



國際新聞稿曝光服務

SparkAmplify平台操作說明

SparkAmplify平台操作介紹

Registration 平台帳號啟動

Brand Profile 媒體資料袋

Create Press Release 撰寫新聞稿

Press Release Distribution 新聞稿發佈

Pitch to Media 聯繫媒體

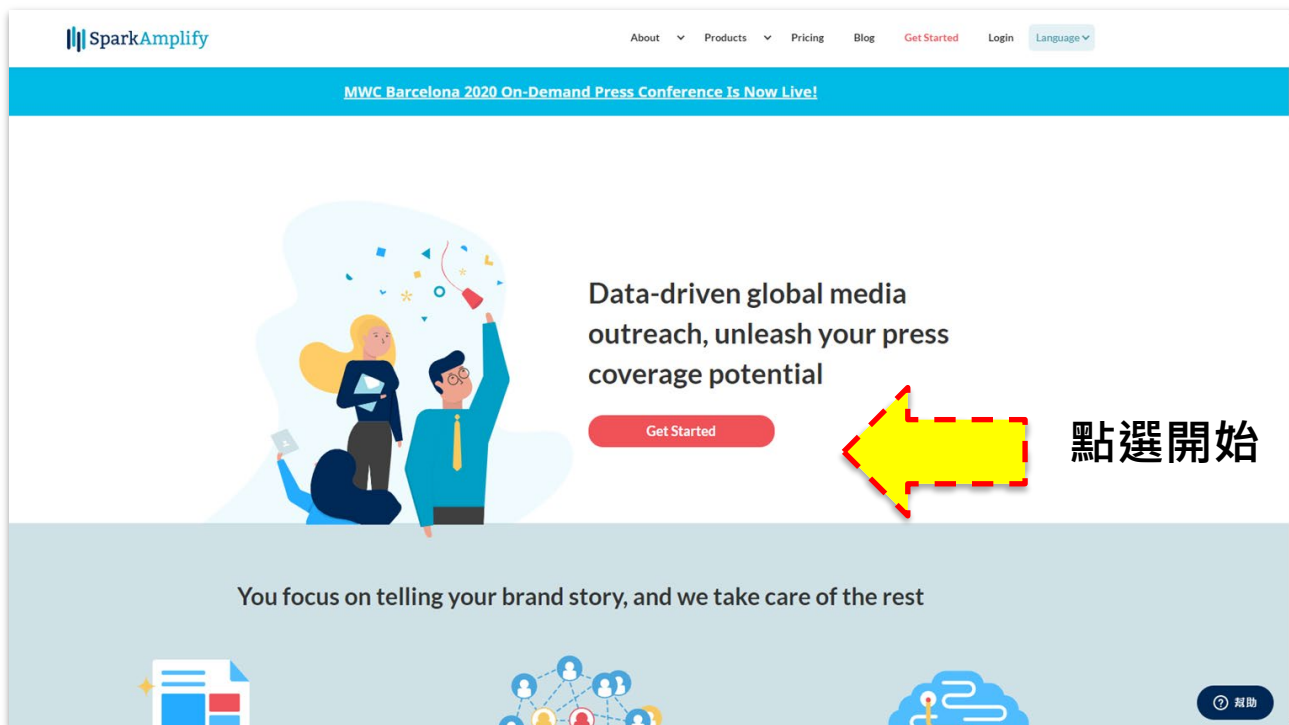


Onboard Process

SparkAmplify
平台啟用流程

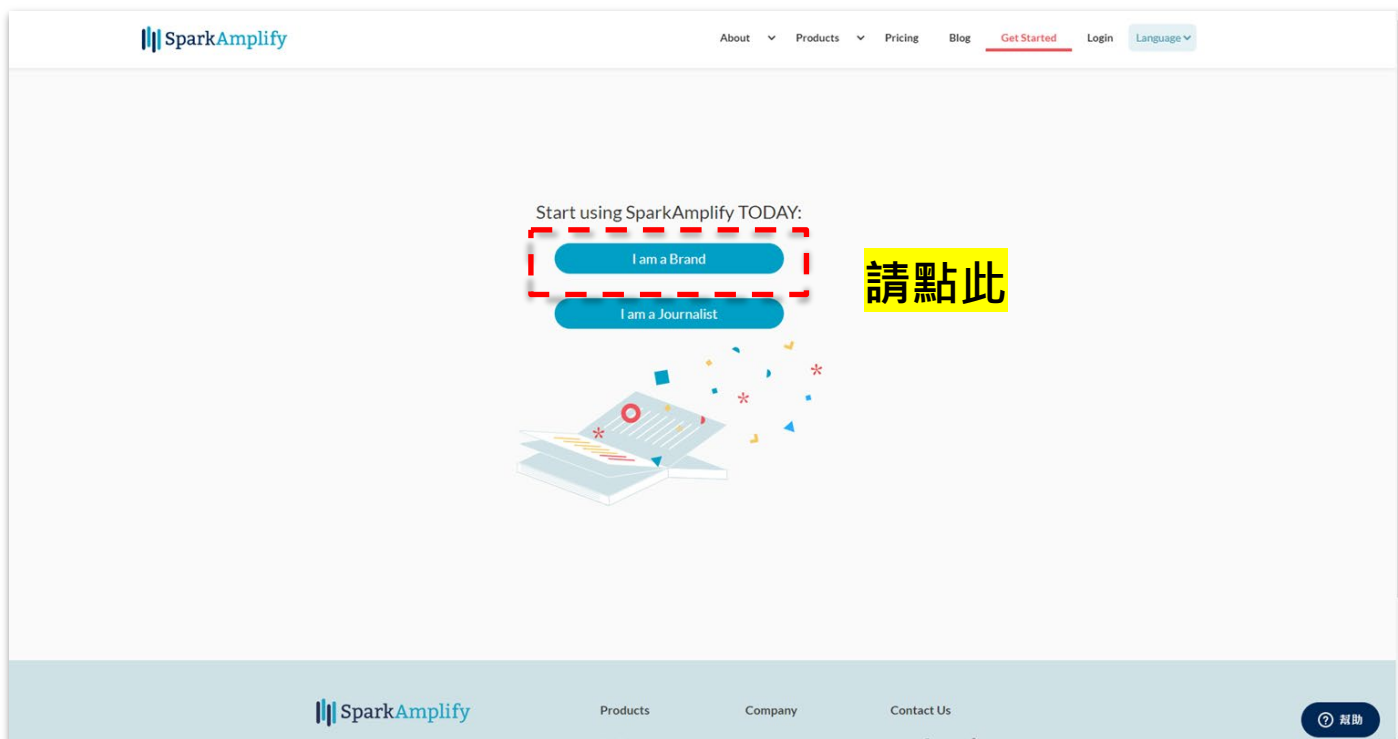
SparkAmplify註冊與品牌專頁佈建

Step1: 進入平台首頁=> <https://www.sparkamplify.com/>



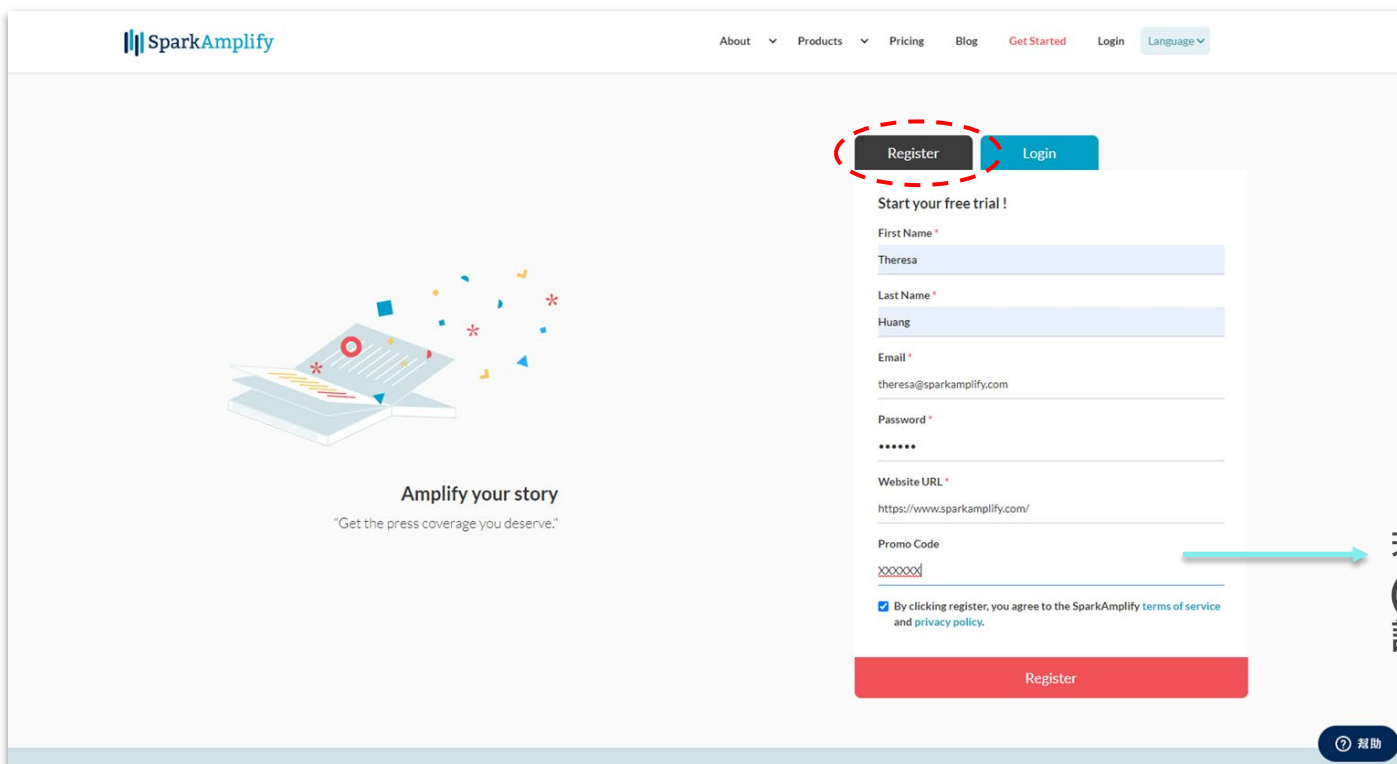
SparkAmplify註冊

Step2: 確認身分=>請點選我是廠商 (I am a Brand)



SparkAmplify註冊

Step3: 開始填入註冊資料



SparkAmplify

About Products Pricing Blog **Get Started** Login Language

Register Login

Start your free trial!

First Name *
Theresa

Last Name *
Huang

Email *
theresa@sparkamplify.com

Password *

Website URL *
https://www.sparkamplify.com/

Promo Code
xxxxxx

By clicking register, you agree to the SparkAmplify [terms of service](#) and [privacy policy](#).

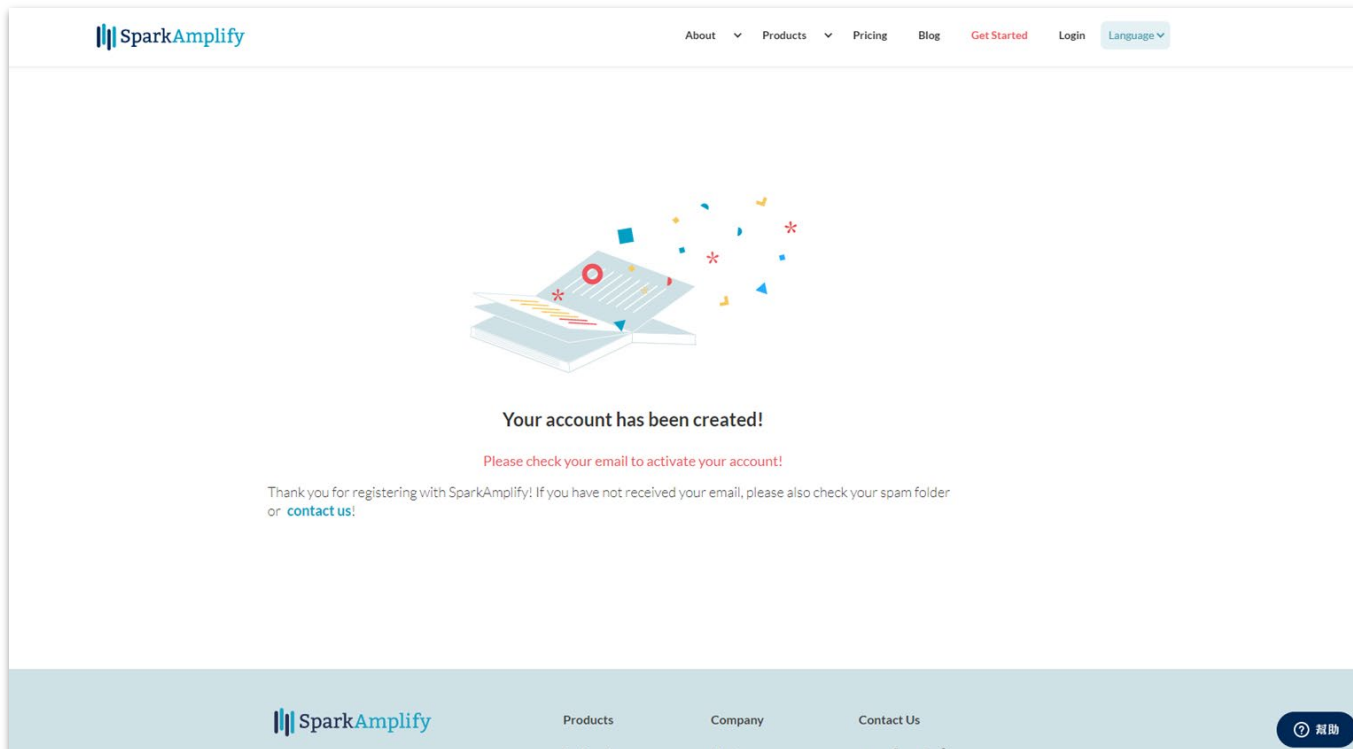
Register

幫助

若沒有可直接略過
(後續仍可隨時在"帳號
設定"中填入)

SparkAmplify註冊

Step4: 完成註冊=>請到信箱找到主旨為”Welcome to SparkAmplify!”的 email，點擊連結啟動該帳號

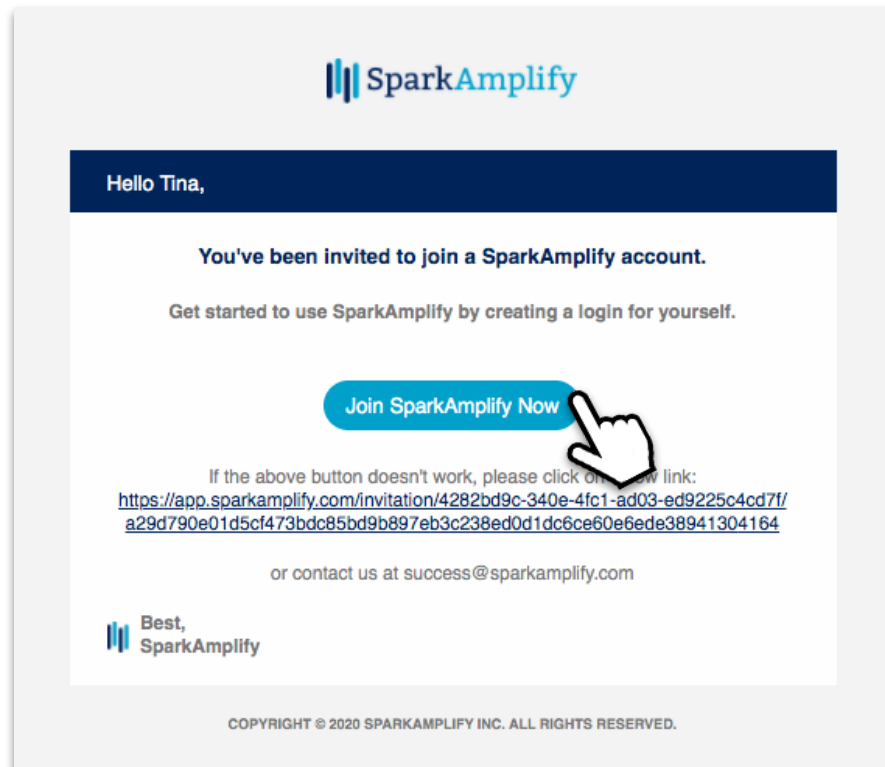


SparkAmplify註冊

Step4: 完成註冊=>請點擊信中”Activate Your Account”或連結來啟動帳號

找不到邀請信？請找找看：
寄件人 => ”SparkAmplify team”
信件主旨 => “Welcome to SparkAmplify!”

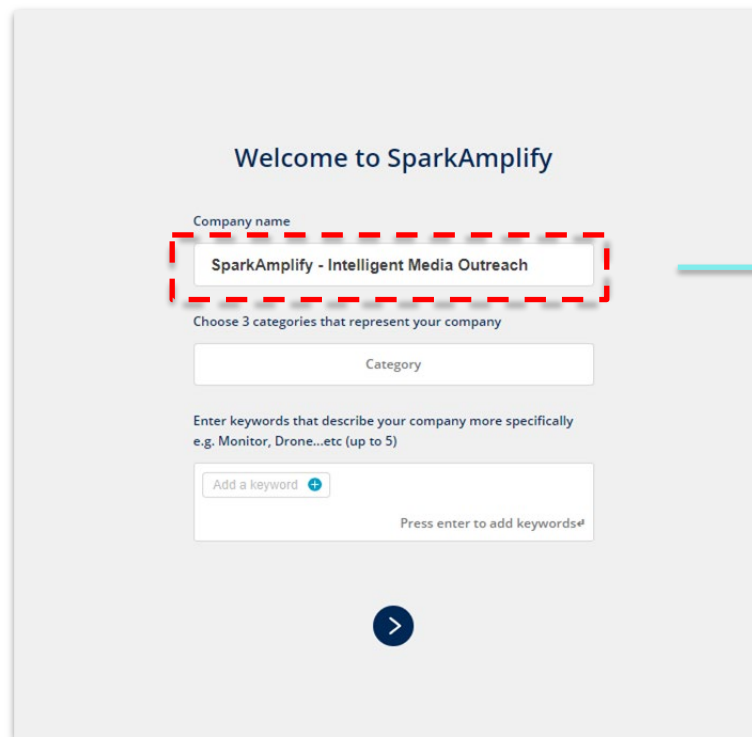
**收到邀請信的這個電郵地址即是您的 SparkAmplify 帳號 (即註冊的email)



SparkAmplify 邀
請 team member
註冊信範例

SparkAmplify註冊

Step5: 歡迎使用SparkAmplify



Welcome to SparkAmplify

Company name

SparkAmplify - Intelligent Media Outreach

Choose 3 categories that represent your company

Category

Enter keywords that describe your company more specifically
e.g. Monitor, Drone...etc (up to 5)

Add a keyword +

Press enter to add keywords

>

公司名稱會自動
帶入註冊時所填
的網站

SparkAmplify註冊

Step5-1: 選出與品牌/公司相關的產業類別

Welcome to SparkAmplify

Company name

SparkAmplify - Intelligent Media Outreach

Choose 3 categories that represent your company

Artificial Intelligence Information Technology 3

Software

search

- Administrative Services
- Advertising
- Agriculture and Farming
- Apps
- Artificial Intelligence
- Biotechnology
- Blockchain
- Clothing and Apparel

Enter keywords that describe your company more specifically
e.g. Monitor, Drone...etc (up to 5)

Add a keyword +

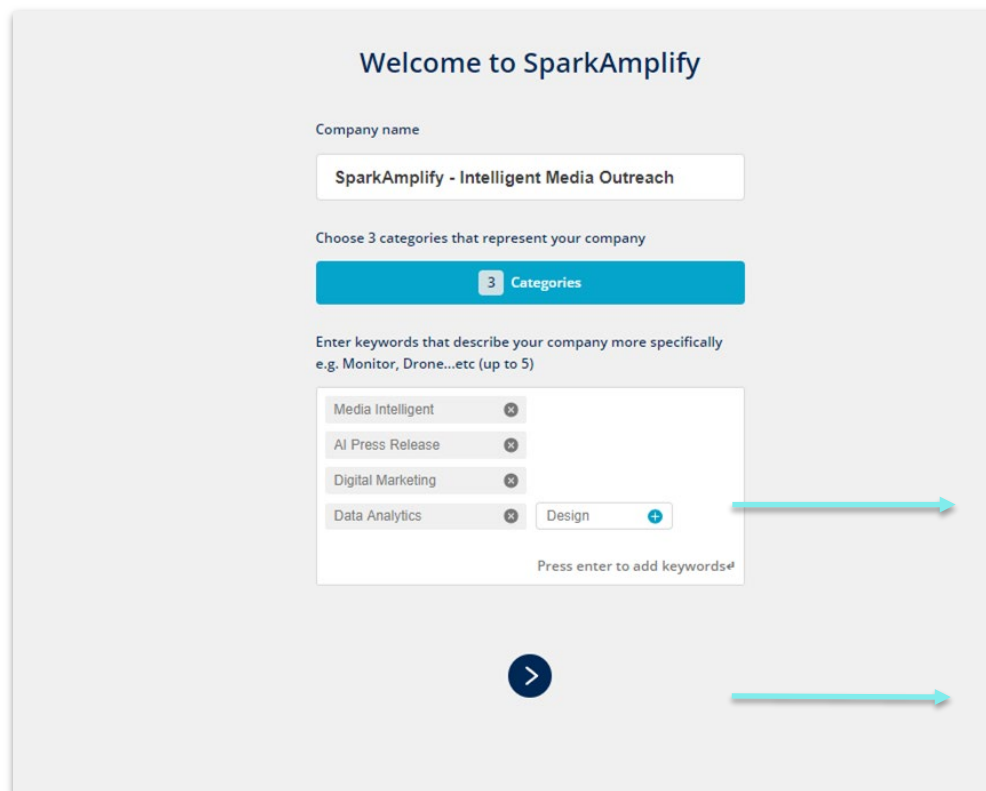
Press enter to add keywords!

>

勾選出相關產業類別
(至少一個最多三個)

SparkAmplify註冊

Step5-2: 填寫相關的關鍵字 (最多5個)



Welcome to SparkAmplify

Company name

SparkAmplify - Intelligent Media Outreach

Choose 3 categories that represent your company

3 Categories

Enter keywords that describe your company more specifically
e.g. Monitor, Drone...etc (up to 5)

Media Intelligent ✕
AI Press Release ✕
Digital Marketing ✕
Data Analytics ✕ Design +

Press enter to add keywords

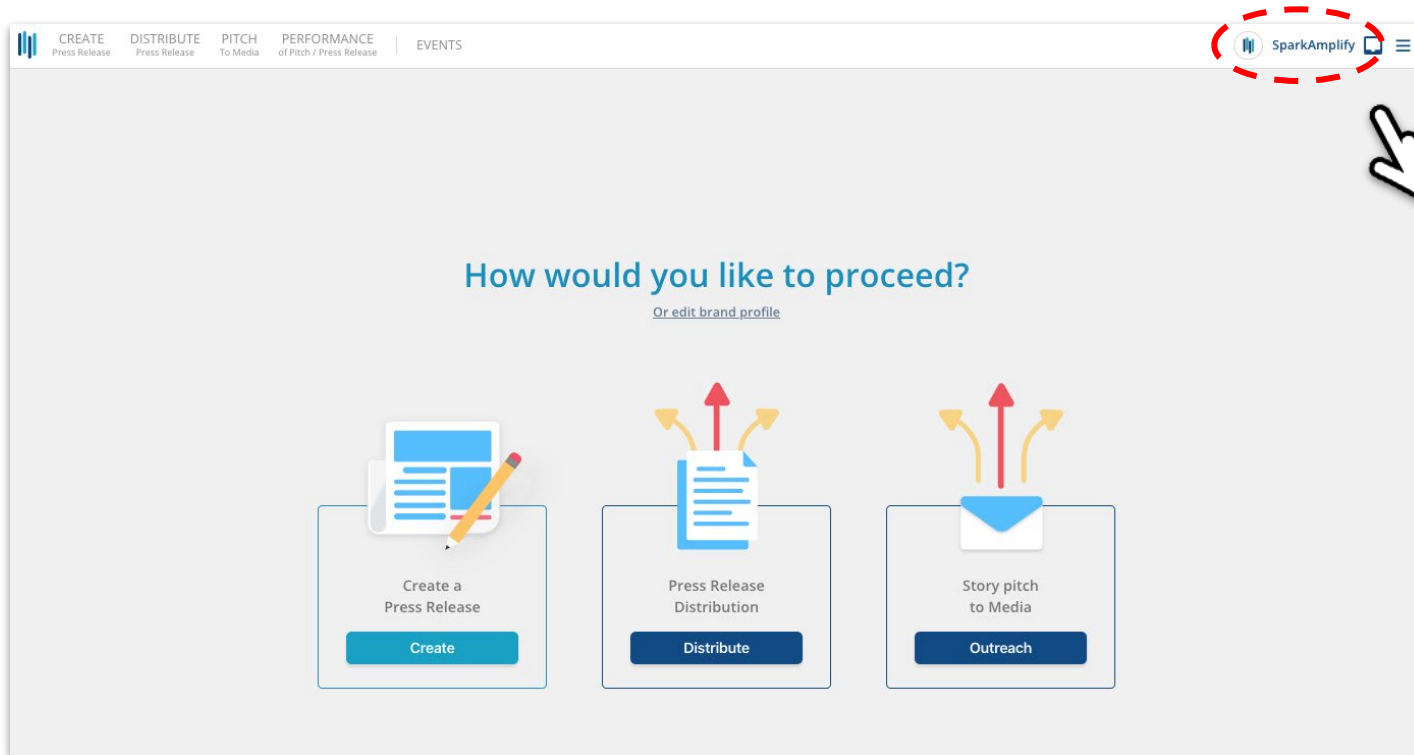
>

填完按藍色“+”號
即可新增
**後續可以再編輯

完成請按下一步

SparkAmplify品牌專頁佈建

Step6: 建置您專屬的品牌專頁 (Brand Profile)
請點擊右上的公司名稱進入



SparkAmplify品牌專頁佈建

Step6: 開始建構您在 SparkAmplify 平台下的展示空間

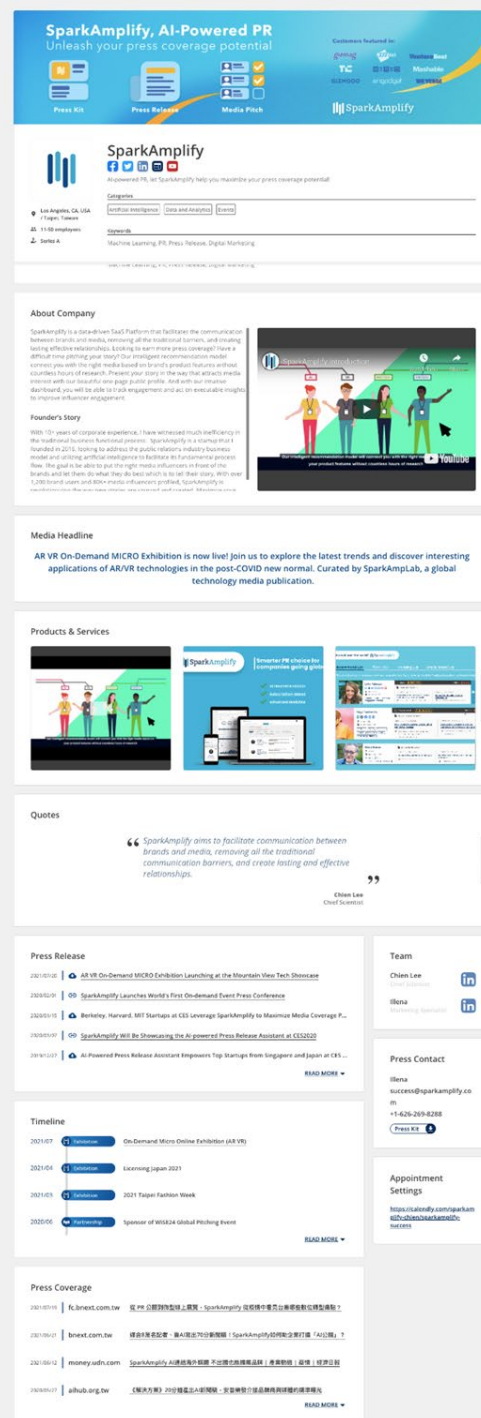
Designed to be your Brand's visual press kit!

【建立視覺化的品牌檔案】

資訊越完整，越有機會讓媒體記者注意到您的品牌、為您撰寫相關報導！

【一頁式方便維護，媒體隨點隨閱】

- ✓ 告別傳統散落各處的媒體檔案
- ✓ 簡潔明瞭好閱讀
- ✓ 方便記者快速掌握基本資訊



SparkAmplify品牌專頁佈建

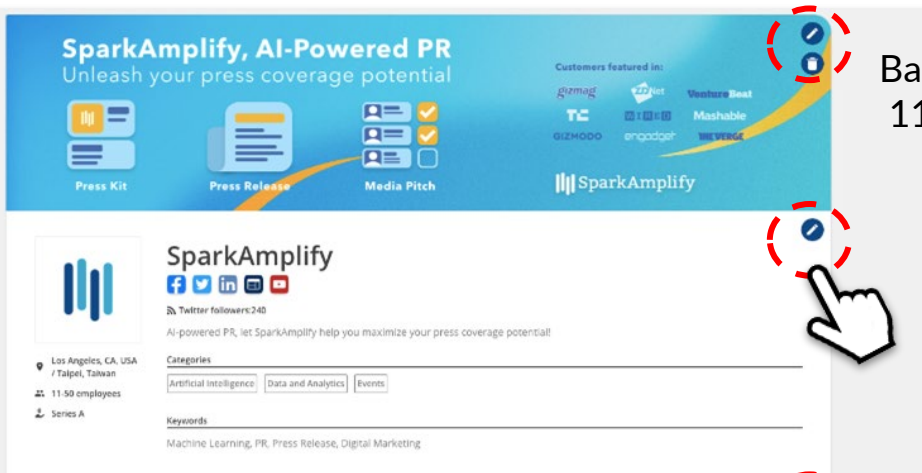
媒體一點進來就會先看到的重點區域！
建議您在此放上簡短的重點資訊，強調公司/產品特色，吸引媒體記者閱讀

Logo圖片規格
500 x 500px
Max size
3MB.

Banner圖片規格
1155 X 275px. Max size 3MB.

我們根據你註冊時提供的網站及相關資料，先為您預設好品牌頁面。

About Us



About Company

SparkAmplify is a data-driven SaaS Platform that facilitates the communication between brands and media, removing all the traditional barriers, and creating lasting effective relationships. Looking to earn more press coverage? Have a difficult time pitching your story? Our intelligent recommendation model connect you with the right media based on brand's product features without countless hours of research. Present your story in the way that attracts media interest with our beautiful one-page public profile. And with our intuitive dashboard, you will be able to track engagement and act on executable insights to improve influencer engagement.

Founder's Story

With 10+ years of corporate experience, I have witnessed much inefficiency in the traditional business functional process. SparkAmplify is a startup that I founded in 2016, looking to address the public relations industry business model and utilizing artificial intelligence to facilitate its fundamental process flow. The goal is to be able to put the right media influencers in front of the brands and let them do what they do best which is to tell their story. With over 1,200 brand users and 20K+ media influencers profiled, SparkAmplify is



您隨時可以自由增減和更新各個欄位的內容（點選各區塊右上方的深藍色圓圈開始編輯）

SparkAmplify品牌專頁佈建

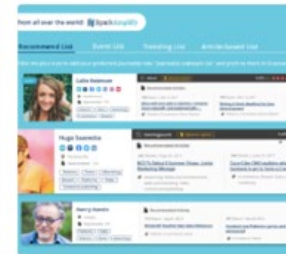
Media Headline

Media Headline

AR VR On-Demand MICRO Exhibition is now live! Join us to explore the latest trends and discover interesting applications of AR/VR technologies in the post-COVID new normal. Curated by SparkAmplab, a global technology media publication.

Product Features

Products & Services



建議圖片規格
340 X 300px.
Max size 3MB.

Quotes

Quotes

“ SparkAmplify aims to facilitate communication between brands and media, removing all the traditional communication barriers, and create lasting and effective relationships.”

Chien Lee
Chief Scientist

多媒體素材
可上傳圖片檔
或放入影片url
連結

可加入說明品牌
理念等句子 (署
名高層)
報導引用參考

SparkAmplify品牌專頁佈建

Press Release

發送過的
新聞稿資
料庫

Press Release

- 2021/07/28 | [New Features Release: WalletConnect, BSC and ADA support on July 29, 2021](#)
- 2021/07/20 | [AR VR On-Demand MICRO Exhibition Launching at the Mountain View Tech Showcase](#)
- 2020/02/01 | [SparkAmplify Launches World's First On-demand Event Press Conference](#)
- 2020/01/15 | [Berkeley, Harvard, MIT Startups at CES Leverage SparkAmplify to Maximize Media Coverage P...](#)
- 2020/01/07 | [SparkAmplify Will Be Showcasing the AI-powered Press Release Assistant at CES2020](#)

READ MORE ▾

Team

Chien Lee
Chief Scientist



Illena
Marketing Specialist



Team info

團隊資訊

Press Contact

Illena
success@sparkamplify.co
m
+1-626-269-8288

Press Kit 📎

Press Contact info

媒體聯繫窗口

Appointment Settings

<https://calendly.com/sparkamplify-chien/sparkamplify-success>

Brand's Milestone

重要里程碑
一目瞭然

Timeline

- 2021/07 | [Exhibition](#) On-Demand Micro Online Exhibition (AR VR)
- 2021/04 | [Exhibition](#) Licensing Japan 2021
- 2021/03 | [Exhibition](#) 2021 Taipei Fashion Week
- 2020/06 | [Partnership](#) Sponsor of WISE24 Global Pitching Event

READ MORE ▾

Press Coverage

過往的
媒體露出

Press Coverage

- 2021/07/19 | [fc.bnext.com.tw](#) [從 PR 公關到微型線上展覽，SparkAmplify 從疫情中看見台灣那些數位轉型痛點？](#)
- 2021/06/21 | [bnext.com.tw](#) [媒合4萬名記者、靠AI賣出70分鐘開稿！SparkAmplify如何助企業打進「AI公關」？](#)
- 2021/06/12 | [money.udn.com](#) [SparkAmplify AI連結海外媒體 不出國也能擴展基礎 | 產業動態 | 商情 | 經濟日報](#)
- 2020/05/27 | [aihub.org.tw](#) [《解決方案》20分鐘產出AI新聞稿，妥善開發介接品牌商與媒體的精準曝光](#)

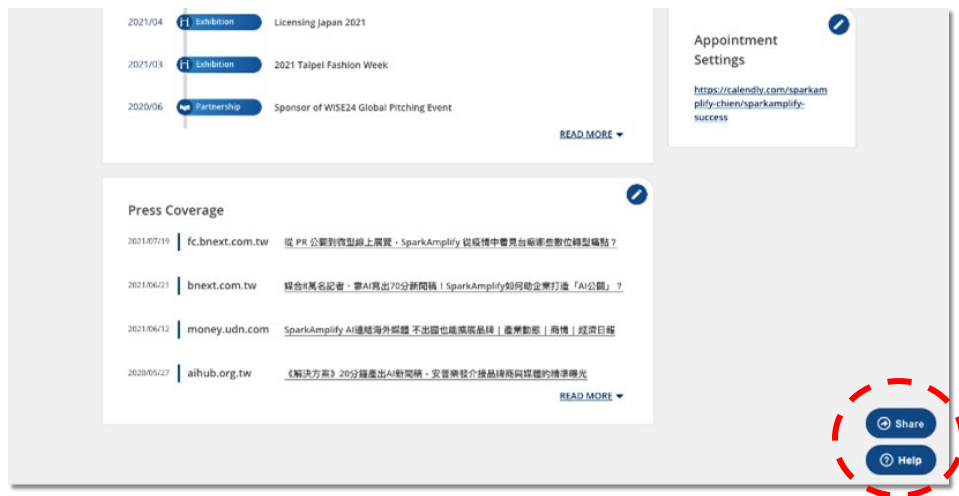
READ MORE ▾

Share

Help

SparkAmplify品牌專頁佈建

Step6: 建置完成！



可透過畫面右下方深藍色 share 鍵，將這份 profile 頁面分享至其他網站和社群媒體，提升品牌能見度





啟用注意事項

- 1) 註冊 (建議使用公司email)
- 2) 收信完成啟用設定
- 3) 品牌專頁：LOGO & About Us 簡介、Product Feature
、 Press Contact、Timeline & Press Coverage

- * 啟動帳號的信件若找不到，請到垃圾信件夾搜尋看看
- * 公司產業和關鍵字選擇會影響 AI 媒體推薦，可加強媒體搜尋準確度
- * 品牌專頁就如公司的門面，資料整理完整有助於獲得媒體報導
- * 可參考 SparkAmplify 頁面：<https://brand.sparkamplify.com/sparkamplify>
- * 不用一開始就建立完整，但在開始對外接觸媒體前，要盡量建構完整



AI-Powered Press Release Assistant

AI 新聞稿撰寫

新聞稿格式和 寫作重點

一定要站在媒體與讀者的立場思考！

話題性（內容）

- 題材可結合時下熱門議題，或是代言人、活動
- 用趨勢和數據加強說服力

易讀性（格式）

- 句子和段落簡短、用詞精準
- 每一段都要有重點，保持結構清晰
- 避免使用過於高深的術語或字詞
- 力求客觀，建議用第三人稱下筆



新聞稿格式和 寫作重點

導言：最關鍵的段落，包含最重要的內容

內文：

提供更多細節

說明你可以幫助解決的問題

務必提供可佐證的事實和數據

結語：

引述創辦人或高層的發言來強化公司價值

3-5行公司介紹

更多資訊 (網站、press kit)

標題

導言 Lead

先用一句話介紹公司，再清楚切入主題

正文 Body

用產品/服務資訊帶出一則好故事

- 公司發展這項產品的初衷與過程
- 展現產品重點特色的事實和數據
- 社會認同 (social proof) 提升信任和評價

結語 Conclusion

- Quote 引述公司觀點強化價值
- “About us” 幾句公司介紹

聯絡資訊 Media Contact



兌換 Promo Code

Promo code 兌換方式：

- 點選 Account Settings
- 輸入 Promo Code
- Remaining / Total Quota 數字將增加 (1個帳號只能兌換1次)

The screenshot displays the SparkAmplify user management interface. At the top, navigation links include 'DISTRIBUTE Press Release', 'PITCH To Media', 'PERFORMANCE of Pitch / Press Release', 'LEADPAGE', and 'EVENTS'. The user's email 'success@sparkamplify.com' is shown in the top right corner. The main content area is divided into two sections: 'Overview' and 'Management'. Under 'Overview', there are fields for 'User Name' (SparkAmplify) and 'Account Email' (success@sparkamplify.com), along with a 'Change Password' button. The 'Management' section contains 'Plan Details' for the 'Premium Plan', which is available until 'Jan 01, 2100'. A red box highlights the 'Remaining / Total Quota' field, which shows a progress bar. Below this is the 'Promo Code' section, featuring an input field for the code and an 'Apply' button. A dropdown menu is open on the right, with 'Account Settings' highlighted by a red box. Other options in the menu include 'Help Center' and 'Log Out'.



 SparkAmplify

AI 全方位新聞稿 服務

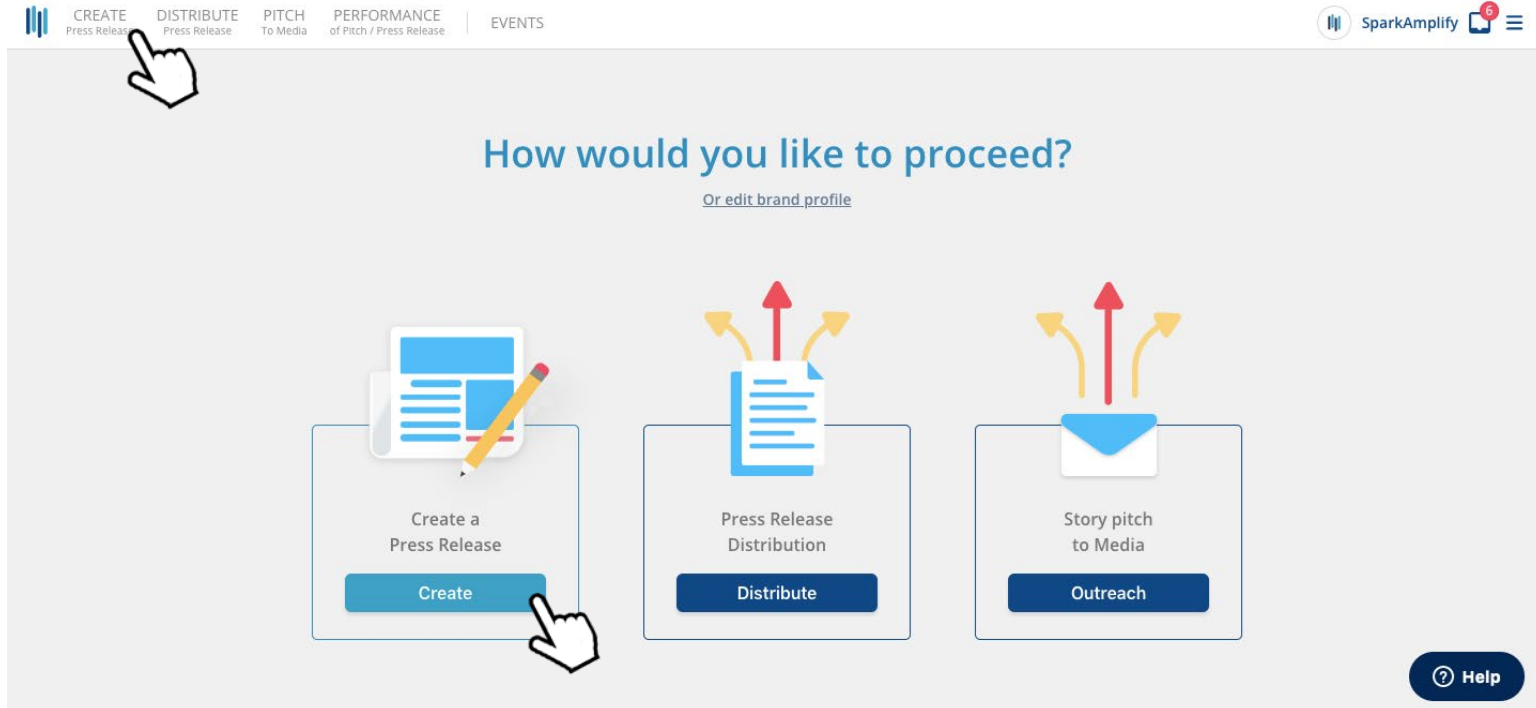
SA 簡單三步驟

1. Questionnaire 填寫問卷
2. Edit 編輯草稿
3. Send! AI 搜尋適合媒體進行發送





從主頁面或左上“Create”進入





點 Create new document 開始撰寫

Write A Press Release Faster & Easier

Create a clear newsworthy release with SparkAmplify's AI-powered press release assistant.

[Create new document](#)



Resume

Created at Jun 08, 2021

5 Steps to Writing the Perfect Press Release

1



Make your announcement newsworthy

Connect your news to hot topics, trend, and what's happening in your industry. Answer 5W1H questions in the lead paragraph.

2



Strengthen your message

Bring meaningful details to life with research findings, statistics, and a quote.

3



Convey the value of your company

Decide what is most important for journalists to know about you. For example, highlight the company longevity, culture, or milestones.

4



Add your contact info

Make it easy for reporters to contact you for further information.

5

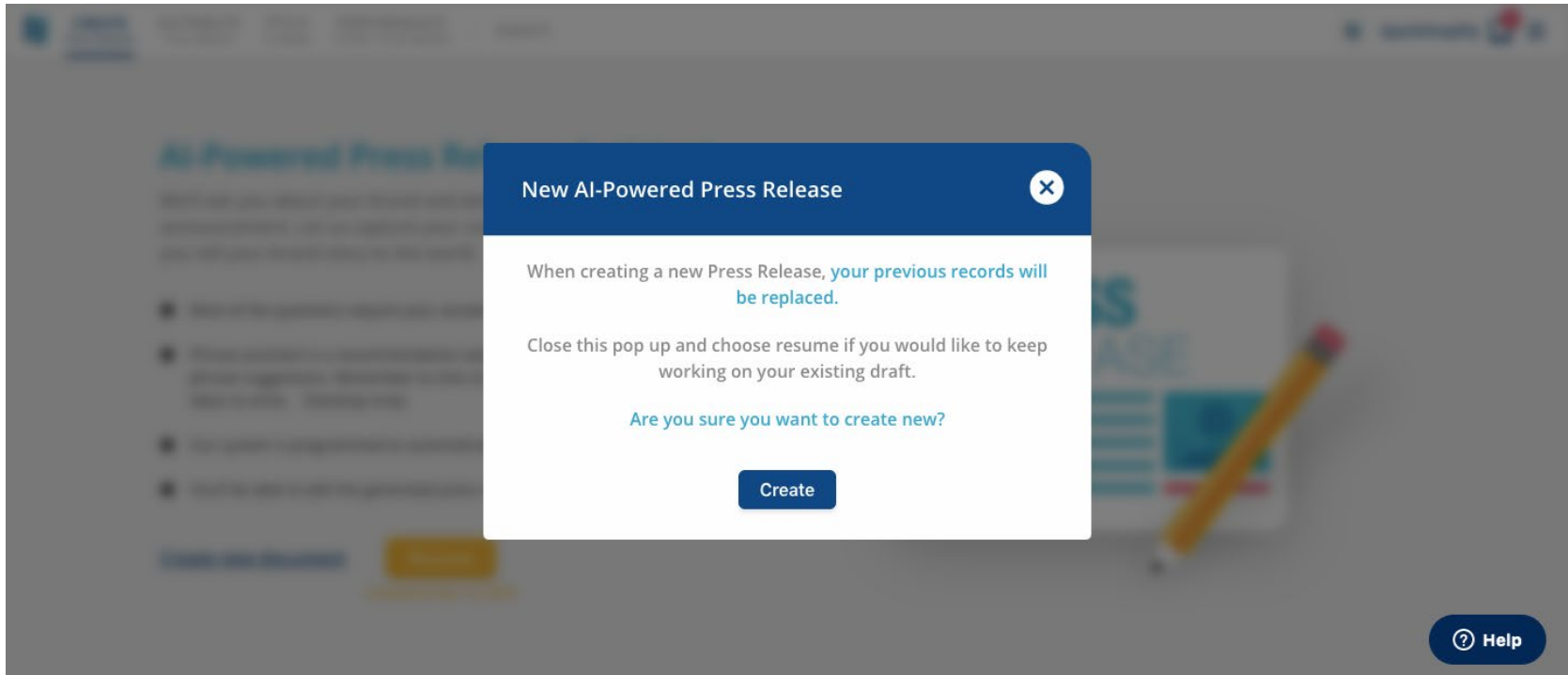


Grab media attention

Think about the first question journalists would ask in the press conference. Turn the answer into a compelling headline.



按下Resume，系統會提醒是否要繼續建立新的文件

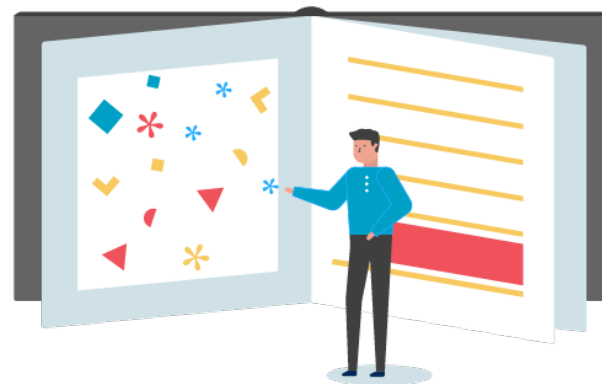


如果你要取代上次未完成的工作階段再點 [Create new doc] 建立新檔！否則請按X，並選 [Resume] 回復上次進度

問卷填寫

用五頁問答，讓系統幫你產出適當的格式和新聞稿內容

1. PR Settings
2. Lead
3. Body
4. About Company
5. Press Contact
6. Headline Editor Page





Part 1 - 新聞稿基本資訊

Get ready for your
product launch press release

Let's start with your company name: 公司名稱

Example: SparkAmplify

SparkAmplify

Where is the designated press release distribution location? 新聞稿發布地點

Los Angeles, CA, USA / Taipei, Taiwan

City, Country

When do you plan to distribute the press release?

2021/06/09

新聞稿預計發送日期

Please specify the categories of your intended audience:

3 Categories

新聞稿產業類別

Please select at most 3.

Save ▶



Part 2 - 新聞稿導言

1. 一句話介紹公司
2. 本篇新聞稿要介紹的產品/服務名稱
3. 宣傳活動資訊 (選填)
 - 展會名稱
 - 展會地點 (城市 · 國家)
 - 展會日期
 - 展會地點 (場館名稱)
 - 攤位號碼
4. 獎項相關資訊 (選填)
 - 獎項名稱
 - 得獎項目
 - 得獎原因
5. 與產品/服務相關的產業趨勢 (選填)

The screenshot displays the SparkAmplify AI-Powered Press Release Assistant interface. At the top, there are navigation tabs: CREATE, DISTRIBUTE, PITCH, PERFORMANCE, LEADPAGE, and EVENTS. Below these are status indicators for 'PR Settings', 'Lead', 'Body', 'About company', 'Press contact', and 'Headline editor page'. The main content area is a form with several sections:

- Introduction:** A prompt asks to introduce the company in one short sentence. An example is provided: "SparkAmplify is an industry leader in providing AI-powered PR solutions for brands and media." A text input field contains the example text.
- Product/Solution:** A prompt asks for the product/solution being showcased. An example is provided: "AI-powered Press Release Assistant." A text input field contains the example text.
- Event Information:** A prompt asks if the user is showcasing the AI-powered Press Release Assistant at an upcoming event. Fields include:
 - Name of the event: CES2020
 - Where is CES2020 located?: Las Vegas, USA
 - Date of the event: 2021/06/08 and 2021/06/19
 - Event venue: Las Vegas Convention Center
 - Exhibition booth number: #1234
- Award Information:** A prompt asks for specific award information. Fields include:
 - Name of the award: CES 2020 Innovation Award
 - What were you awarded as?: Winner
 - Why did AI-powered Press Release Assistant win this award?: AI-powered Press Release Assistant was awarded for
- Industry Trends:** A prompt asks for recent trends to include in the press release. An example is provided: "As Covid 19 resulted in numerous trade show cancellations, more and more digital marketers are using SparkAmplify AI-powered Press Release Assistant to fulfill the surging demands for press releases." A text input field is provided for the user to complete the sentence.

On the right side, there is a 'Preview' section showing a sample press release text. At the bottom right, there is a '100% completed' indicator and a 'Generate & Edit Press-release' button. At the bottom left, there are 'Back' and 'Next' navigation buttons.



Part 3 - 新聞稿內文

1. 本篇新聞稿發布的資訊，將如何影響相關市場或產業？
2. 請列出本新聞稿宣傳之產品，三項主要優勢
3. 用兩句話描述，產品解決了什麼問題？
4. 列出三項產品特色，如何與競爭者區隔？
5. 有想在這份新聞稿提及的商業合作夥伴嗎？（選填）
 - 他們與您的合作模式為？
6. 有想在這份新聞稿提及的客戶嗎？
 - 客戶名稱？
7. 引述執行長或經理等公司高層的一段話
 - 姓名
 - 職位

The screenshot displays the 'Body' section of a press release form. The interface includes a top navigation bar with tabs for 'CREATE Press Release', 'DISTRIBUTE Press Release', 'PITCH To Media', 'PERFORMANCE To Media', 'LEADPAGE', and 'EVENTS'. The main content area contains a series of numbered prompts for generating text, such as 'How will this announcement affect the market or the industry that you're in?' and 'What does this product do and what makes it advantageous over competitors?'. Each prompt includes an 'Example' and a 'Competitive Advantages' section. A 'Preview' pane on the right shows a sample of the generated text. At the bottom, there is a 'Generate & Edit Press-release' button and a 'Next' button.



Part 4 - 公司資訊

1. 公司成立日期
2. 公司總部地點
3. 公司使命願景
4. 公司如何幫助客戶達成目標
5. 提供媒體記者更多資訊管道
 - Press Kit 連結 (可帶入 SA 品牌主頁)
 - 公司網頁
 - Facebook
 - Twitter
 - LinkedIn

The screenshot shows the 'About company' step in the SparkAmplify interface. At the top, there are navigation tabs: CREATE Press Release, DISTRIBUTE Press Release, PITCH To Media, PERFORMANCE of Pitch / Press Release, LEADPAGE, and EVENTS. Below these are status indicators for PR Settings, Lead, Body, About company (selected), Press contact, and Headline Editor page. The main content area is titled 'Convey the value of your company' with a sub-instruction: 'Decide what is most important for journalists to know about you. For example, highlight the company longevity, culture, or milestones.' A progress indicator shows 100% completion. The form contains several questions with AI-generated examples:

- What year was SparkAmplify founded?** Example: 2017
- SparkAmplify's office headquarter is based in what city?** Example: Taipei, Taiwan
- What is your company's mission statement?** Example: SparkAmplify is committed to providing startups and SMBs AI-powered solutions.
- How do you help your customers achieve their goals?** Example: create their own digital marketing campaigns using SparkAmplify's easy-to-use platforms and data-driven analytics service to directly communicate with media, track and amplify their brand stories.
- Let media learn more about your company.** Example: Press kit download link or SparkAmplify media profile link: <https://brand.sparkamplify.com/sparkamplify>

At the bottom, there are input fields for 'Company website', 'Facebook', 'Twitter', and 'LinkedIn', each with an 'Optional' label and a 'https://' prefix. Navigation buttons for 'Back' and 'Next' are visible at the bottom left, and a 'Help' button is at the bottom right.



Part 5 - 聯絡資訊

媒體聯繫窗口資訊

- 聯絡人姓名
- 聯絡人 email
- 聯絡人電話號碼 (選填)

完成後，點選『Generate & Edit Press Release

』

The screenshot shows the 'Add your contact info' step in the SparkAmplify interface. The top navigation bar includes 'CREATE Press Release', 'DISTRIBUTE Press Release', 'PITCH To Media', 'PERFORMANCE of Pitch / Press Release', 'LEADPAGE', and 'EVENTS'. The current step is 'Add your contact info', which is highlighted in a blue box. Below the navigation bar, there are several tabs: 'PR Settings', 'Lead', 'Body', 'About company', 'Press contact', and 'Headline Editor page'. The 'Press contact' tab is selected. The main content area is titled 'Provide a press contact' and contains the following fields:

- Press contact name:** Chien
- First and Last name:** (empty)
- Press contact email:** success@sparkamplify.com
- Example:** example@sparkamplify.com
- Press contact phone number:** +886-2-77020269
- Example:** +886-2-77020269

At the bottom of the form, there are 'Back' and 'Next' buttons. A progress bar at the bottom indicates '100% completed'. A 'Generate & Edit Press-release' button is visible at the bottom right, along with a 'Help' button.



新聞稿初稿完成！

AI 產出的初稿會顯示在內容欄位

需要你自行編輯：

- 新聞稿內容
- 吸睛的主標題 (headline)
- 副標題 (Sub-headline)

完成編輯後，你可以

=> Export text file (.txt) 匯出新聞稿

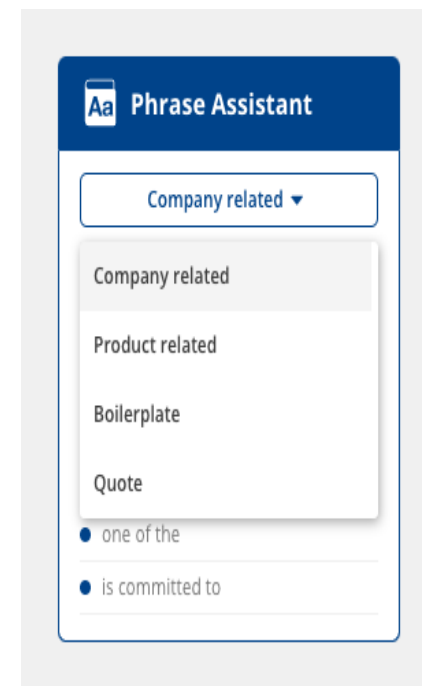
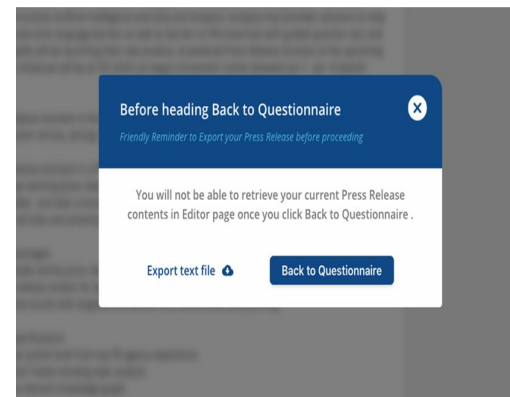
=> Confirm press release 進入下個步驟：
發送新聞稿

The screenshot shows the SparkAmplify interface for creating a press release. At the top, there are navigation tabs: CREATE Press Release, DISTRIBUTE Press Release, PITCH To Media, PERFORMANCE of Pitch / Press Release, LEADPAGE, and EVENTS. The user is currently in the 'CREATE' stage. Below the navigation, there are several status indicators: PR Settings, Lead, Body, About company, Press contact, and a highlighted 'Headline Editor page'. The main content area is titled 'Grab media attention' and includes a prompt: 'Think about the first question journalists would ask in the press conference. Turn the answer into a compelling headline.' Below this, there is a 'Back to Questionnaire' link. The 'Headline' section shows a draft: 'SparkAmplify Will Be Showcasing the AI-powered Press Release Assistant at CES2020' with a character count of 11/20. The 'Sub headline' section is optional and currently empty (0/20). The 'Content' section contains the following text: 'LOS ANGELES, CA, June 9, 2021 - SparkAmplify, an industry leader in providing AI-powered PR solutions for brands and media is introducing the new product, AI-powered Press Release Assistant at CES2020 Las Vegas Convention Center Las Vegas, NV between Jun 8 - Jun 10 (booth #1234). On average, to get media coverage, it takes at least nine hours to write a press release, not to mention the time spent on finding the right journalist for media pitch. To transform the traditional public relations process, SparkAmplify automates the manually intensive tasks and offers a more data-driven proactive approach. AI-powered Press Release Assistant is an innovative solution in providing AI-powered Press Release Assistant is an innovation solution in providing fast press release creation through a series of interview questions about the company and the product. With clear and intuitive interface, users can easily craft a press release by filling out the questionnaires. AI-powered Press Release Assistant is designed to AI-powered Press Release Assistant aims to help users who have zero PR experience quickly draft a solid press release that is ready-to-go. Moreover, for those who'd like to refine the sentences, the AI Press Release Assistant also allow users to edit the whole content and headline at the final section. SparkAmplify has successfully partnered with SparkAmplab in news. Competitive Advantages: • User-friendly • Intuitive interface design • All-in-one service includes press release distribution "With 10+ years of corporate experience, I have witnessed much inefficiency in the traditional business functional process. SparkAmplify is a startup that I founded in 2016, looking to address the public relations industry business model and utilizing artificial intelligence to facilitate its fundamental process flow." said Chien Lee, CEO of SparkAmplify. About SparkAmplify Founded in 2017 and headquartered in Taipei, Taiwan, SparkAmplify is committed to providing parkAmplify is committed to providing startups and SMBs AI-powered solutions. SparkAmplify empowers and inspires people to create their own digital marketing campaigns using SparkAmplify's easy-to-use platforms and data-driven analytics service to directly communicate with media, track and amplify their brand stories. Additional Information: Press Kit: https://brand.sparkamplify.com/sparkamplify ### Media contact: Chien Email: success@sparkamplify.com Phone: +886-2-77020269' At the bottom, there are two buttons: 'Export text file' and 'Confirm press release'. A 'Help' button is also visible in the bottom right corner.



Key Takeaway

- 新聞稿可以為我們帶來曝光和流量，提升客戶信任
- 主要結構：導言、內文和結語
- 重點是讓讀者有興趣，注意內容的話題性和易讀性
- 填答過程中，可以隨時回到上一步編輯
- 在 AI 為您產出的新聞稿編輯頁面也可以回到前面步驟，但是你自行編輯過的內容不會被保留，建議先匯出再回到前頁
- 常用片語詞彙小助手輔助寫作





Press Release Distribution

向媒體發送新聞稿



發送新聞稿超 Easy!

SparkAmplify 透過大數據資料庫搜尋記者、媒體、社群等聯絡名單，讓你不用像過去一樣迷失在茫茫媒體人海，既省時又省錢。

平台目前有超過 80,000 筆媒體名單，藉由 AI 技術利用關鍵字等資料比對，可以協助媒合並將你的新聞稿發送給合適媒體。



2 種方式發送新聞稿

a)新聞稿完成後，直接發送

CREATE Press Release | DISTRIBUTE Press Release | PITCH To Media | PERFORMANCE of Pitch / Press Release | LEADPAGE | EVENTS

SparkAmplify

✓ PR Settings | ✓ Lead | ✓ Body | ✓ About company | ✓ Press contact | **Headline Editor page**

Grab media attention
Think about the first question journalists would ask in the press conference. Turn the answer into a compelling headline.

Back to Questionnaire

Headline **Maximum 20 words**
SparkAmplify Will Be Showcasing the AI-powered Press Release Assistant at CES2020 11/20

Sub headline **Optional** **Maximum 20 words**
9/20

Content **Maximum 20 words**

LOS ANGELES, CA, June 9, 2021 - SparkAmplify, an industry leader in providing AI-powered PR solutions for brands and media is introducing the new product, AI-powered Press Release Assistant at CES2020 Las Vegas Convention Center Las Vegas, NV between Jun 8 - Jun 10 (booth #1234).

On average, to get media coverage, it takes at least nine hours to write a press release, not to mention the time spent on finding the right journalist for media pitch. To transform the traditional public relations process, SparkAmplify automates the manually intensive tasks and offers a more data-driven proactive approach. AI-powered Press Release Assistant is an innovative solution in providing AI-powered Press Release Assistant is an innovation solution in providing fast press release creation through a series of interview questions about the company and the product. With clear and intuitive interface, users can easily craft a press release by filling out the questionnaire. AI-powered Press Release Assistant is designed to AI-powered Press Release Assistant aims to help users who have zero PR experience quickly draft a solid press release that is ready-to-go. Moreover, for those who'd like to refine the sentences, the AI Press Release Assistant also allow users to edit the whole content and headline at the final section. SparkAmplify has successfully partnered with SparkAmplab in news.

Competitive Advantages:
• User-friendly
• Intuitive interface design
• All-in-one service includes press release distribution

"With 10+ years of corporate experience, I have witnessed much inefficiency in the traditional business functional process. SparkAmplify is a startup that I founded in 2016, looking to address the public relations industry business model and utilizing artificial intelligence to facilitate its fundamental process flow," said Chien Lee, CEO of SparkAmplify.

About SparkAmplify
Founded in 2017 and headquartered in Taipei, Taiwan, SparkAmplify is committed to providing parkAmplify is committed to providing startups and SMBs AI-powered solutions. SparkAmplify empowers and inspires people to create their own digital marketing campaigns using SparkAmplify's easy-to-use platforms and data-driven analytics service to directly communicate with media, track and amplify their brand stories.

Additional Information:
Press Kit: <https://brand.sparkamplify.com/sparkamplify>

Media contact: Chien
Email: sucess@sparkamplify.com
Phone: +886-2-77020269

Export text file **Confirm press release** **Help**

b)左上方按下Distribute Press Release

CREATE Press Release | **DISTRIBUTE Press Release** | PITCH To Media | PERFORMANCE of Pitch / Press Release | LEADPAGE | EVENTS

SparkAmplify

Distribute Press Release

Press Release

Headline **Maximum 20 words**
SparkAmplify Will Be Showcasing the AI-powered Press Release Assistant at CES2020 11/20

Sub headline **Optional** **Maximum 20 words**
9/20

Content **Maximum 20 words**

Competitive Advantages:
• User-friendly
• Intuitive interface design
• All-in-one service includes press release distribution

"With 10+ years of corporate experience, I have witnessed much inefficiency in the traditional business functional process. SparkAmplify is a startup that I founded in 2016, looking to address the public relations industry business model and utilizing artificial intelligence to facilitate its fundamental process flow," said Chien Lee, CEO of SparkAmplify.

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Additional Information:
Press Kit: <https://brand.sparkamplify.com/sparkamplify>

Media contact: Chien
Email: sucess@sparkamplify.com
Phone: +886-2-77020269

Press Release Detail

Purpose **Maximum 20 words**
 Product Launch Event Recruitment
 Funding Partnership Others

Keywords **2 words per keyword, maximum 5 keywords**
AI PR press release media
startup
Press enter to add keywords

Email Setting

Subject line **Use Headline as Email subject line** **Maximum 20 words**
SparkAmplify Will Be Showcasing the AI-powered Press Release Assistant at CES2020 11/20

Distribution date **Maximum 20 words**
2021/09/31

Final Step

Export text file **Distribute press release** **Help**



Step1: 發送前的內容確認

CREATE Press Release | **DISTRIBUTE** Press Release | PITCH To Media | PERFORMANCE of Pitch / Press Release | LEADPAGE | EVENTS

SparkAmplify

Distribute

Press Release

Press Release

Headline Maximum 20 words

SparkAmplify Will Be Showcasing the AI-powered Press Release Assistant at CES2020 11/20

Sub headline Optional Maximum 20 words

Content

Competitive Advantages:

- User-friendly
- Intuitive interface design
- All-in-one service includes press release distribution

"With 10+ years of corporate experience, I have witnessed much inefficiency in the traditional business functional process. SparkAmplify is a startup that I founded in 2016, looking to address the public relations industry business model and utilizing artificial intelligence to facilitate its fundamental process flow," said Chien Lee, CEO of SparkAmplify.

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Additional Information:
Press Kit: <https://brand.sparkamplify.com/sparkamplify>

Media contact: Chien
Email: success@sparkamplify.com
Phone: +886-2-77020269

Press Release Detail

Purpose

Product Launch Event Recruitment

Funding Partnership Others

Keywords 2 words per keyword, maximum 5 keywords

AI PR press release media startup

Email Setting

Subject line Use Headline as Email subject line Maximum 20 words

SparkAmplify Will Be Showcasing the AI-powered Press Release Assistant at CES2020 11/20

Distribution date

2021/08/31

Final Step

Export text file

Distribute press release >

Help

新聞稿標題

新聞稿副標題(可不填)

貼上最終修訂好的新聞稿內容

新聞稿目的

輸入關鍵字(平台將依據關鍵字找相關媒體)

Email信件主旨(可勾選與新聞稿標題相同)

選擇發送時間

按下即發送完成



完成寄送

Press release submitted



We have successfully received your press release and have begun to analyze and compare the media list most suitable for you. Before our calculation is complete, you can...

We've helped you upload your submitted Press Release into a Public Press Release page in your Brand profile. Verify and share the page link for your own promotion.

[See Brand Profile](#)

可回品牌專頁繼續編輯

Collecting media data takes time to accumulate. It is recommended that you regularly track the status and results of your press releases, and further reach out to and interact with active media.

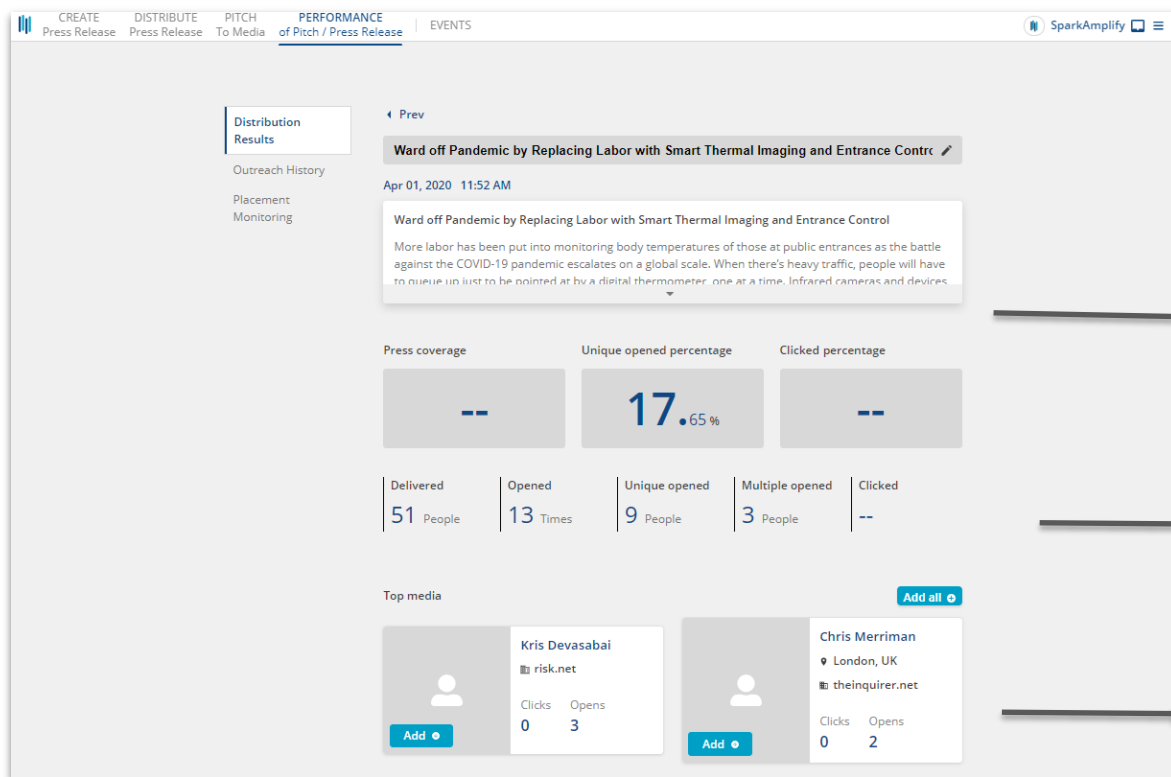
[View Performance](#)

到PERFORMANCE看成效分析
(剛發出的新聞稿約7個工作天才會有成效分析報告)

[Help](#)



成效追蹤分析_新聞稿



新聞稿內容

媒體互動成果百分比

是哪些媒體關注

Key takeaway

- Email 標題是左右媒體開信與否的關鍵
- 有一段好的 News Angle 用摘錄新聞稿重點，可以提高記者進一步閱讀的興趣
- SA 的數據資料庫整合好記者、媒體、社群等聯絡名單，讓你不再迷失在茫茫媒體人海
- 平台有超過 80,000 筆媒體名單，系統運用 AI 技術協助媒合適合你公司的媒體後進行發送
- 平台的 Performance 頁面可以方便你追蹤新聞稿發布成效





Media Outreach (Pitch to media)

主動聯繫建立媒體關係
爭取報導機會

哪裡不一樣？

Distribution 新聞稿自動發送

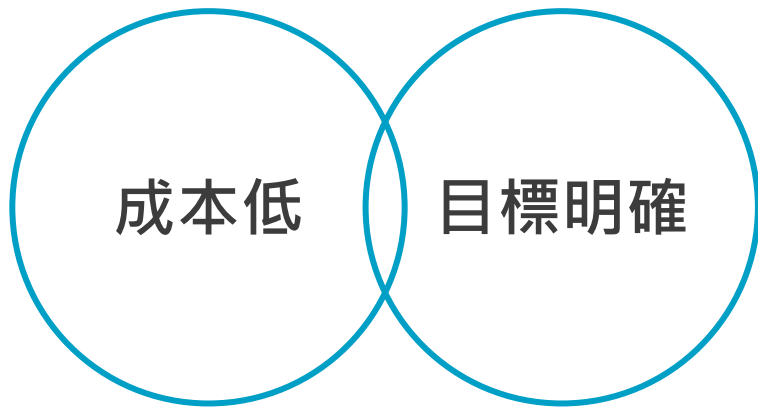
SparkAmplify 將依據新聞稿的內容及品牌產業的比對，透過**AI技術**幫你篩選好一份**媒體名單**，直接發送給媒體記者們，且格式比較正式。

Pitch Email 主動聯繫媒體

自己篩選**媒體名單**，並且透過平台三個問題，帶你寫一封簡短明瞭的**email**給媒體，因此更可以表現獨特的風格，格式也比較輕鬆。



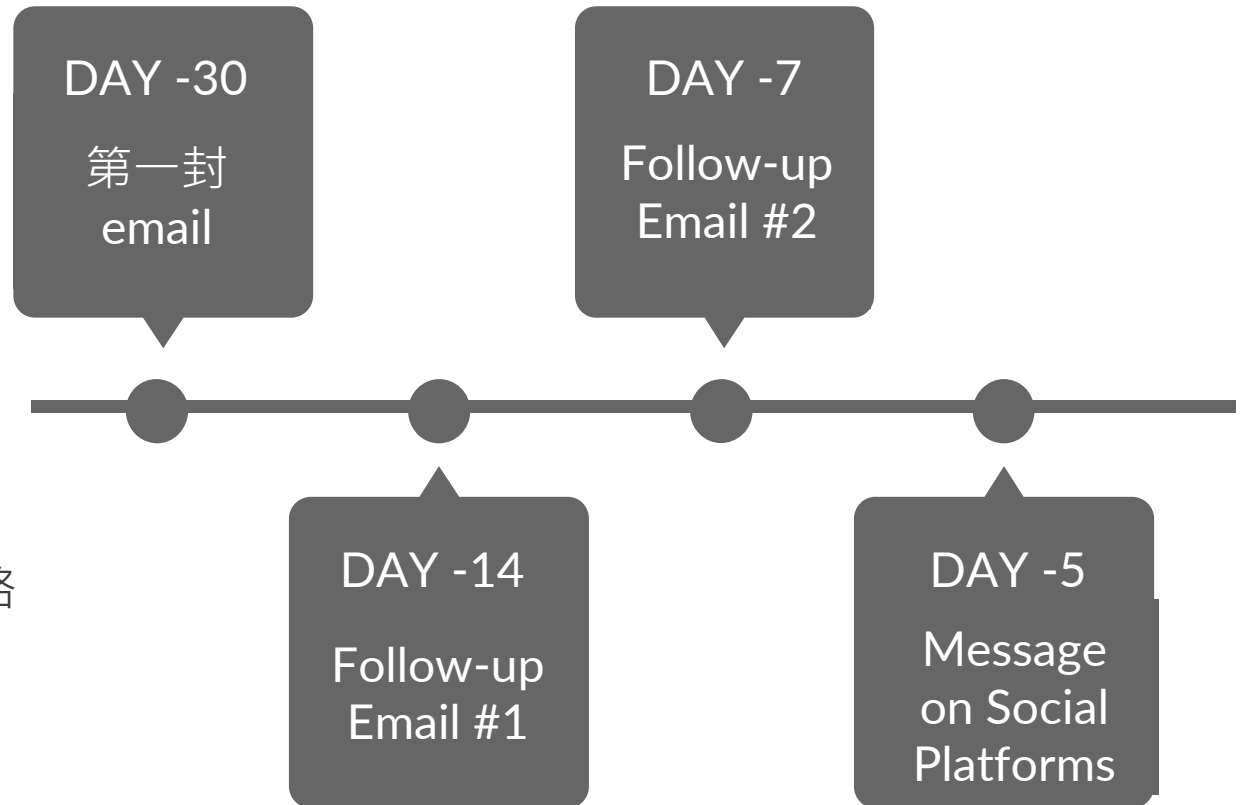
Pitch to media 行銷優勢與執行重點



- 站在記者立場思考：新聞點
- 對的時間點
- 慎選對象
- Email 主旨
- 個人化、建立關係
- 視情況避免使用附加檔案
- 可以先從較小型的媒體開始
- 保持聯繫暢通
- 持續進行但避免過度推銷



Outreach Campaign 規劃



- 階段性的溝通策略
- 排定時程計畫
- 注意適當頻率



利用 SparkAmplify 聯繫媒體的優勢

AI 智能推薦

AI recommendation

系統可依據公司產業和特性分析，透過 Machine Learning 技術協助你進行精準行銷！

- 80,000+ 筆媒體名單
- AI 自動推薦
- 手動條件搜尋

自動生成信件

Pitch email generation

簡單填寫一組問題便可獲得一份標準的 pitch 信件，加上個人化訊息輔助，聯繫更輕鬆有效

- 4 個問題完成信件
- 增加與記者的連結

成效分析

Data Analytics

過往寄出媒體聯繫信件後，很難知道哪些媒體有開信、看過公司資訊，SparkAmplify 的儀表板可以方便你追蹤成效

- Performance Dashboard



Media list

媒體名單

- 系統推薦 Recommend List
- 活動 Event List
- 熱門主題 Trending List
- 專案限定 Article-based List (搭配方案才會啟用)

The screenshot displays the SparkAmplify interface for a media list. At the top, there are navigation tabs: CREATE (Press Release), DISTRIBUTE (Press Release), PITCH (To Media), PERFORMANCE (of Pitch / Press Release), and EVENTS. A search bar is on the left, and filters for Category, Contact, Location, and Sponsor are on the right. Below these, a red box highlights three tabs: Recommend List, Event List, and Trending List. Underneath, a section titled "Discover media influencers who pay attention to specific events:" lists various events like SXSW, MWC, CES, Slush Helsinki, SEA, Meet Taipei, Web Summit, CEATEC, Techcrunch, IFA, SIGGRAPH, RISE, Computex, Echelon, Collision, Slush Tokyo, and VR/AR Global Summit. The main content area shows a list of influencers and their associated articles. The first influencer is Patricia Miller, located in Washington, DC, USA, with interests in Gaming, Hardware, Media and Entertainment, Software, and Video. The second is Raymond Wong, located in New York, NY, USA, with interests in Platforms, Hardware, Media and Entertainment, Software, and Mobile. The third is Teena Maddox, located in Louisville, KY, USA, with interests in Platforms, Hardware, Media and Entertainment, Data and Analytics, and Software. To the right of each influencer are sections for "Recommended Articles" with details on shares, dates, and article titles. For example, Patricia Miller's articles include "A Solution to Our Plastic Waste Problem? Infinitely Recyclable Plastic" and "Solomon Ali: The Biggest Tech Name You've Never Heard". Raymond Wong's articles include "If you want the fastest data speeds, get a new Android, not an iPhone" and "Everything we know about the upcoming low-cost iPhone 9". Teena Maddox's articles include "How the RealSelf digital platform is transforming beauty tech" and "How AI and voice-use interfaces can keep people healthy".

專案限定 媒體名單開啟與使用方式

- 搭配 SparkAmplify 專案使用者，會多一個 **Article-based List**
- 請點進 **Article-based List**，點選專案限定媒體名單
- 逐一加入媒體或“Add all emails”一次加入所有媒體

The screenshot displays the SparkAmplify dashboard. At the top, there are navigation tabs: CREATE Press Release, DISTRIBUTE Press Release, PITCH To Media (highlighted), PERFORMANCE of Pitch / Press Release, LEADPAGE, and EVENTS. On the right, there is a SparkAmplify logo and a menu icon. Below the navigation is a search bar and filter buttons for Category, Contact, Location, and Sponsor. The main content area shows a list of options: Recommend List, Event List, Trending List, and Article-based List (highlighted with a red box). Under the Article-based List, there is a section titled "Discover media influencers based on your articles:" with a button labeled "專案媒體名單" (Project Media List) also highlighted with a red box.



Media List

>> Media Profile

媒體檔案頁

- 主題路線
- 所屬媒體
- 過往文章
- 聯絡管道

彩色 icon 表示可以透過此方式聯絡到該記者

The screenshot shows a media profile for Steven Melendez on the SparkAmplify platform. The profile includes a circular profile picture, the name "Steven Melendez", and a "Platforms" section with tags for "Media and Entertainment" and "Artificial Intelligence". It also lists "New Orleans, LA, USA" and "Fastcompany" as affiliations, along with "13 Articles, 212 average shares per post". To the right, there are social media icons for Facebook, Twitter, Instagram, LinkedIn, and YouTube, each with a "Followers" count. A "Pitch by Email" button is located below these icons. A hand cursor icon points to the social media icons. Below the profile is a "Latest Articles" section with a search bar. Four article cards are displayed, each with a thumbnail image, a title, a share count, a date, and a list of tags.

Article Title	Share Count	Date	Tags
North Dakota's COVID-19 app has been sending data to Foursquare and Google	0 Share	May 21, 2020	Foursquare, Dakota, Sending, App, Google
While stuck at home, this VC built a virtual version of Silicon Valley	0 Share	Apr 23, 2020	Vc, Silicon valley, Silicon, Valley, Version
ICE's Stingray cellphone spying ignites lawsuit from the ACLU	0 Share	Dec 12, 2019	Stingray, Aclu, Ignites, Cellphone, Spying
It's time to ban all government use of face recognition: digital rights group	1,131 Shares	Jul 09, 2019	Recognition, Government, Face, Group, Use

Media List

Step 1:
加入媒體到寄送名單

CREATE Press Release | DISTRIBUTE Press Release | **PITCH To Media** | PERFORMANCE of Pitch / Press Release | EVENTS

SparkAmplify

Search | Category | Contact | Location | Sponsor

Recommend List | Event List | Trending List | **Article-based List**

Click the plus icon to add your preferred Journalist into "Journalist outreach list" and pitch to them in Outreach later!

355 results

Prev | Next | Page 1 of 36

- Gary Hilson**
Toronto, Ontario, Canada
Information Technology | Data and Analytics | Internet Services | Messaging and Telecommunications
Estimes | Recommended Articles | 1 in total | 26 Shares | Mar 21, 2018 | IBM Speeds Up Machine Learning | EE Times
- Mark Albert**
Washington, D.C.
Media and Entertainment | Data and Analytics | Software | Internet Services
Mnsonline | Recommended Articles | 22 in total | 11 Shares | Feb 11, 2019 | A Convergence of Construction and Manufacturing | Nov 01, 2018 | Communicating the Value of Time is the Key to Online Job Quoting
- Jon Collins** (SENT)
Minneapolis, Minnesota
Media and Entertainment | Data and Analytics | Software | Internet Services
gigaom | Recommended Articles | 25 in total | Mar 27, 2019 | https://gigaom.com/report/devops-orchestration-in-a-cloud-native-world/ | Oct 17, 2018 | https://www.gigaom.com/2018/10/17/the-best-practice-game-changer-that-is-...
- Marc Ambasna-Jones**
Internet Services
idgconnect | Recommended Articles | 4 in total | 9 Shares | Mar 25, 2019 | The Dark Web is noise. The real threat is quiet and wears a suit. | Aug 17, 2018 | https://www.idgconnect.com/blog/abstract/31282/how-ethical-ai

Prev | Next | Page 1 of 36

Pitch email queue | Jon Collins and 72 Journalists | Clear All | Compose | Help

點按加入

點此檢視現有名單

開始撰寫 pitch email

Media List

Step 2:
回答題組
自動生成信件
pitch email

The screenshot shows the 'ANSWER QUESTIONS' step of a pitch email generation process. The interface includes a progress bar at the top with three steps: 1. ANSWER QUESTIONS (ACCORDING TO YOUR CHOSEN TEMPLATE), 2. EDIT & CONFIRM, and 3. SEND. A 'Help' button is visible in the top right corner. Below the progress bar, the instruction reads: 'Answer below Questions to generate a Pitch Email.' A link 'Use previous Template >' is located above the first question. The first question is '1. What is the objective of this campaign?' with a subtext: 'Unsure how to choose? Take a look at our existing examples: <https://www.sparkamplify.com/learn-more>'. There are three radio button options: 'Product-oriented' (selected), 'Event-oriented', and 'Achievement-oriented'. The second question is '2. Describe your company with one sentence' with a 'Required - less than 40 words' label. An example text is provided: 'e.g. An advanced robots technology company that aims to play an internal role in making robots a crucial part of modern family life.' The third question is '3. List out Top 3 product features & links' with a 'Min. 1' label. It includes three bullet points with example text: 'e.g. Patented 90-degrees head swivel', 'e.g. Elf Eye - Dual camera, front and back', and 'e.g. Family member system - telepresence'. There is also a 'video link (optional)' field. A 'Ready to go' button is at the bottom, with a hand cursor pointing to it.

CREATE Press Release | DISTRIBUTE Press Release | **PITCH To Media** | PERFORMANCE of Pitch / Press Release | EVENTS

SparkAmplify

1 ANSWER QUESTIONS (ACCORDING TO YOUR CHOSEN TEMPLATE)

2 EDIT & CONFIRM

3 SEND

Help

Answer below Questions to generate a Pitch Email.

Use previous Template >

1. What is the objective of this campaign?

Unsure how to choose? Take a look at our existing examples: <https://www.sparkamplify.com/learn-more>

Product-oriented Event-oriented Achievement-oriented

2. Describe your company with one sentence Required - less than 40 words

e.g. An advanced robots technology company that aims to play an internal role in making robots a crucial part of modern family life.

3. List out Top 3 product features & links Min. 1

- e.g. Patented 90-degrees head swivel
- e.g. Elf Eye - Dual camera, front and back
- e.g. Family member system - telepresence

video link (optional)

Ready to go

Media List

Step 4: 確認信件內容

- 可先發送測試信給自己
- 確認內容和寄送名單無誤後，按下 **send** 寄出

The screenshot shows the 'Email Confirm' step in a three-step process. The steps are: 1. ANSWER QUESTIONS (ACCORDING TO YOUR CHOSEN TEMPLATE), 2. EDIT & CONFIRM, and 3. SEND. The current step is 'Email Confirm', which includes a 'Confirm your pitch email below' header. The email content is as follows:

Subject: Media Outreach

To: 2 Journalists

Hi Karl,

I'm Tina Lee from SparkAmplify, intelligent media outreach

I've been following your articles on Delawareonline about [PLEASE FILL IN ARTICLE CATEGORY], and think you might be interested in our upcoming participation at the mentioned event.

Recently we've successfully:

- Finalist of Google Startup Grind Top 50 Startups

Top reasons why I think your audience may be craving for stories like SparkAmplify's teams:

- AI-recommended media influencers
- Placement tracking and analysis
- Automated pitch email generation

If you think any of our exhibitors' stories might resonate with your audience, I would love to help you put a story together. Let me know what additional information you need.

Thanks,
Tina Lee
SparkAmplify

Check out our press profile page => <https://brand.sparkamplify.com/sparkamplify>
Powered by SparkAmplify

At the bottom, there are two buttons: 'Send Test Email' and 'Send >'. A red dashed box highlights these buttons, and a hand cursor icon points to the 'Send >' button.

Media List

Step 5: Outreach 完成！

- 可等3-5日後至上排工具列 [Performance](#) > [Outreach History](#) 查看媒體互動數據表現
- 若有媒體回信，右上方小盒子可查看和回覆媒體訊息

1 ANSWER QUESTIONS
(ACCORDING TO YOUR CHOSEN TEMPLATE)

2 EDIT & CONFIRM

3 SEND

Good job!
Track your outreach performance in "Dashboard."

A small reminder, although we try our best to update emails, there may still be a small percentage of bounced emails in your inbox. Please help forward the undelivered emails to success@sparkamplify.com and we will update the contacts. Thanks!

GO

重點回顧



1. Media outreach 在媒體公關是相當重要的環節 (且成本相對低)
2. 溝通目標明確、對的人 / 事 / 時 / 物提升成功率
3. 排定聯繫時程計畫，注意適當溝通頻率
4. 在 SparkAmplify 平台簡單四個步驟即可完成 media pitch：
 - AI 輔助從 80,000+ 筆資料幫你找對媒體
 - 問卷生成標準格式 pitch 信件
 - 便利的成效追蹤





Thank you!

Email: success@sparkamplify.com

Facebook: <https://www.facebook.com/sparkamplify/>

LinkedIn: <https://www.linkedin.com/company/sparkamplify/>

Twitter: <https://twitter.com/SparkAmplify>

Follow us on LinkedIn!

