The relevance, significance and impact of social media continues to grow in relevance to successful public company marketing.

Whereas is was once a nice ‘add on’ to a predominantly face to face plus news release investor introduction and engagement process it has grown in significance due to a) the impact of COVID on the way investors access and gain exposure to investment opportunities and b) a generational evolution to greater familiarity and general use of social media platforms as a regular means of daily communication.

In its most basic form the company presence on the main platforms of interest is essential to both ‘cover the bases’ as well as to establish credibility to followers and reach potential investors in the space they are most comfortable with. The information contained therein should be consistent across all platforms (as should the look and feel) and updated regularly. Accuracy and integrity is paramount.

Each platform offers its own means of increasing exposure which can be as simple as expanding the company’s following through promotion or higher volume posts, or fee based advertising or other services can be utilized to expand access to individuals in the ecosystem.

Content creation including company product or service updates, corporate developments, industry developments, and editorials or blogs can generate greater interest and engagement.

It is important to have a multi-platform management capability to ensure consistency and regular updates across the spectrum. Further, the effective use and management of virtual analytics is critical to capture key information for a more effective program moving forward in addition to creating direct contact with interested investors.

Paid Promotion (Advertising)

Conventional Digital Advertising has been utilized to help generate real time interest by individuals accessing a variety of electronic media.

Virtualus Communications is please to introduce a new virtual investor engagement product to effectively place, real time, your corporate profile in front of a pre-qualified investor while they are viewing the web.

This product eliminates wasteful placements, and will drive immediate, high value prospects to the website for immediate investor conversion.

SOCMED

This module focuses on engagement and relationship build of both general investors and potential business partners through platforms including:

* Linkedin
* Facebook
* Twitter
* Instagram
* Pinterest
* Others where applicable

SOCMED

Social Media