



cascadia

OCTOBER, 2021

CASCADIA MEDIA GROUP

Building investor interest through digital
marketing and social media

cascadiamediagroup.com

INVESTOR FOCUSED SOCIAL MEDIA

COMPETITION FOR INVESTOR ATTENTION IS FIERCE

Companies need to do more than ever before to attract investor attention and capital.

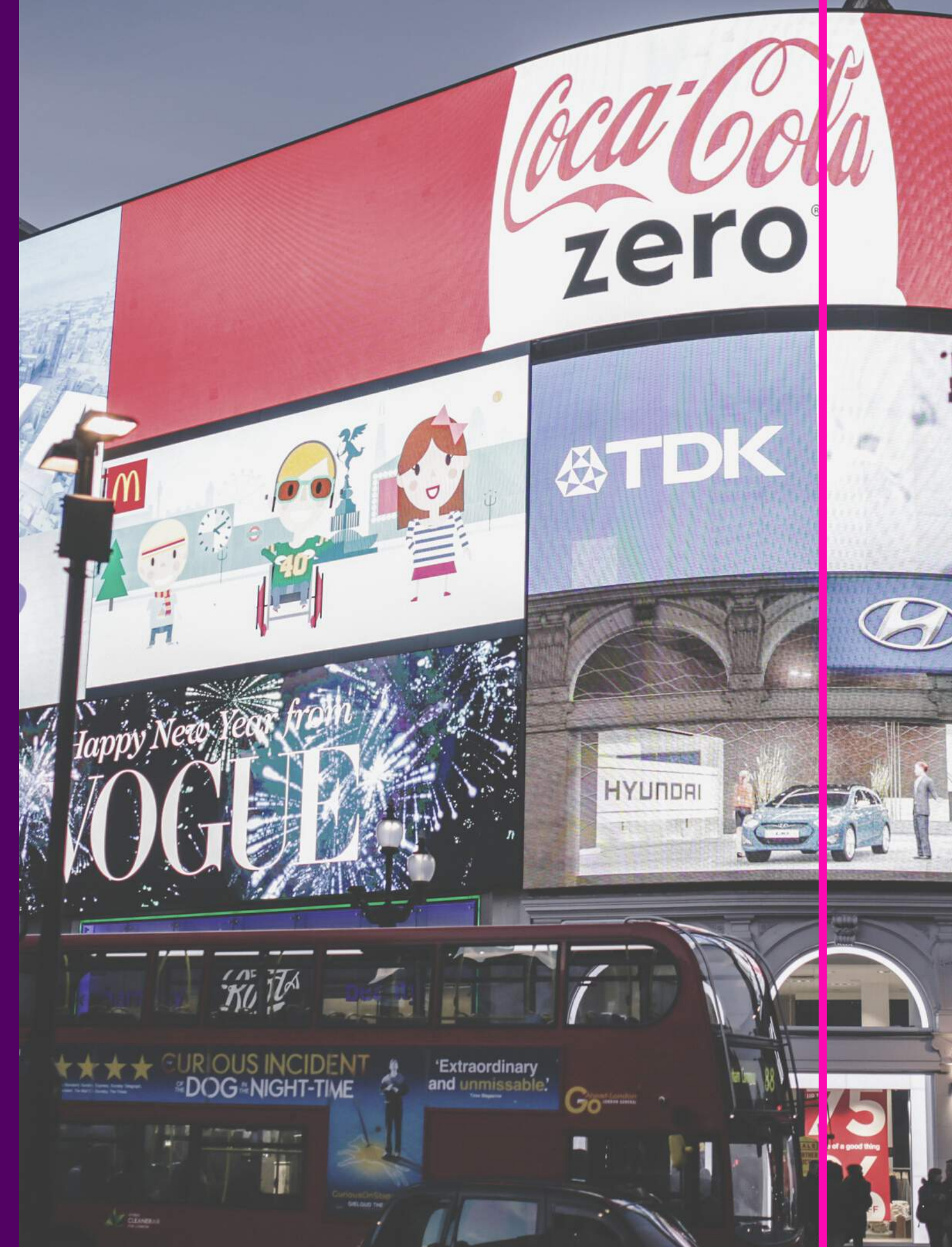
Innovative digital strategies are complementary to the traditional investor relations model and act as a funnel to grab investor attention and ultimately, capital.



WHO WE ARE

CAPITAL MARKETS PROFESSIONALS

Cascadia's principals have over 30 years experience in front line equity roles for major brokers and banks along with extensive experience in investor relations across multiple sectors.





SERVICES OVERVIEW

OVERVIEW

We've become adept at creating engaging content that cuts through to investors. We get the investor audience talking about your company.

Central to our strategy is turning owned channels into fascinating resources for shareable information. We create branded content that drives high engagement with minimum paid promotion.

OUR PROCESS

TURNING ATTENTION INTO ACTION

STEP 1

Cascadia provides a review of key company messaging for investors which is discussed and agreed with company management

STEP 2

Cascadia creates branded, curated content to increase engagement and get investors talking about your company

STEP 3

Cascadia management is involved from brief to distribution, we use analytics to optimise every piece of comms or content and ensure it is 'on message'

STEP 4

Engagement is measured and reported to provide accurate information to assess impact



EXPANDING YOUR INVESTOR AUDIENCE

Investors, both retail and institutional, are increasingly using social media to discover companies, learn about investment ideas and themes, get information and keep updated.

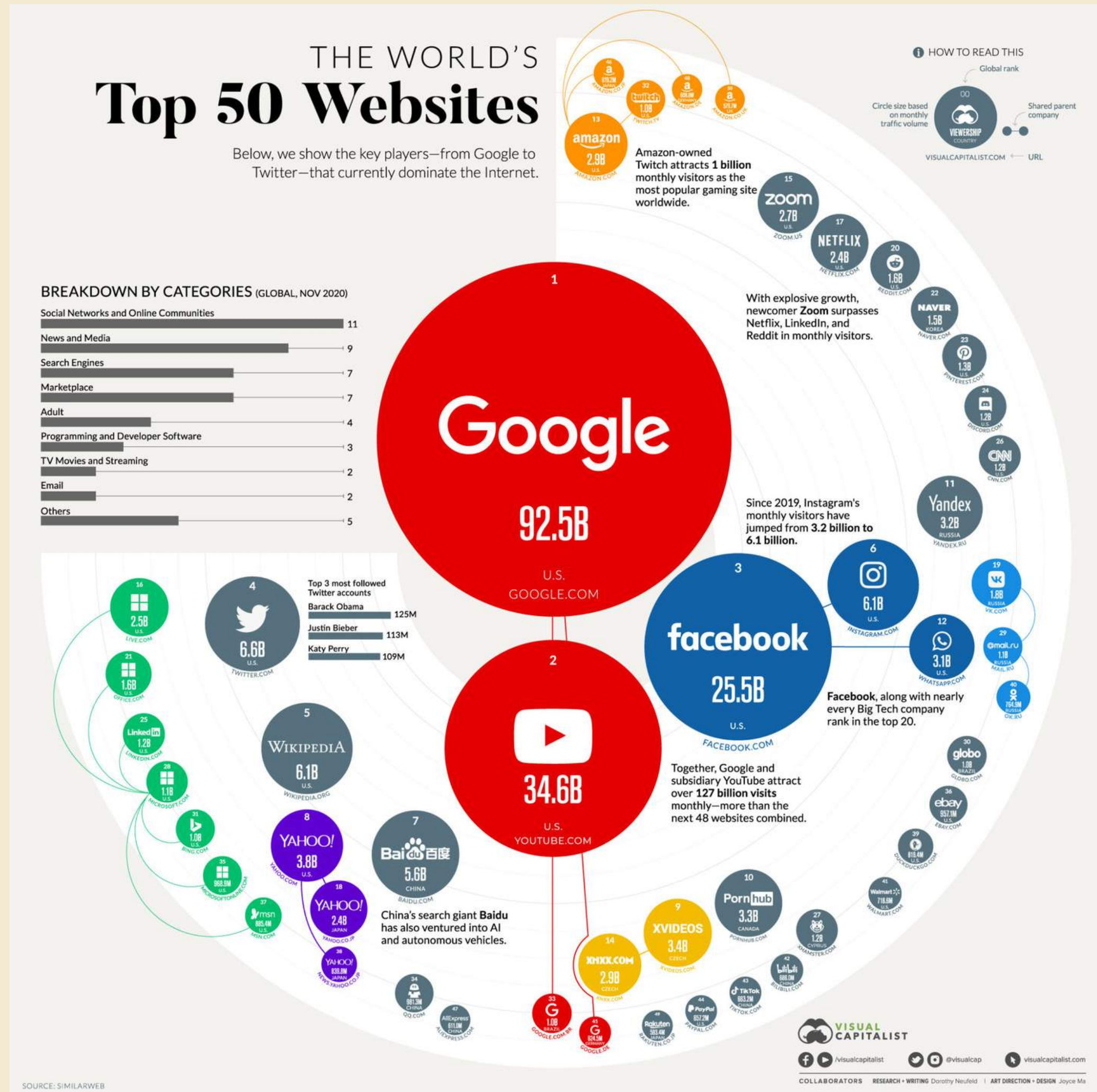
A recent survey by Brunswick shows that digital usage among investors is now ubiquitous, with 88% of investors making decisions based on information they have learned online. Of these investors, 63% said they used LinkedIn and 55% used Twitter.

These numbers have shot up over the past 5 years and we would expect social media use to continue to increase. It is more important than ever to use these channels to tell your company story through compelling, shareable content.

Social media websites rank highly amongst the most visited in the world.

Having a strong social media presence improves your companies search rankings, visibility to investors and, ultimately, generates buying interest.

Image credit: Visual Capitalist



Our Social Sites



TWITTER

Twitter is one of the most used platforms for investors, we drive engagement through shareable content and conversation starters



FACEBOOK

Facebook, whilst having a social focus, can be used effectively in the professional space for group discussions and video distribution



INSTAGRAM

Instagram has a younger demographic and is becoming increasingly important for sharing visual content and brand awareness



LINKEDIN

LinkedIn is the most used professional platform, with many using it for investment research. A strong presence here is central to our strategy

Cascadia Packages

Connect

£999.99 pcm

- Branded content creation
- Macro and sector focused
- Facebook, Instagram, Twitter, LinkedIn

Impact

£1750.00 pcm

Everything in Connect plus:

- Social media strategy development
- Managed social media
- Engagement analytics
- Client content + macro & sector focus

Bespoke

£POA

- Website Development
- Promotional video production
- Rebranding services
- Webinars
- Paid campaigns



WHO WE ARE

THE PEOPLE BEHIND THIS

CLAIRE BOWDEN

Director

Claire enjoyed a successful 15 year career in equity sales and corporate broking, most recently as a Director of Cantor Fitzgerald Europe. Previously she was head of small company sales at a leading UK stockbroking firm. She has extensive fundraising and investor relations experience.

ANDREW WILSON

Director

Andrew spent 14 years working in capital markets related roles focused on growth companies and natural resources. He has extensive experience in investor relations and capital raising across a range of sectors both privately and also listed on public exchanges (AIM, TSX and ASX).



GET IN TOUCH

If you're looking to change the way investors talk about your business, then we can help

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