

**Make your  
PR team rock**



**Prezly**

A blue-tinted photograph of Albert Einstein, with his characteristic wild hair and mustache, is shown from the chest up. He is holding a piece of chalk and is in the process of writing the equation 'EC=MC' on a dark chalkboard. The equation is written in large, white, blocky letters. The background is a textured, dark blue-grey surface.

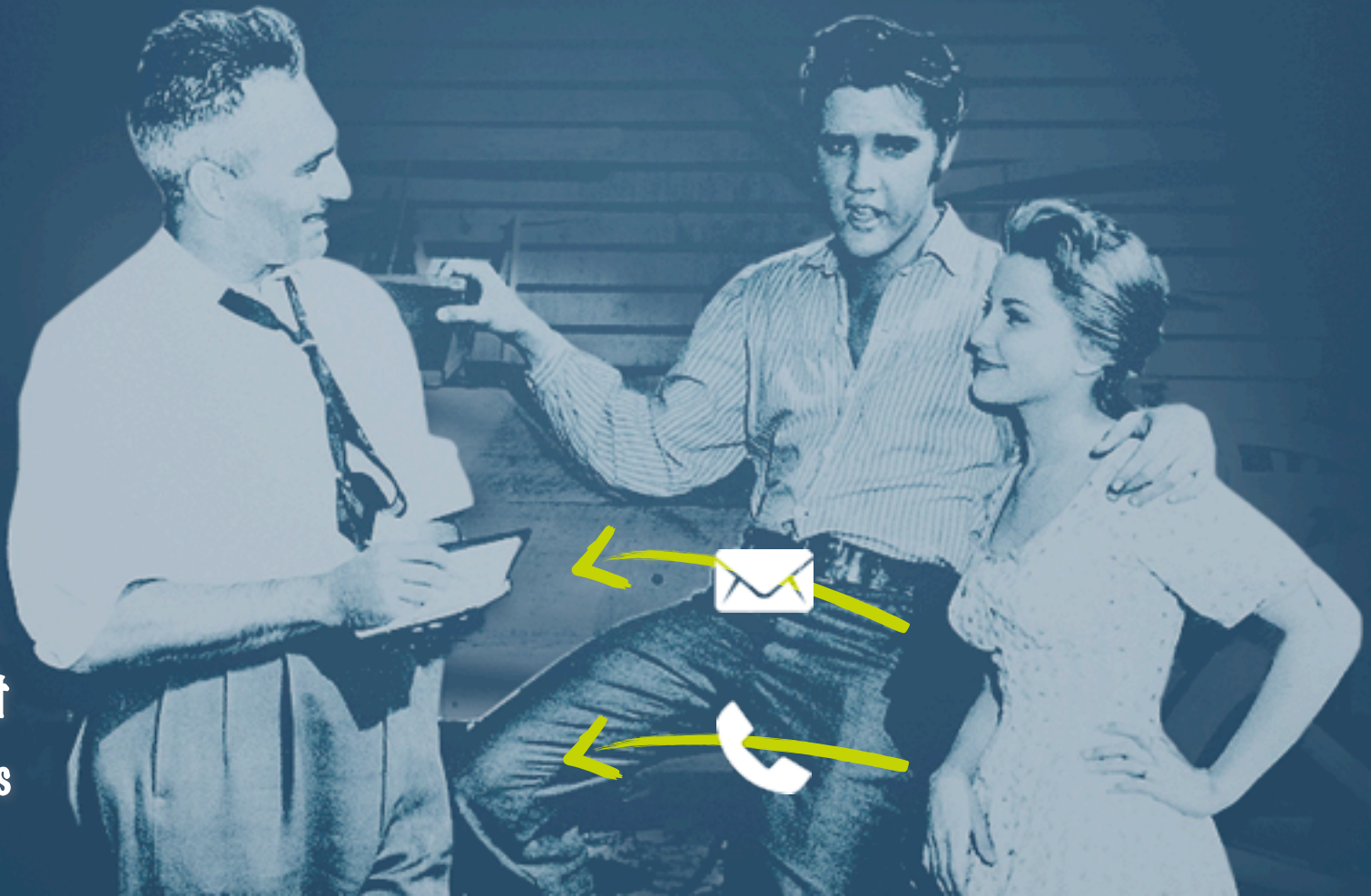
**EC=MC**



**Every Company is a  
Media Company**



# Interesting stories shouldn't necessarily be pitched to journalists only



**Journalist**  
100k readers

**PR pro**

# Think about other stakeholders and influencers



500 friends



20k followers



10k

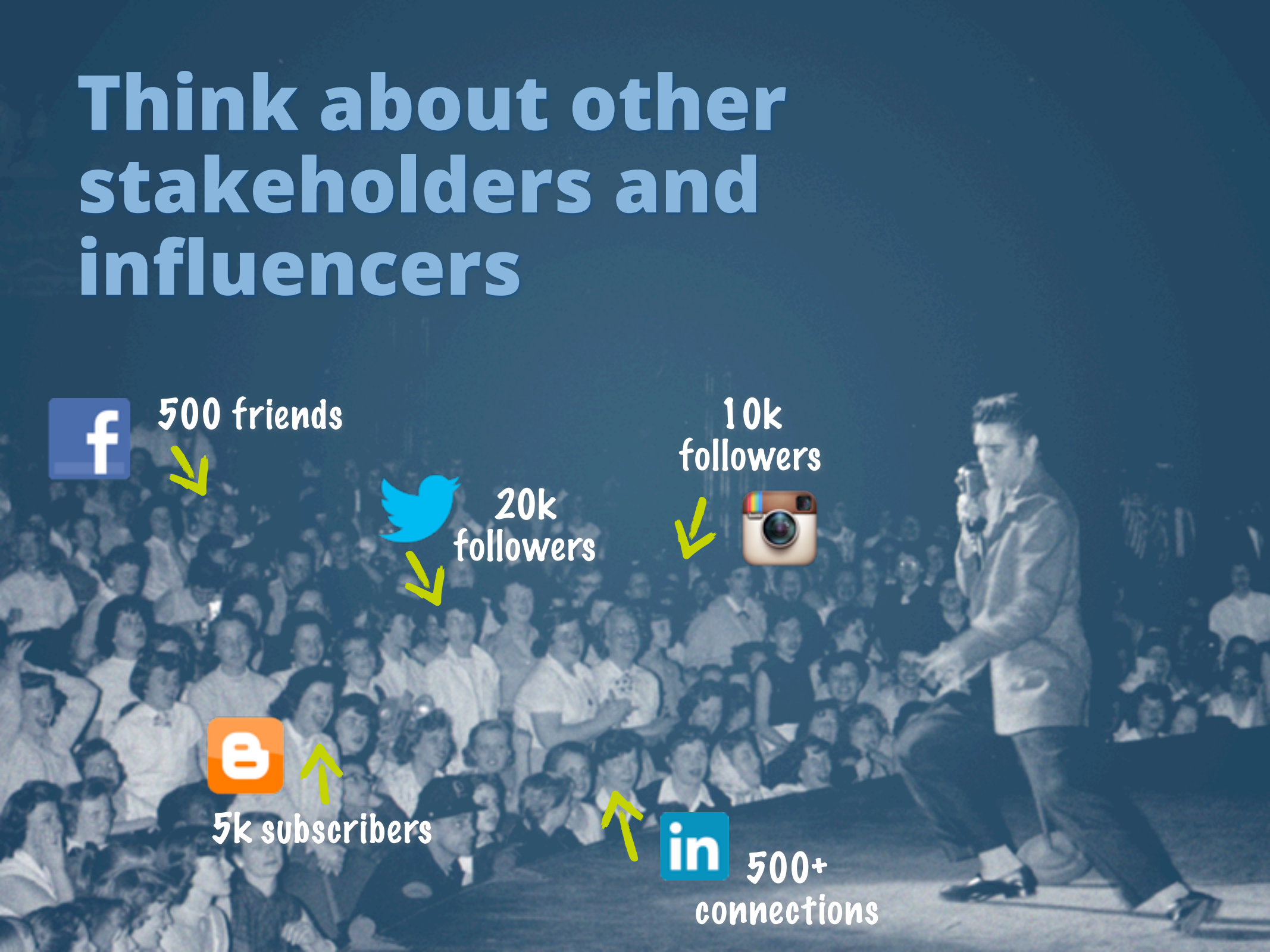
followers



5k subscribers



500+ connections





# Your current tools?



## Contact management

Excel, FileMaker,..



## Press room publication

Client website, CMS



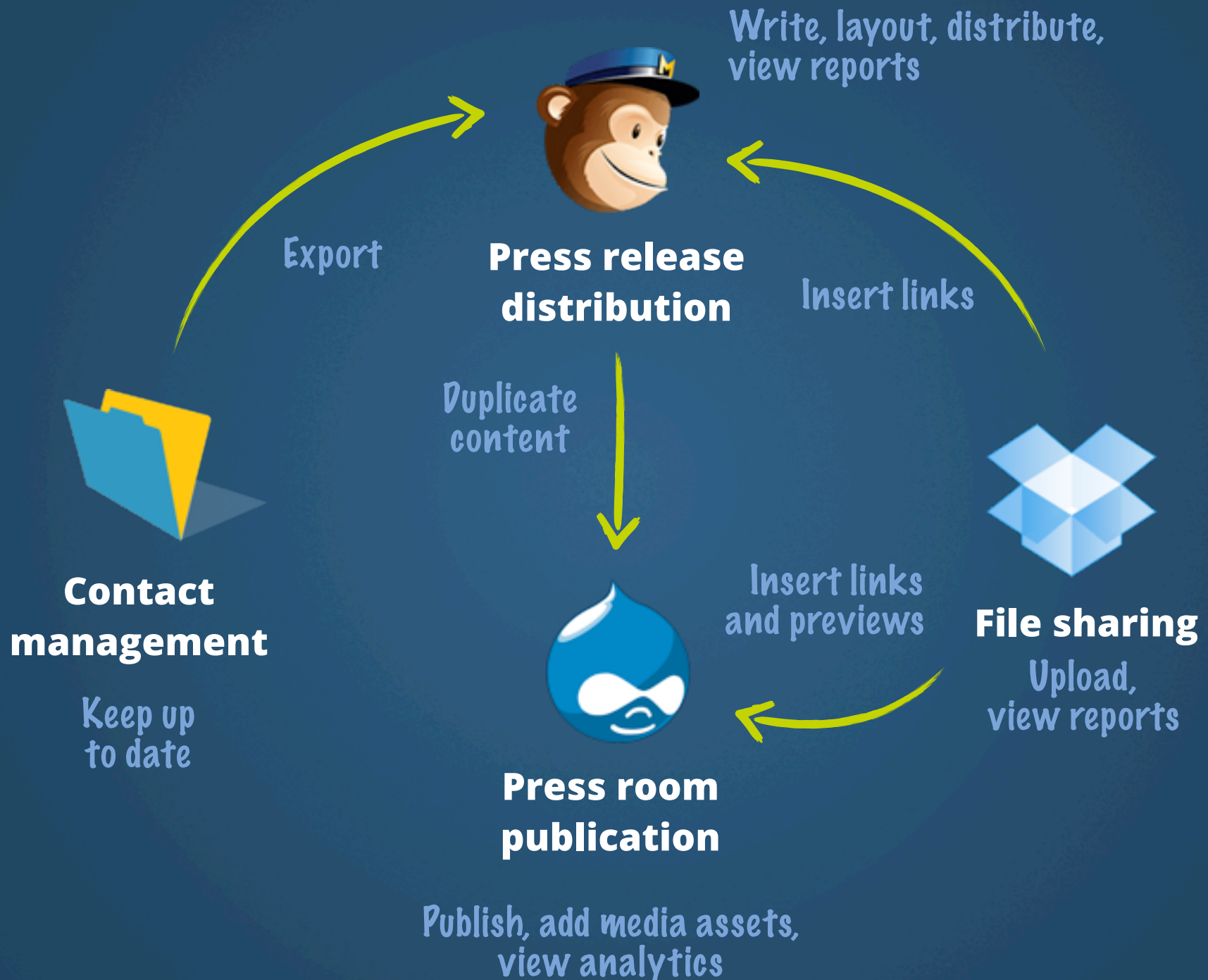
## Press release distribution via email

Outlook, MailChimp,..



## File sharing

Dropbox,  
Wetransfer,..







**That's a lot of  
overhead**





Emails



Contacts



Files



Press room



Integrated analytics





✓ **Online newsrooms**

✓ **Email distribution**

✓ **Contact management**

✓ **Reporting**



**online newsrooms**

**Amplify the reach  
of your content**

**Social media**

**Search engines**

**Other websites**





# Branded newsrooms

✓ Easy setup

✓ Custom colors, logo & typography

✓ Mobile friendly

✓ Own domain name



# Email distribution

✓ Media previews

✓ Branding

✓ Mobile friendly





# Influencer CRM

Dashboard

Press rooms

Press releases

Email campaigns

Contacts

Reports

Account settings

Support

Log out

Contacts > Frederik Vincx > View



**Frederik Vincx** Dutch

UX designer at Prezly

Actions

Emails sent  
1



Opened  
100%



Clicked  
100%

Latest activity  
9 weeks ago

### Contact details

frederik@prezly.com

0472 65 68 89

Timmerhoutkaal 7  
1000 Brussel  
Belgium

fritsbits

### Tags

Add Tag

Prezly team inzer...

### Campaign activity

All campaigns	Opened	Clicked	Unopened	Undelivered	Unsubscribed
1	1	1	0	0	0

Campaign

Personal US army

Clicks

✓ Email analytics

✓ Contact history

✓ Import from Excel

# Reporting

✓ Email statistics

✓ Google Analytics

✓ Mobile friendly





**Byebye  
Excel**

**Farewell  
Outlook**





HILL+KNOWLTON  
STRATEGIES



DDB®

BBDO

FAMOUS★

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