

New Media App Launches To Kill Off The Press Release



Story Match®

A new technology platform has launches tomorrow made just for you. This tech platform called Story Match® will change the way that you receive your story pitches. No more emails, no more press releases and no more hassling PRs (I promise not to be one of those...) First, watch this! In 1.5 minutes it will explain it all to you... Story Match® is a two sided market place App and Desktop platform that allows brands to pitch story ideas to journalists, at the same time allowing journalists to select only what topics of stories they want to receive. Journalists, like you, set up their profile using 6 simple steps. You can select from up to 50 industry tags (food, finance, lifestyle, tech, etc etc) and can localise by State and Territories. If there's a match on industry tags then you see the pitch. Using swiping technology you can scroll through stories, swipe left if you don't like the story or right if you do. If you swipe right, it will open an immediate and private chat between you and the person who posted the pitch. The best bit.... The pitches have limitations – so brands can only upload selected images, a headline and up to 500 characters to bring their pitch to life. They then select which industry tag their story is relevant to, and localise it. So now you don't need to read any more press releases or receive any more pitches that you're not interested in. Story Match® was developed to improve efficiencies in the media industry, and allow all brands, no matter how big or small the opportunity to get their brand noticed. The tech platform has been developed by Founder and Director of Polkadot Communications Dionne Taylor – who has worked both as a journalist and a PR for the last 15 years. Dionne is available for an interview to chat about this new and exciting platform, built just for YOU! If interested in speaking with Dionne, please get in touch.

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