

Fund seeking additional retail investors, media and visibility

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

Client came to us about wanting to branch into social media, but had no experience and was not sure of the compliance issues, content, and how to successfully monitor the sites to ensure no negative comments were posted.

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. We added "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 places on the Funds social media sites, but all industry-like social media sites as well. We used keywords and hashtags to sure our postings were picked up throughout the industry and alongside peers.

We were impressed by not only how many people liked or followed on twitter, but also by how many people retweeted the news. The stories once noticed tended to pick up legs and keep running.

THE XYZ FUNDS MONTHLY UPDATES WEBSITE / FACEBOOK / TWITTER STATISTICS 10/31/2020-11/30/2020			
Website	http://www.xyz.com/		
Visitors	(3Q 9501)	4Q 11432	
Facebook Main Account	(3Q 5752)	4Q 5981	
X Fans	(3Q 1682)	4Q 1682	
Twitter Main Account	(3Q 1916)	4Q 2001	
X Followers	(3Q 2009)	4Q 2208	
Database Total	(3Q 31940)	4Q 32847	
With Email	(3Q 29847)	4Q 30134	
Facebook Main Account	(3Q 5752)	4Q 5981	
Y Fans	(3Q 1060)	4Q 1383	
Twitter Main Account	(3Q 1916)	4Q 2001	
Y Following	(3Q 82)	4Q 385	
Database Total	(3Q 30124)	4Q 31807	
With Email	(3Q 28532)	4Q 29052	
Facebook Main Account	(3Q 5752)	4Q 5981	
Z Fans	(3Q 1104)	4Q 1229	
Twitter Main Account	(3Q 1916)	4Q 2001	
Z Followers	(3Q 2111)	4Q 2452	
Database Total	(3Q 32148)	4Q 33621	
With Email	(3Q 30246)	4Q 30943	