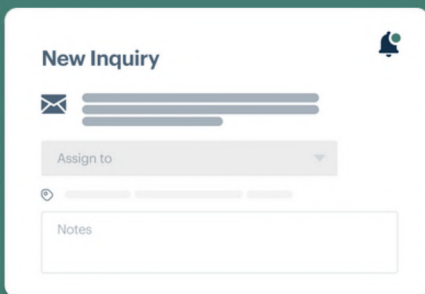
Multi-format Publishing and Distribution

Our omnichannel, multi-format publishing and distribution tools make communication feel effortless. Publish content in whichever format works for you and use our one workflow model to schedule publications and campaigns across your entire PR landscape, whether that's your newsroom, email, socials, RSS or all of the above.



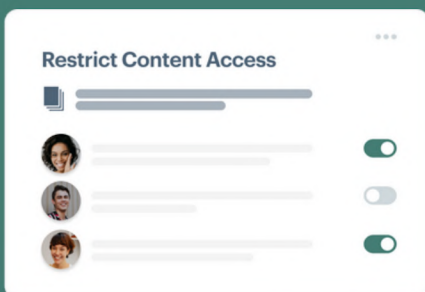
Vetted Media Databases

Our expertly maintained media databases contain more than 1.2M vetted journalists that can be seamlessly added to your content distribution. Fine-grain filters let you expand and refine your outreach, putting your content in front of the perfect audience.



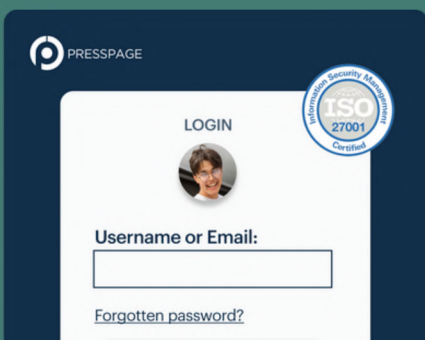
Automated Inquiries Admin

Our centralised inquiries portal lets you automate the admin side of the inquiry process, minimizing human error and saving hours of time that can be used to have meaningful, 1-1 conversations with journalists.



Sensitive Communication Tools

Our software prioritises your ability to manage sensitive information. Publish embargoed content for journalists with early access, restrict access internally for confidential data and easily switch back to public visibility whenever you're ready with just a push of a few buttons.



Enterprise-level Security

Our air-tight security, aligned with ISO 27001 standards, ensures your content reaches the appropriate audience precisely when required. Trusted by major corporations, Presspage guarantees data security and adherence to all relevant regulations and laws.



In the digital age, successful PR campaigns require adaptability and the adoption of three key strategies.

First, remember versatility is crucial for creating content in various formats to engage diverse audiences. Second, precision targeting ensures messages reach the right recipients through personalized pitches. Finally, adopting an omnichannel distribution strategy maximizes brand visibility by being present across multiple platforms and communication channels.

Get this right and you can't lose, you'll be a PR superhero! But even a superhero needs a great sidekick...

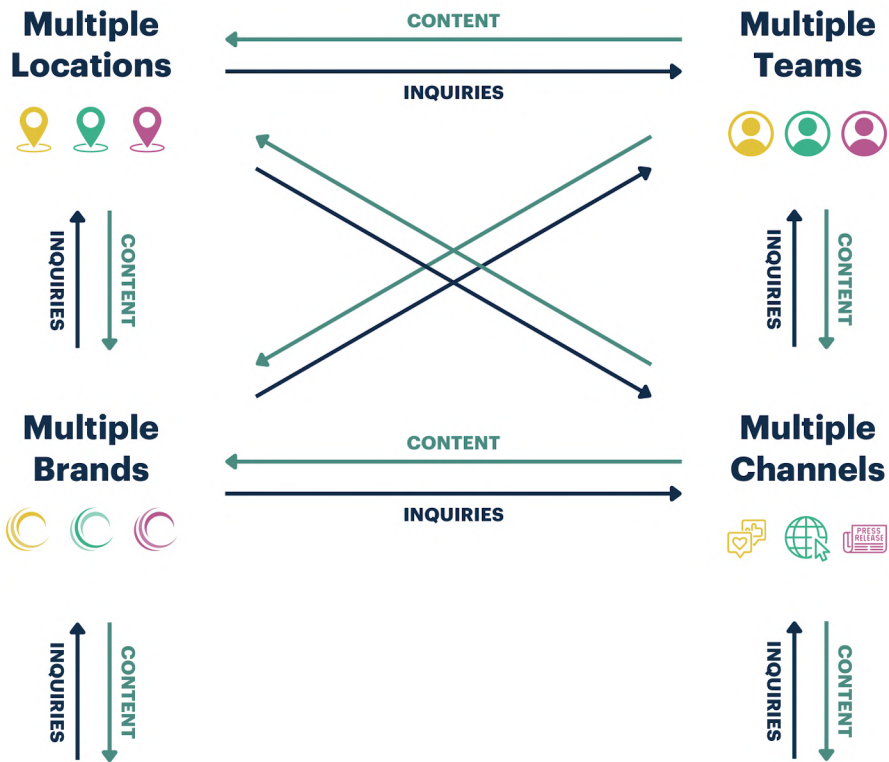
Take a sneak peak at life with Presspage...





✘ Without Presspage

Typical enterprise communications systems are often marked by a labyrinth of systems and fragmented tools that employees must navigate, leading to an inefficient communication landscape. The constant need to switch between various systems for tasks such as email, content creation, file sharing and more can make it challenging for teams to seamlessly collaborate, share information and tell a coherent story.

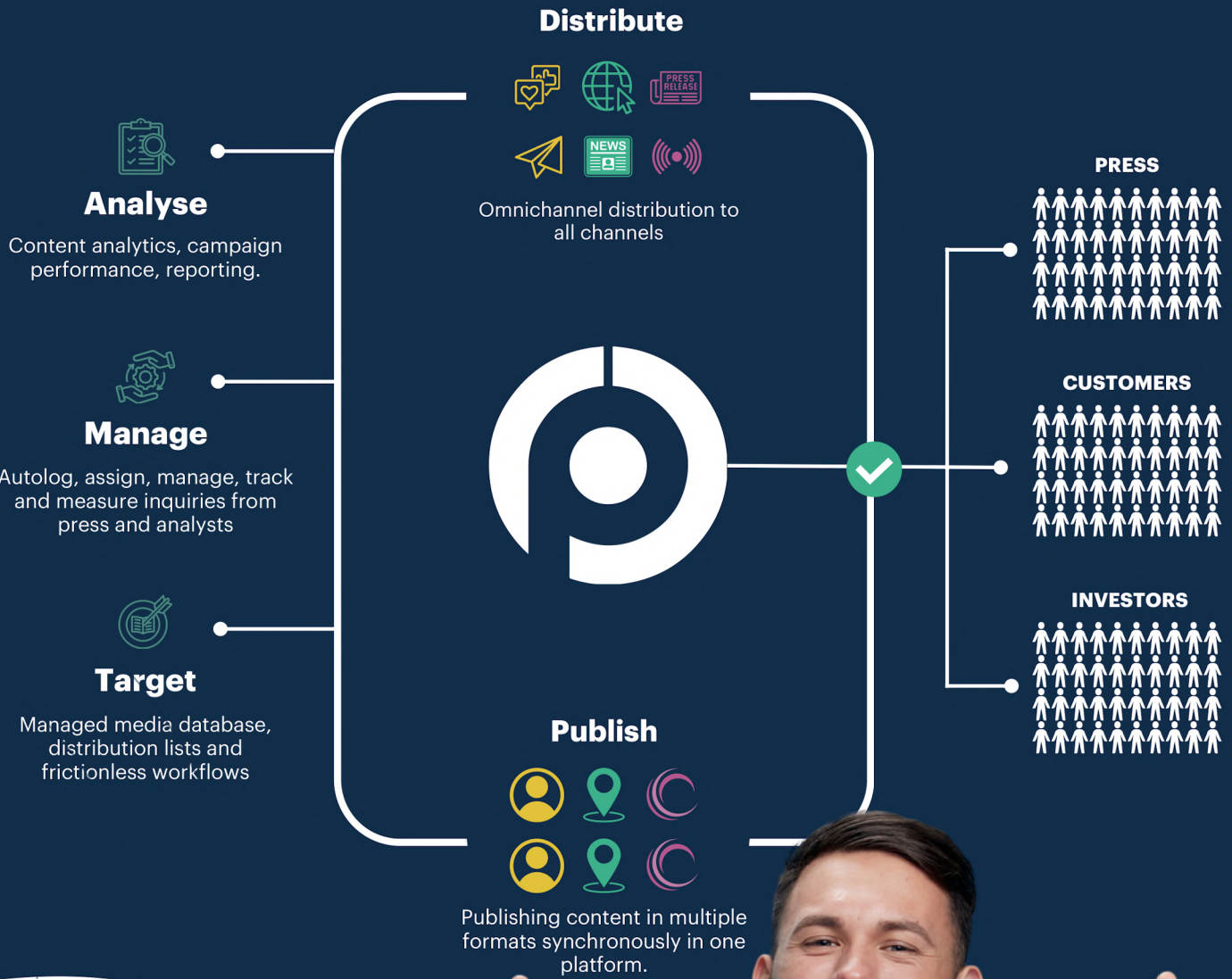


PRESS, CUSTOMERS AND INVESTORS



✓ With Presspage

Using a digital PR tool like Presspage not only streamlines enterprise communications but also serves as your **single source of truth**, providing a centralized hub where teams can efficiently collaborate, safeguard consistent messaging, and facilitate seamless media engagement on a global and local level.



24/7 in charge ✓





So what's next?

Ready to forge a future-proof PR strategy by implementing the insights from this whitepaper? Presspage can help!

With our intuitive software, it's never been easier to take charge of your narrative, foster team collaboration, and amplify your global communication reach.

Contact us to explore tailored solutions and start building your digital PR ecosystem today!



Visit presspage.com/request-demo to book a free demo





Appendix

1

<https://www.thebusinessresearchcompany.com/report/public-relations-global-market-report>

2

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7

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