

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 the Company, Compliance and Legal teams to agree on terms and content. We implemented a program that allowed us to continuously feed information every 3 hours to avoid information becoming stale, adding “follow us” buttons to the Funds website, and sent out announcements to the Funds current database asking current Fund followers to now follow us on “Twitter”, “Facebook” and/or LinkedIn.

We put a team in place to ensure all Fund information was not only placed on the Funds social media sites, but all industry-like social media sites as well, using keywords and hashtags to sure our postings were picked up throughout the industry and alongside peers.

Results

Twitter examples are as follows: Client News Story 1

CLIENT 1: Online, News & Business

- Page Views: 51,415,572 Unique Visitors: 4,348,598
- Followers: 15,874 Following: 12,204 Tweets: 8,672 Retweets: 16,827

CLIENT 2: Online, News & Business

- Page Views: 1,316,967 Unique Visitors: 689,237
- Followers: 18,274 Following: 14,284 Tweets: 10,428 Retweets: 17,728

CLIENT 3: Online, News & Business

- Page Views: 2,152,360 Unique Visitors: 205,888
- Followers: 16,439 Following: 12,621 Tweets: 8,968 Retweets: 15,921

CLIENT 4: Online, News & Business

- Page Views: 9,718,793 Unique Visitors: 347,271
- Followers: 14,287 Following: 9,176 Tweets: 7,554 Retweets: 11,238

Analysis

Over the last 12 months: Facebook followers have gone from 1104 followers to 4673 followers. LinkedIn connections have gone from 23 connections to 1127 connections. Analytics clearly show that Pristine Advisers have we created brand awareness for the Fund by obtaining followers, with the numbers continuing to grow each month proving that our social media campaign is working.