



Louise Barnekow, CEO Mynewsdesk

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Key Takeaways from ARRtist Summit in Berlin: Insights from Mynewsdesk's CEO Louise

Mynewsdesk's CEO, Louise Barnekow, recently returned from this year's ARRtist Summit in Berlin, where she not only attended but also shared her insights on stage about using PR to scale businesses. Here's a brief look at the top trends she brought back, offering valuable lessons for companies navigating the future of SaaS.

1. The future of SaaS is more than code

Tomorrow's leading solutions will rely on more than software – proprietary

data, automation, domain expertise, and interactions with the physical world will all be crucial drivers. For Mynewsdesk, this means constantly innovating how we help businesses connect with their audiences.

2. AI is essential – but trust matters

A report by PSG revealed that buyers expect AI integration from their current vendors rather than switching to AI-first solutions. At Mynewsdesk, we're committed to integrating AI where it enhances value, while maintaining the trusted relationships we've built with our clients.

3. Go-to-market strategies must be adapted to local markets

Antony Edwards stressed the importance of making your messaging local when expanding into new markets. While technology evolves, customer relationships remain critical – a key reminder for companies expanding globally. Although you may have the exact same feature set in your product, you might have to sell it in completely different ways, in order to adjust for cultural differences.

4. Refine your ideal customer profile

Ingrid Bonde Akerlind highlighted that understanding your Ideal Customer Profile (ICP) is about more than just company size or industry – it's about knowing who your most profitable customers are and how to serve them best. What their real needs are, what their culture looks like, and what problem you can help them solve. This is central to how we at Mynewsdesk ensure our PR tools help businesses grow.

Looking ahead

As we integrate these insights into Mynewsdesk's strategy, we're excited to continue helping our customers stay ahead with innovative PR solutions, combining AI, data, and always keeping a human in the loop.

About Mynewsdesk - The smart way to improve awareness and relations

Mynewsdesk helps companies create awareness, find the right audience and build strong relationships. By providing a user-friendly online platform, Mynewsdesk simplifies the publishing, distribution and measuring of all your PR and communication efforts. With 1.6 million unique visitors monthly, 70% of Mynewsdesk's 4,000 customers gain media coverage.

Find out more at www.mynewsdesk.com

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