

Helping our client to successfully branch in to social media

Pristine Advisers

An award-winning firm that has built a reputation for providing high-end experience in:

- Investor Relations,
- Public Relations
- Media Relations field.

With thousands of valuable contacts and over 33 years in operation.



Overview

Pristine Advisers client made a business decision to branch into social media.

Our client lacked experience and was not knowledgeable of the compliance issues, content management, how to successfully monitor the sites to

ensure no negative comments were posted and which platforms would be the most appropriate to use for the type of business they conduct.

Solution

Pristine Advisers worked with their legal teams to ensure we were all in agreement on compliance laws, content and to ensure methods were put into place to monitor the sites.

Pristine Advisers also worked with the client to develop a plan to maximize our effectiveness in achieving their goals. Firstly developing:

- Facebook page,
- Twitter page,
- LinkedIn page.

Posting the same information that is currently on their website is not enough to gain followers – Pristine Advisers worked in pulling various content from the website, reports, fact sheets, etc. to keep a continuous flow of information posted every few hours to maximize visibility and avoid stale information. Also using keywords to find followers that were in the same markets, inviting them to the new pages.

We are careful to only target quality audiences so as not to take away from the value of the social media pages.

Also working in conjunction with our CEFN social media sites to cross-post much of the information to increase visibility for the Fund and gain followers that were exclusive to CEF's.

Results

Within 6 months of our efforts – this client had the following:

11,762

People following them on the CEFN main account.

6,756

People following them on the Facebook.

12,882

People following them on the Twitter.

1,229

People follow them on LinkedIn.

Analysis

Pristine Advisers created brand awareness for the Fund by obtaining followers, but also these numbers continue to grow each month proving that our social media marketing campaign is working.