

The Importance of Investor Relations

Investor Relations (IR) combines finance, communication, and marketing to effectively control the flow of information between a public company, its investors, and its stakeholders.

What Is Meant By Media Relations?

Most people interchangeably use the terms of public relations and media relations but doing so is incorrect. Media relationships refer to the relationship between a company or organization and reporters, whereas public relations extend the relationship to the general public beyond the media.

Public Relations Management roles

Public relations can and should make an important contribution in helping to form an organization's ideas about what it is, what it should do and what its publics want and expect from it.

Now – how does one achieve the best results? Positive Media Coverage, new investors, happy current investors, more customers, etc.?

In regards to investors – Do your investors know who you are? Not just the Company or Fund or Stock – but the Management? Have they seen or heard you on webinars? Podcasts? Speaking engagements? Your AGM?

Do you know what your competitors are doing? Are *they* more proactive than you in terms of engaging their shareholders?

Do *you* know who *their* shareholders are? Have you pitched your business to “them”? If they are invested in your peer(s) – are they even aware of how/why you are different and a better investment? How are you planning to tell them?

In regards to media – Does the media know who you are? What have you done different/better than your competitors? Does your business stand for something of value? Of so, what?

Do you monitor the news to see what is trending? Are you able to speak on any of this?

Do you see your competitors in the media? If so, is it something *you* could be speaking on as well?

Do you have a team in place to search and monitor the media? Do you have a database of media outlets to pitch your stories/news to?

Are you active in social media? If so – are you connected to various reporters and outlets so they see what you are posting?

The above are just a few small snippets that, if done right, can almost guarantee you positive media coverage and satisfied investors.

Contact us and let us show you how we have gotten clients on the cover of Forbes, on CNBC, television and radio. We've also helped clients achieve great increases in share prices, diminish activist investors, and grow their investor base immensely.

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