

# PRToolFinder's Comprehensive Guide to PR Tools

*Find PR tools the easy way*



**May 2025**

**2nd Edition**

# MODERN P.R. SOFTWARE FOR THE A.I. ERA

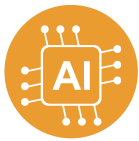
**PR software hasn't changed in decades.** It's clunky. It's overpriced. And it's built for the people selling it—not for you. We decided that was unacceptable. So we tore it all down, rebuilt it from scratch, and made something faster, smarter, and actually fun to use. Press Ranger is PR software for the way media works now.



## **Enterprise grade media databases**

Global coverage across journalists, publishers, and podcasts. Data validated and updated via AI (and humans).

01



## **Built for the A.I. Era**

From smarter search to campaign suggestions, our AI speeds up every step of your campaign workflow.

02



## **Be seen where it matters**

The only platform that can index content and increase visibility on ChatGPT, Gemini, Grok and more.

03



## **Trusted by more than 10,000 pros**

From startups to global agencies, thousands of teams rely on Press Ranger to get coverage and results.

04

# Welcome to the Wild World of PR Tools!

If you've been working in the Public Relations Industry the last ten years, you already know that the PR industry is continuing to experience a remarkable transformation; one that is reshaping the way professionals approach their work.

Earned media is harder to land and companies are taking their stories direct to their prospects via content marketing. If there's one thing you can count on, it's change, and change – especially generative artificial intelligence tools - is creating more challenges and opportunities for PR people as storytellers.

What else does change do? It spurs innovation, and as the profession evolves, so do the tools and technologies that support PR and marketing endeavors.

Who is keeping track of that?

PRtoolfinder has been at the forefront of making it easy to find PR tools, and reporting on important tool add/deletes, trends and news via the [blog](#) and the PRToolFinder "Observer" newsletter.

*Some people have called this e-Book as a  
"crash course" in Public Relations*

## How PRToolfinder is different from other Software Tools Directories

Categorization plays a vital role. PRToolfinder's carefully curated categories simplify your search and provide a complete list of "apple to apples" players in that category. *Our focus on only PR tools is intentional and a passion.*

### Not every tool makes it into the database

Vendors can't just add their tool and pick their category – that's one of the key differences between PRToolfinder and other broader tools directories. A tool has to be either "expressly designed for, or commonly used by" PR professionals.

Other software tools databases are much broader and far less specialized in their categorization and therefore, not very useful for finding PR Tools. Still, we **were** surprised that so many business people were finding PRToolFinder.com useful! That's why we added the Forum function and the Consultant's directory.

*Tool vendors don't pay to be listed in the PRToolFinder database; we include them because they are valuable even if they are free.*

*We do this because sometimes free is where you need to start, and free tools just aren't that easy to find.*

**If you're on PRToolFinder.com, you're looking for PR Tools and PR Resources.  
That's all we do.**

# Here's who rely on PRToolFinder:

## Independent PR Consultants and Small Agencies:

PR consultants and boutique agencies offer distinct advantages over larger agencies. You often operate virtually, resulting in reduced overhead costs. Because of your diversity, you also have wildly different needs; having a comprehensive source of tools helps you evaluate what's best for your specific needs at any given time.

## In-House PR Teams:

In-house PR teams also have unique needs and challenges compared to external agencies or consultants. Your primary goal is to manage and safeguard your organization's reputation. While your teams are also diverse, your typical tool requirements are typically more expansive and PRToolFinder can help you feel like you've done your due diligence before making a key buy decision.

## Small-Medium-Size Businesses & Consulting Firms:

You often have limited resources and limited knowledge of public relations in general, yet seek cost-effective, user-friendly PR tools to manage your public relations efficiently. There are many intuitive tools for you to leverage as well, and thanks to the folks at PRToolFinder they're easier than ever to find.



Plus, the PRToolFinder Forum "Parlay" allows you (and anyone else) to ask questions of the participating PR consultants and other subscribers to help you find your way -- and maybe even find a PR partner!

In this eBook, you will learn about the diverse categories within PRToolfinder. In future we'll be introducing research reports based on various categories that have more than 10 tool options to help in decision-making.

Let's take a look inside.



## **AI generative technologies – Language/ TEXT based**

AI generative technologies refer to a class of artificial intelligence tools designed to create, mimic, or enhance content “autonomously.”

- Text-based generative AI technologies are tools that utilize advanced natural language processing (NLP) models to produce written content and trained on massive amounts of text data.
- These tools are already being adopted by many PR professionals and will likely prove crucial for automating content creation, personalizing customer interactions, and assisting in tasks such as drafting emails, press release drafts, social posts, and composing articles.



## **AI generative technologies – GRAPHICS**

These technologies harness advanced machine learning algorithms to generate a wide range of creative outputs, including graphic images.

- Their significance lies in their capacity to interpret and amplify human creativity, designing visual art and crafting marketing materials.
- The rise of generative tools in this market segment in particular, raises ethical concerns regarding IP, authenticity, misinformation. Their impact on various aspects of society and economy is undeniable, offering both transformative potential and the need for responsible deployment.



## **AI generative technologies – VIDEO**

AI generative video tools are innovative platforms that leverage artificial intelligence to simplify and enhance the video creation process even for the novice!

- These tools produce high-quality videos with minimal effort by automating various aspects of video production.
- You can drop in a script and get an ai-generated video with selection of voice, and you can even clone your own voice.



## Awards Programs

Awards programs help companies demonstrate their product and/or service superiority. Award opportunities are useful to marketing and PR professions (and companies) who want to identify market-appropriate awards that, if won, can be displayed on client web sites and publicized through news releases and marketing materials.



## Blog/ Website Creation Tools

Blog and website creation tools cater to the diverse array of blogs, be it text-based, news-focused, vlogs, photo-centric, or project-specific.

- Deciding on the right platform hinges on which features you need; factors to consider include the tool’s ease of use and its unique capabilities.
- Crucial questions to ask are whether it supports video and audio clip creation and publishing, linked or embedded images, and offers control over image placement.



## Content marketing

The lines between paid, earned and owned media are blurring more and more. Today, storytelling has a much bigger stage. The decline of print advertising and fewer and fewer editors make pitching stories a real challenge. Enter content marketing.

- Marketing Automation Tools are the software you can implement to DO content marketing. This category lists popular content marketing platforms.
- Content marketing requires content – good content – and this represents a huge opportunity for PR professionals to take their storytelling expertise direct to our client’s potential customers.

## Journalist Networks

This category has evolved from traditional “EdCals” to encompass new and beneficial tools that offer additional avenues to help uncover what journalists are planning to write about.

- Having journalists tell you what they’re writing about and inviting you to pitch, even in lesser-known outlets, saves valuable time while enhancing media outreach and visibility.
- By providing information about writers and their pitch deadlines, these tools (both free and paid) prove indispensable in identifying potential storytelling opportunities.

## Electronic Media Kits; Online Press Rooms

E-media kits and online press rooms are areas on your website that serve as an easy-to-access resource for editors writing about you or your client. Consider outsourcing the management of your online press room to free up time for you to concentrate on strategic planning and brand development.

- Journalists appreciate the convenience of easy access of relevant data, images, and background materials to help them meet their deadlines.
- Data insights play a big role in identifying which editors have retrieved information, enhancing follow-up and relationship-building efforts.

## Graphic Image Resources (Photos, Design)

We live in an increasingly visual society so graphic image resources, including the new AI generative technologies, will continue to play a pivotal role in the evolving landscape of public relations story-telling and content development.

- This category encompasses a wide range of options, from popular free and paid photo sharing and licensing sites to cutting-edge generative technologies that focus on image creation.
- With the ever-growing demand for compelling visuals, leveraging graphic image resources, including AI generative technologies, ensures that PR efforts remain relevant, captivating, and competitive in the dynamic digital era. (Also see the AI-specific categories).



## Link Building & Influencer Marketing

Link building involves actively seeking quality backlinks from authoritative websites; influencer marketing leverages the influence of prominent figures in your industry to expand brand visibility and reach a broader audience.

- The value of media coverage, including blogs, lies in the opportunity to establish credible and trusted links to your website, subsequently bolstering SEO and enhancing site reputation.
- Link building and influencer marketing are vital strategies in today's digital marketing and public relations; both strategies are indispensable for enhancing online visibility, brand authority, and overall digital success.



## Market Research

Any organization offering a product or service needs to stay aware of its marketplace.

- Market research products and services help companies, and PR professionals, stay on top of competing products and services.
- Market saturation levels, competitive pricing data, current and historical trends, new or fading niches. All can become key factors in setting marketing and PR strategies.



## Media Contact Databases

In the realm of professional PR tools, the media contact list stands as one of the most essential resources in establishing relationships and communications with members of the media. These databases offer a comprehensive collection of up-to-date media and blogger contacts, complete with names, contact information.

- Today there are more options than ever, and this category will help you to discover and evaluate which one might be best for your specific needs.
- Functionalities and pricing vary widely but there are tools to fit every need and budget that when used properly, can increase the likelihood of securing *earned* media coverage.



## Media Monitoring & Measurement

Media monitoring and measurement tools offer valuable insights into the impact of your efforts and how your news is received. They enable users to track and analyze media mentions, brand sentiment, and audience engagement across various channels.

- Today's media include traditional print and broadcast outlets alongside web-enabled platforms such as blogs, Vlogs and social networks; these tools cater to diverse segments and continually adapt to the evolving media landscape.
- Information (and misinformation) is abundant and reputation management is crucial; media monitoring and measurement tools play a vital role in crisis communications and effectively navigating the media landscape. (See also Social Media Monitoring.)



## Media Suites

Media Suites are all-in-one platforms that integrate multiple tools like monitoring/ measurement, and often PR distribution options.

- A suite may automate, track and manage global campaigns, as well as track or provide standard PR functions such as editorial calendars, awards, speaking opportunities, contact and media list management, media monitoring and campaign ROI data analytics.
- Most will access and monitor established social networks as part of the communications process. *Some media suite vendors also provide standalone "point solutions" like access only to media contact databases. These standalone solutions may also be repeated in their specific category.*



## Newswires & Press Release Distribution Services

Newswires and press release distribution services have long been the backbone of public relations, ensuring their ability to amplify brand messages, product launches, and company updates to a wider audience.

- Well established platforms like Business Wire, PR Newswire (Cision), and GlobeNewswire (formerly MarketWired) offer specialized channels catering to specific industrial sectors and specific geographical regions.
- Alongside these industry wires, newer services have emerged, providing cost-effective alternatives with niche and "digital first" or web only offerings.



## PR Management Tools

The PR Management tools category is designed for professionals leading public relations efforts, offering high-level solutions that streamline operations and drive strategic outcomes. Unlike other categories that allow for direct comparisons, you won't be comparing "apples to apples."

- This category gathers diverse tools tailored for senior PR practitioners and management teams, focusing on maximizing efficiency and delivering impactful results.
- Examples are tools that automate or streamline proposal writing, and the development of communications plans – activities common to all PR programs.



## Podcast Monitoring, Search & Directories

Podcasts have become increasingly popular and can play a crucial role in leveraging the power of audio for successful marketing and audience connection.

- Podcast monitoring, search, and directories identify podcasters relevant to your clients or industries, and provide keyword tracking of words and phrases within podcasts for story development and podcast pitching.
- For businesses utilizing podcasting as a regular promotional tool, these tools prove indispensable in monitoring podcast performance, analyzing audience engagement, and identifying relevant trends.



## Podcast Recording Tools

Podcast recording tools are the essential software or applications used to create high-quality audio or video content for sequential or episodic distribution to listeners or viewers.

- Considerations when selecting a podcast recording system include usability, cost, and the need for additional features such as musical intros, exits, or online and local editing capabilities.
- The ability to create publication feeds and efficiently distribute podcasts to various platforms, including RSS feeds, blogs, and other web properties, is also vital for reaching and engaging the target audience.



## Podcast Hosting Providers

Podcast hosting providers are essential platforms that allow you to upload, store, and distribute your podcast episodes to a wide audience across various directories.



## RSS Feed Creators/ Content Syndication

RSS feed creators and content syndication remain important tools that add immediacy and broader reach to your online presence. These feeds also enable content syndication, allowing other websites to display your content and keep their own sites dynamic, effectively providing free advertising and expanding news dissemination.

- In an era where privacy concerns are prevalent, RSS and Atom feeds offer an effective alternative to newsletters for disseminating information to an audience unwilling to share email addresses.
- For clients with frequent news updates, regular releases, employee blogs, or frequently changing web content, RSS feeds serve as invaluable tools to extend content reach and penetration.



## RSS Feed Readers

Versatile RSS feed aggregators, available as standalone software or integrated into browsers and email clients, enable users to access and organize content from various sources in one centralized location.

- Supporting multiple feed formats, including RSS, Atom, podcasts, and live streams, they offer flexibility to cater to diverse content preferences.
- Although social media and other content curation platforms have gained popularity, RSS feed readers remain valuable for those who prefer a more personalized and curated content consumption experience.



## Search Engine Optimization (SEO)

SEO has become a discipline unto itself, but even novice SEO practitioners can learn fundamental techniques and access free (and paid) tools. It involves optimizing website content, meta tags, and headings, along with building high-quality backlinks and enhancing website performance for a better user experience.

- The tools in the SEO category aid in finding keywords and phrases, backlink tools, monitoring and tracking a website's search engine performance, helping PR professionals enhance website visibility through SEO best practices.
- PR professionals recognize the importance of incorporating SEO strategies, carefully considering keywords when crafting press releases and web-based content to ensure maximum relevance to search queries.



## Social Media Monitoring & Analytics

Social media monitoring tools are the modern-day equivalents of traditional clipping services, tasked with sifting through vast amounts of data flowing through social media networks.

- These services play a pivotal role in tracking and analyzing petabytes of information to keep businesses informed about their online presence and reputation.
- The emergence of AI has further enhanced the capabilities of these tools, providing advanced analytics to guide decision-making and optimize social media strategies.



## Social Media Platforms

Selecting the right social media platforms is crucial in today's digital landscape where everything is social and constantly evolving. It's essential to choose platforms that align with specific needs and target audiences.

- Social media platforms have emerged as potent tools for publishing news, views, and information, enabling direct outreach to specific communities.
- New social platforms emerge, and others' effectiveness and audiences wane or change. It's vital to know which platforms your audiences are using most and focus resources there.



## Social Media Scheduling Tools

Social media has made it easy for people to reach out to audiences, brands, corporations or politicians they want to interact with. Managing these interactions can be very time consuming making social media scheduling tools a key component in marketing and PR programs.

- These tools allow users to plan, schedule, and automate their social media posts, saving time and streamlining content distribution and there are many to choose from.
- They save businesses and individuals significant time in maintaining a consistent online presence, engaging with their audience/s, and driving meaningful interactions.



## Speaking Opportunities/ Thought Leadership

- This category has resources for finding and security speaking slots at conventions, participating in expert panels, etc. to boost credibility and influence in the industry.
- Speaking opportunities are exceptional avenues for showcasing expertise and establishing oneself as a thought leader.



## Tools to Shorten URLs

URL shortening tools are valuable resources that convert lengthy web links into concise and easily shareable versions.

- Numerous free web services offer this functionality, providing users with short links that redirect to the original news or content. These tools are particularly popular among users who share links on social platforms like X (formerly Twitter) or the emerging alternatives.
- Today, many digital platforms (like Constant Contact) have these built in to their platforms.



## Video/TV Search Engines and Monitoring Tools

Video & TV Search Engines and monitoring tools allow you to discover, track, and analyze video content.

- While general search engines may have specialized videocast sections, there are dedicated video searching services that focus solely on video or audio-video content.
- Factors such as reach, cost, submission policies, and ranking criteria must be considered when selecting the right tool.



## Videocasting Tools

Videocasting, also known as vodcasting, is a specialized form of podcasting that delivers on-demand video clips distributed through RSS or Atom feeds, allowing viewers to stream or download content.

- Platforms like YouTube and Google Video are well-known, but a broad range of publishers exists in this domain.
- Some factors to consider when selecting a tool is the required platform to produce, level of polish required, output formats and resolution (and consequent file sizes.) Video remains extremely popular as a marketing and communications tool.

## YOUR PR SUPERPOWER JUST WENT FREE

Find, compare, and choose the PR tools you need—without the guesswork.

Not just a software database –  
**A PR-SPECIFIC ONLY SOFTWARE  
DATABASE!!**



We've got every solution you need, all in one place—now with a **Free Tier** so you can explore without spending a dime.



### Discover

A directory of **25+ PR tool categories**— from media databases to AI design tools— curated for your PR workflow.



### Save Time

Find the perfect tools faster than you can say **"breaking news."**



### Work Smarter

Compare features, discover hidden gems, and keep your PR game sharp.

- Discover 25+ categories of PR tools
- Save hours of research time
- Make smarter, faster choices
- No vendor bias — just facts

Whether you're a solo pro, agency leader, in-house communicator, or businesses do-it-yourselfer, PRT**ool**Finder makes it easy to build the perfect toolkit — without the guesswork.

**When you visit the website, you can now browse all categories without having to register.**