



**Create your own social  
media press room**

# Is your pr approach optimized?

- Do you send your press releases as a doc or pdf attached in an email?
- Are your media (photos, videos, ...) stored on a password-protected FTP server?
- Is your press release easy to share on social media like Facebook and Twitter?
- Are you actively connecting with your influencers?
- Do you know if your press release is being read?



**meet**



**prezly**

- 1. Easily create and publish your press releases**
- 2. Build and manage your network**
- 3. Track the activity around your press releases**
- 4. Integrate rich media**
- 5. Personalise the look and feel of your press room**

# 1. Easily create and publish your press releases

Easy to get started, everyone can create and publish a press release.

Flexible text editor, paste your text from Word

## Edit press release


**Headline**

---


**Logo**

**Replace logo**

Choose an image representing the press release. The optimal image size is 250 x 250 pixels. File types jpg, gif and png are accepted. Maximum filesize: 2MB.

 [Browse...](#)










**Current logo**



[Remove](#)

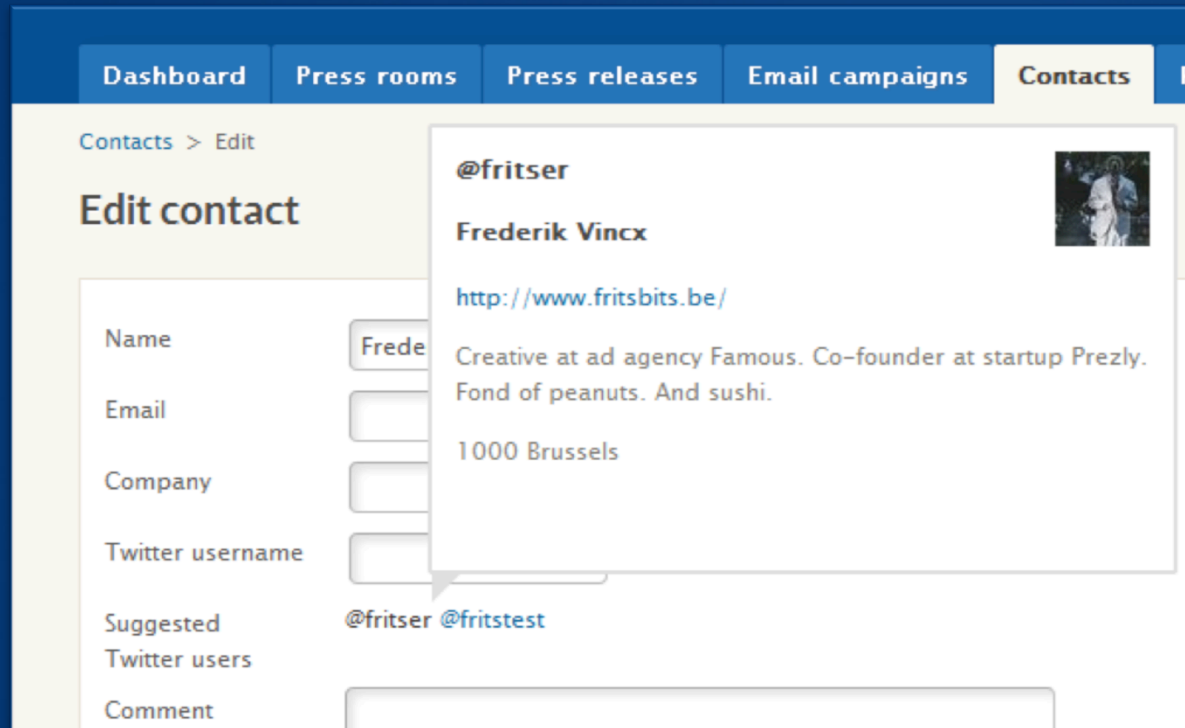
---

**Intro** [Remove](#)

**B I U** abc          [Code](#)

This is the intro of your press release. Use as a short summary of all the content. You can create your first press release by modifying this example.

## 2. Build and manage your network




Dashboard Press rooms Press releases Email campaigns **Contacts** R

Contacts > Edit

### Edit contact

Name	<input type="text" value="Frede"/>
Email	<input type="text"/>
Company	<input type="text"/>
Twitter username	<input type="text"/>
Suggested Twitter users	@fritser @fritstest
Comment	<input type="text"/>

**@fritser** 

**Frederik Vincx**

<http://www.fritsbits.be/>

Creative at ad agency Famous. Co-founder at startup Prezly. Fond of peanuts. And sushi.

1000 Brussels

Manually add or import list of press contacts

Prezly auto-suggests twitter accounts based on the full name of the contact



# 3. Track the activity around your press releases

The screenshot shows a dashboard for tracking press release activity. At the top, there are navigation tabs: Dashboard, Press room, Press releases, Email campaigns, Contacts, and Reports. The current page is titled 'Press release activity report' for the release 'Jusqu'ouï iriez-vous pour des vacances gratuites?'. It provides summary statistics: 9 unique opens (9.4% of all recipients), 22 total opens, 2 email bounces (2.1% could not be delivered), 87 haven't opened yet, 1 tweet, and 7.3% clicked a link (7 people). Below this is a table listing email campaigns with columns for Recipients, Sent, and Delivered. The table shows three campaigns: 'Neckermann - Un plâtre pour un voyage', 'TEST COMMUNIQUE DE PRESSE : Jusqu'ouï iriez-vous pour des vacances gratuites?', and 'Neckermann - Jusqu'ouï iriez-vous pour des vacances gratuites?'. At the bottom, there is a 'Recent email activity' table with columns for Time, Who, Email action, and Campaign, showing five entries for 'Roel WAUTERS' who opened the email.

Dashboard Press room Press releases Email campaigns Contacts Reports

Reports > Jusqu'ouï iriez-vous pour des vacances gratuites ?

### Press release activity report

Press release: **Jusqu'ouï iriez-vous pour des vacances gratuites ?** [View release](#)

Sent to 96 recipients in 3 campaigns: Neckermann - Un plâtre pour un voyage, TEST COMMUNIQUE DE PRESSE : Jusqu'ouï iriez-vous pour des vacances gratuites ?, Neckermann - Jusqu'ouï iriez-vous pour des vacances gratuites ?

**9** unique opens  
22 total opens so far

**2** email bounces  
2.1% could not be delivered

**87** haven't opened yet

**1** tweets

**9.4%** of all recipients opened so far

**7.3%** clicked a link (7 people)

**0%** unsubscribed (0 people)

List of email campaigns for this press release	Recipients	Sent	Delivered
Neckermann - Un plâtre pour un voyage	1	19/09/11, 12:48	19/09/11, 12:49
TEST COMMUNIQUE DE PRESSE : Jusqu'ouï iriez-vous pour des vacances gratuites ?	1	19/09/11, 12:54	19/09/11, 12:54
Neckermann - Jusqu'ouï iriez-vous pour des vacances gratuites ?	94	19/09/11, 13:15	19/09/11, 13:16

[See all email campaigns](#)

#### Recent email activity

Time	Who	Email action	Campaign
8 hours ago	Roel WAUTERS	Opened	Neckermann - Jusqu'ouï iriez-vous pour des vacances gratuites ?
9 hours ago	Roel WAUTERS	Opened	Neckermann - Jusqu'ouï iriez-vous pour des vacances gratuites ?
9 hours ago	Roel WAUTERS	Opened	Neckermann - Jusqu'ouï iriez-vous pour des vacances gratuites ?
9 hours ago	Roel WAUTERS	Opened	Neckermann - Jusqu'ouï iriez-vous pour des vacances gratuites ?
9 hours ago	Roel WAUTERS	Opened	Neckermann - Jusqu'ouï iriez-vous pour des vacances gratuites ?

10 per page 1 2 3 4 Next >

Send out your press release via email or twitter

And see who read your email and clicked on a link.

Or who's talking about your press release on twitter

## 4. Integrate rich media



Add high quality pictures to your press release

Integrate Youtube or Vimeo videos



PDFs, documents, mp3s, ... can be added in 2 clicks



# 5. Personalise the look and feel of your press room

Personalise the look and feel of your press room

Upload your logo


Adjust the colors so they reflect your brand

**Look and feel of Prezly**

Change the look and feel of your press room and press releases.

**Add logo**

Make sure that the logo has one of the following filetypes: jpg, gif or png.



**Change colors**


Enter the colors in hexadecimal values or pick a color with a widget.

Link color

Link hover color

Text color

Title color



Copyright © 2011 Prezly.com - [About Prezly](#) - [Terms of service](#) - [Privacy policy](#)

# Some clients of Prezly

**SHARP**

**KLM**

**DANONE**

  
ELECTRONIC ARTS™

*Leo Burnett*

**isobar**

**BBDO**

**TBWA\**

**DDB<sup>o</sup>**

*Ogilvy*

# Pricing plans

**PR teams**

**\$60 / month**

**Small PR agencies**

**€250 / month**

**Large PR agencies**

**Contact us**



**Sign up now,  
try it out for free**

It takes only 3 minutes to get started

**SIGN UP NOW**

**[www.prezly.com](http://www.prezly.com)**