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Mynewsdesk Launches Proactive AI Solution for PR Professionals: Boosting Content Creation and Idea Generation

This spring Mynewsdesk continuously has launched new AI solutions that make life easier for PR and communication professionals. Until now the AI solutions have provided help when asked, but today Mynewsdesk launches a service where the AI proactively suggests ideas for content and PR activities.

Mynewsdesk describes the new solution as an idea generator. Based on world events, industry trends, and what an organization or company has been talking about lately, AI proactively and automatically presents tailored ideas that are relevant for the user to communicate about. Once the user selects

which idea they want to use, the AI generates a full text.

"This is a huge step forward in creating AI-based solutions for communicators, and part of Mynewsdesk's ongoing efforts to build AI into its entire product," Sara Manding Holm, CPO at Mynewsdesk, expresses.

"We want to implement AI in our product in a way that actually makes a difference to the people who use it, and we are certainly doing that with our new product. The fact that the AI itself suggests ideas, based on the user's environment and industry, will be incredibly helpful for a lot of communicators out there."

Working proactively with PR and coming up with new ideas about what to talk about, and in what way, is something that can be very time-consuming, and more often than not, PR work needs more resources. That's why Mynewsdesk is launching a product that doesn't rely on users asking for help but instead being offered help that they might not even know they need.

"Our new product is a natural evolution for us, consistent with what has been our mission since Mynewsdesk was founded. With a proactive AI that helps the user along the way, we make the everyday life of communicators more efficient and smarter. This product is about what is at the core of our entire vision: to help communicators and organizations get their message out and create communication that makes a difference," says Louise Barnekow, CEO of Mynewsdesk.

How the new service works

1. Analysis: The AI scans your domain and analyzes what you have previously written about.
2. Suggestions: Based on your content, trends and events in your industry, 5 news ideas are sent to your inbox either weekly or monthly.
3. Angles: AI finds different angles and can present both safe cards and more daring options.
4. Production: Choose your favorite idea and let AI create a first draft with

just one click. With the help of AI, you then adjust your text until it's finished and ready to be published. The new product is based on human and AI collaboration, and the communicator is always ultimately responsible for what is published.

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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