

Tried and True Strategies to Effectively Brand and Market Your Story

Cathy Hume, CHF Capital Markets, Toronto, Canada

Branding your company has become easier and less costly than before thanks to the internet and wonderful apps and tools available. We will explain fast and efficient ways to brand, rebrand or just refresh what you already have. Using social media effectively is a wonderful tool and, if used properly, can impact how and where you communicate your story. It will help you reach a younger audience and stay connected to your slightly tech-savvy shareholders. We are surprised how few public companies have adapted to one of the modern ways to get your message out. We'll give you tips that will make a huge difference, help you build an audience or following and educate your shareholders.

Your website and corporate materials are of paramount importance because they are the first things viewed by brokers, analysts, institutions, IB, potential investors and your shareholders. Usually you have one shot at attracting someone. We will give you a check list of what your website needs, tips on how to improve your presentations, fact sheets and news releases. While these undertakings take time, it is not difficult to improve, spruce up, crystalize your message and become more attractive and memorable. Please keep in mind, less is more! Now that you have mastered social media, improved your corporate materials and website, it's time to hit the pavement and the telephone. We will give you simple tips that will improve your relationship with your shareholders and help you find new ones. The easiest place to start is the phone calls. Shareholders love to speak directly to the executive team. Of course IR reps are very helpful but you must find ways for the CEO to interact with them directly. As ones shareholder base expands over the years, you may need to do more video interviews, webcasts and so on.

We will be sure to mention some suppliers, tools, and apps to assist with many of these tasks. You will be equipped to make positive changes in the way you brand and market your story.