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## What can Investorideas.com do for your company?

Company profiles, email blasts, news release publication, social media and content marketing , media outreach, institutional outreaching, funding connections

### *What makes us different?*

***Investorideas.com is a recognized news source that also helps public companies tell their story within their sector***

Everything we create is around the sector- your profile, the news headlines and any commentary so you are always being viewed by targeted investors, media and industry peers.

### **Company Profile /Showcase**

We create a profile showcase page for your company featuring your company summary, management, products or services, website link, trading symbol and exchange, your company press releases, any links to research reports or videos and your IR contact info.

We feature your company logo, stock symbol, link to your profile on the Investor Ideas home page and the home page of any related sectors we cover.

**Press release/ News Publication** - we are news source on Google News and LinkedIn.com/Today

Mobile: Investorideas.com newswire is also now available on Google Currents

We also publish all of your press releases (**unlimited**) on the Investor Ideas Newswire and our Industry specific stocks News RSS feeds. The syndicated news feeds give you additional exposure for your news on multiple financial and industry sites and blogs. You will see your news picked up via Investorideas.com on sites including **Google news, Google Finance, LinkedIn.com/today , ,SyndiGate, Newstex,www.topix.com, NewsKnowledge.com, Benzinga** and many more investor, industry, financial and news sites. Our network of financial syndication and news partners is growing monthly.

Within 24 hours of publishing content with us - you will see a visible difference in your online presence! **We send you a comprehensive report at the end of the day with each news release you publish.**

**Social Media:** News is added live to our **Investorideas/Twitter** feed and Facebook feeds and all relevant social media. Our news page templates have share buttons for social media and comment boxes to make the content interactive for investors

## **Content we create – sector specific content**

We will work with the company on an ongoing basis to create the following sector content so the right media, analysts and investors find you

If your company has a gap in news – we make sure we fill it with content that makes sure you are relevant in the search engines and in Google News

### **What we do:**

\*Q&A's: written Q&A's with key management, typically four to five key questions. The Q&A is formatted into a news release and distributed through our newswire.

\*Industry articles on your sector and your peers usually consisting of 2-3 other publicly traded companies in your sector (and when possible get sign off permission from larger companies to use their stock symbols in news releases).

Re-writes of news release headings to ensure that you are always in the news flow with Google news and investors.

Trading alerts: We issue trading alerts with stock charts when the stock trades up over 10% in a day or has a break- out pattern.

CFA Commentary: one page articles on your company and industry sector written by a CFA. Full research reports can also be created for additional costs.

All news releases and articles we create will receive full distribution through Investorideas.com and its syndicated partners. We will forward a full report of where the article/news is published at the end of the day.

All news releases we create around and for the company can be forwarded by the company for distribution to the company's internal data base, or distribution to newswires such as Marketwire or Businesswire with Investorideas.com permission.

## **Email Marketing**

Investorideas.com will send all news to subscribers and investors following stocks in your sector  
Investorideas.com will send significant news to its large investor list (over 300,000)

### **Sector specific Newsletter:**

Send your news to over investors interested in your sector (biotech, mining, tech, energy, cleantech etc) double opt in investors in an email blast

-- All of our investor lists are derived from our own sites and blog sign ups and CAN SPAM compliant

### **TSX Newsletter:**

Send your news to over 20,000 TSX Investors double opt in investors in an email blast

- All of our investor lists are derived from our own sites and blog sign ups and CAN SPAM compliant

**SmallCap/ Microcap Newsletter:**

- Send your news to over 300,000 double opt in InvestorIdeas Subscribers following the SmallCap space in an email blast
- This list is sector agnostic.
- All of our investor lists are derived from our own sites and blog sign ups and CAN SPAM compliant

**Media and Institutional Outreach**

Investorideas can work with clients on request to build media and institutional followings

**Funding**

Investorideas can work with clients on request to make funding introductions

**Programs**

1. Annual showcase and news publication (unlimited): includes small email marketing program: does not include content creation or large email distribution .We create and publish your profile and all news.

Annual: One time fee of \$12,000 or 6 months for \$6000

2. News release distribution only: \$75 - \$500 per news release

3. Basic monthly showcase and news publication: does not include content creation or large email distribution  
\$2000 per month

4. Monthly showcase, news publication, media outreach, institutional outreach, investor outreach, online branding and marketing, content creation and email distribution:\$5000 month and up

**Testimonials**

*Hear what our clients say...*

*"Being involved with publicly traded companies for over 12 years, we have used many different investor relations firms. Investor Ideas is by far the most effective. We have worked with them to represent more than 8 companies and have utilized their services including research reports, email campaigns and website information and representation. Dawn has been very easy to work with and has a great reputation in the industry. I am confident to bring any company to Investor Ideas for affordable public exposure. they are the best." D.P*

*"As the CEO of a publicly traded company for more than a decade, I feel that Dawn and her Investor Idea's team are among the few service providers that consistently meet or exceed expectations." J.J*

**Credentials**

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*We are a go-to expert for sector research and have been featured in Businessweek.com, CNN Financial News, CBS Marketwatch Radio, Reuters, South China Morning and many more reputable publications.*

[www.investorideas.com](http://www.investorideas.com)

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