



# DIGITAL MARKETING SOLUTIONS FOR FOR *MINING COMPANIES*

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# Why Mining Companies Need Digital Marketing

## Building Trust with Key Stakeholders

- 97% of marketers use content marketing as part of their marketing strategy.
- It's essential to have consistent content marketing to build a brand and gain investors trust

## Increase Visibility in a Competitive Market

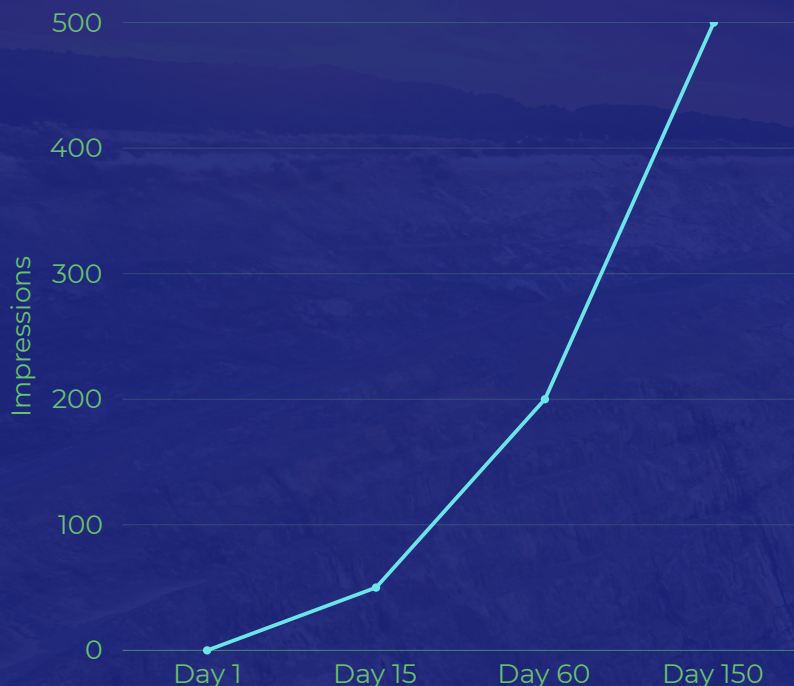
- Mining projects with active *LinkedIn/X* accounts attract 3x more investor interest.
- *Mining Journal* often cites digital presence as a factor in investor decisions

## Support Traditional Marketing Efforts

- Digital marketing amplifies drill results, production reports, and press releases, ensuring your message reaches your audience 24/7 all year round.



# Increasing Brand Awareness With Social Media



## Why consistency matters:

- It takes 5-7 impressions for audiences to remember a brand—social media delivers this at scale. (Source: Marketing Rule of 7)
- Companies posting 15+ times/month on LinkedIn get *2.5x more engagement* than those posting sporadically. (LinkedIn Data)

## Long term results:

- Brands with consistent social presence see *33% higher revenue* growth over 3 years. (Forbes)
- Investors track social activity as a sign of transparency and stability.



# How We Drive More Visibility & Volume for *Mining Companies*

## Our 3 Pillar Approach

### *LinkedIn Authority:*

- *Position executives as mining thought leaders*
- *Data-driven posts on commodities/operations*


### *X Amplification:*

- *Strategic engagement with miners/investors*
- *Hashtag-targeted project updates*

### *Email Campaigns / Long-form Content:*

- *Turn contact lists into nurtured leads.*
- *Automated project updates & reports*



 Mining CEOs: Your LinkedIn profile is your digital boardroom. Investors check for:

- ✓ Project updates (Not just press releases – show progress)
- ✓ ESG transparency (Tailings? Carbon goals? Say it upfront)
- ✓ Team credibility (Who's behind the geology reports?)

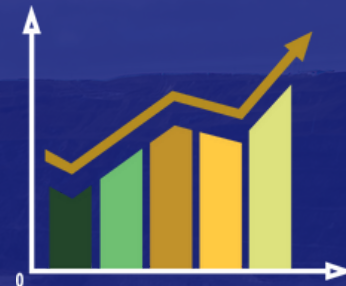
#mining #Gold







# LinkedIn Authority



## Profile Optimization

### *Executive headline that sells:*

- XYZ Mining – Exploring Gold in Quebec vs Discovering Quebec's Next High-Grade Gold District | 500,000oz Resource Target | Investor Deck Ready

### *Key Features Section:*

- (Investor Deck PDF link, Production result posts, Key news releases, Videos, Media coverage)

### *Visual Hierarchy Audit:*

- Banner image and profile picture optimization to grab your viewers attention

## Content Plan

### *Data-Driven Posts (Credibility)*

- "Copper deficit hits 8.5M tons by 2035 (CRU). Our Chile project sits on 2.1M tons inferred."

### *Behind-the-Scenes (Humanization)*

- Meet Maria, our lead geologist who's sampled 12 countries. This week she's tracking a new gold vein in Quebec.

### *Investor-Aligned Updates (Lead Gen)*

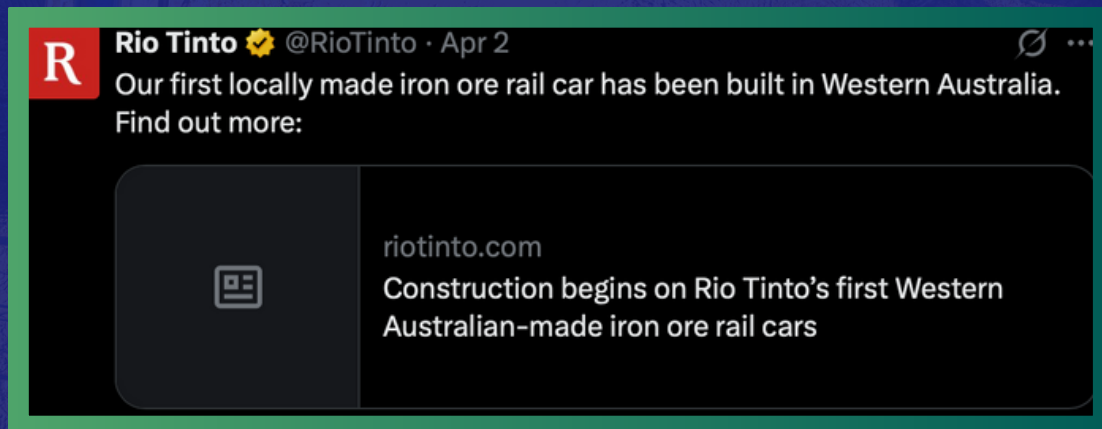
- Permit approved! Phase 1 drilling starts SOON! Investors: DM 'DRILL' for more info.



# 723 Media

## Amplifying *Mining Projects on X*

### Average Content



### Good Content



### *Know Your Audience*

- Share industry reports & breaking news.
- Engage with mining investors & journalists.
- Hashtag targeting (#Mining, #CriticalMinerals, #DrillResults)

### *Good mining content includes:*

- ✓ Hook: Leads with why it matters (e.g., gallium's role in EVs)
- ✓ Data: Specific stats (e.g., "<600 tonnes globally")
- ✓ Hashtags: Mix of niche (#CriticalMinerals) + broad (#Mining)
- ✓ CTAs: Directs to next steps (not just links)



# Turning email lists into investors



*Most mining companies treat their email lists like a phone directory – static and forgotten. Meanwhile, savvy juniors are using theirs to generate 3-5 warm investor leads per month. Here's how the winners do it.*

## Why Email Beats Cold Calls for Miners

- Investors prefer inbound: 68% research companies via email before engaging (Forrester)
- Control the narrative: Unlike social media, your email lands directly in their inbox
- Trackable ROI: Measure opens/clicks to refine messaging

## Avoiding the #1 Mistake

*Don't sell – Educate*

- Bad: "Invest in our \$10M Financing
- Good: How junior mining companies are funding for exploration in 2025(how to get involved)

## The 3 Must-Send Email Types

### 1. Project Milestone Updates:

- "Why Our Phase 2 Drill Results Matter for Investors"
  - Context (regional benchmarks)
  - Visual: Core photos with grade annotations
  - CTA: "Reply to schedule a technical briefing."

### 2. Commodity Deep Dives:

- "Copper's 2030 supply crunch – how our project fills the gap"
  - Use S&P Global/CRU data
  - Link to downloadable report


### 3. Executive Thought Leadership


- CEO-authored "Letter to investors" (e.g. "Why we are all in on our Nevada lithium project")



# Content that works

723 Media

 Drafts











Copper's secret bottleneck isn't supply—it's this overlooked processing hurdle.  
XYZ Mining's Nevada project eliminates it with:

- 40% less water use vs. industry avg
- Patent-pending technology


👉 Tag an investor who should see this"


#Copper #CriticalMinerals #XYZMining

 Everyone can reply

Post

 Drafts




🚨 DRILL RESULTS: 3.4 g/t Au over 15m 🚨  
(2.1x district avg) at XYZ's Yukon project








Why it matters:

- 👉 High-grade core = less waste rock
- ✅ Open at depth → resource expansion


DM "DECK" For more Info

#GoldDrillResults #JuniorMining #XYZMining

 Everyone can reply


      

Post



XYZ Mining

Post to Anyone



🚨 Silver's Dirty Secret: Why 'Reserves' Alone Won't Save Your Investment 🚨

XYZ Mining's Nevada silver project proves why smart investors look beyond the headline reserve number:

Grade vs. Recovery:

- Our 150 g/t veins recover 92% vs. district avg 75%
- Why it matters: Every 5% recovery boost = \$12M NPV increase

By-Product Math:

- Lead/zinc credits cover 20% of our AISC
- Investor tip: Most juniors ignore this in their decks




Infrastructure Luck:


- 8km from existing mill (no capex for processing)

Comment 'SILVER' to receive more on this 📌

#Silver #JuniorMining #PreciousMetals

😊

   +

 Post



# Why 723 Media?

(And Why “Good Enough” Marketing Fails Miners)



*In a crowded digital landscape, **723 Media** bridges traditional mining marketing with modern strategies that actually get seen, Because press releases alone won't cut it anymore.*

## The Problem:

- **Short-term thinking:** Most juniors post sporadically → invisible to investors
- **Brand inconsistency:** Mixed messages erode trust over time
- **Wasted opportunities:** Your best projects get lost in the noise.

## The Solution:

- 🔧 Our mining marketing only approach  
(No generalists—we speak commodities)
- ✅ Data-Backed Playbook  
(What works: 15+ posts/month = 3x more leads)
- 👤 Hands-On Execution  
(We write, post, and track—no outsourcing)

## Long-Term Results:

Real branding takes 6-12 months. We commit to the marathon so you reap the rewards.






## Mining-Specific Digital Growth Packages



<b>SERVICES</b>	 <b>Bronze</b>	 <b>Silver</b>	 <b>Gold</b>
<b>Package</b>	<b>\$3000/Month</b> (+ GST)	<b>\$4000/Month</b> (+ GST)	<b>\$5000/Month</b> (+ GST)
<b>Core Services</b>	<ul style="list-style-type: none"> <li>• 12-15 LinkedIn Posts</li> <li>• 12-15 X Posts</li> </ul>	All in bronze + <ul style="list-style-type: none"> <li>• 2 Long-Form Articles OR</li> <li>• 4 Sponsored Posts</li> </ul>	All in bronze + <ul style="list-style-type: none"> <li>• 2 Long-Form AND</li> <li>• 4 Sponsored Posts</li> </ul>
<b>Deliverables</b>	Branded Content Calendar Basic Analytics Report	All in <i>bronze</i> + Choice of Thought Leadership or Paid Ads	All in <i>bronze</i> + Full Thought Leadership and Paid Ads
<b>Best for</b>	Startups/Pre-Funded	Growth-Stage Miners	IPO-Prep/Public Companies

 **Advance-Pay Discounts**  
(Save more with longer commitments)

- 3 Months Upfront: 3% off
- 6 Months Upfront: 7% off
- 12 Months Upfront: 12% off

Example (Gold Package):  
5000/month → 4400/month  
when paid annually. *That's \$7200 saved annually!*

**Key Terms:**  
 ✓ 3-month minimum contract  
 ✓ Discounts apply to base fee (\$5,000)  
 ✓ GST added post-discount  
 ✓ Price locked for contract term

Ready to Outpace Competitors Online? 



# Ready to Dominate Mining's *Digital Space*?



## Our 3-Step Process

1. **Custom Plan** – Bronze, Silver, or Gold tailored to your goals
2. **Discovery** – To audit your digital presence
3. **Launch & Scale** – We post, track, and report

## Mini-FAQ

**Q:** How soon do we start?

**A:** Onboarding within 48 hours

**Q:** Who creates the content?

**A:** We do. We are an owner/operator team of two

**Q:** How fast do we see results?

**A:** First metrics in 30 days, meaningful leads by month 3

**Q:** What's your cancellation policy?

**A:** 30-day written notice from either party

**Q:** Can we start small and upgrade?

**A:** "Bronze → Gold takes 1 email."

## Let's Talk



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## Connect with us



723media.com



723 Media



@723MediaCorp