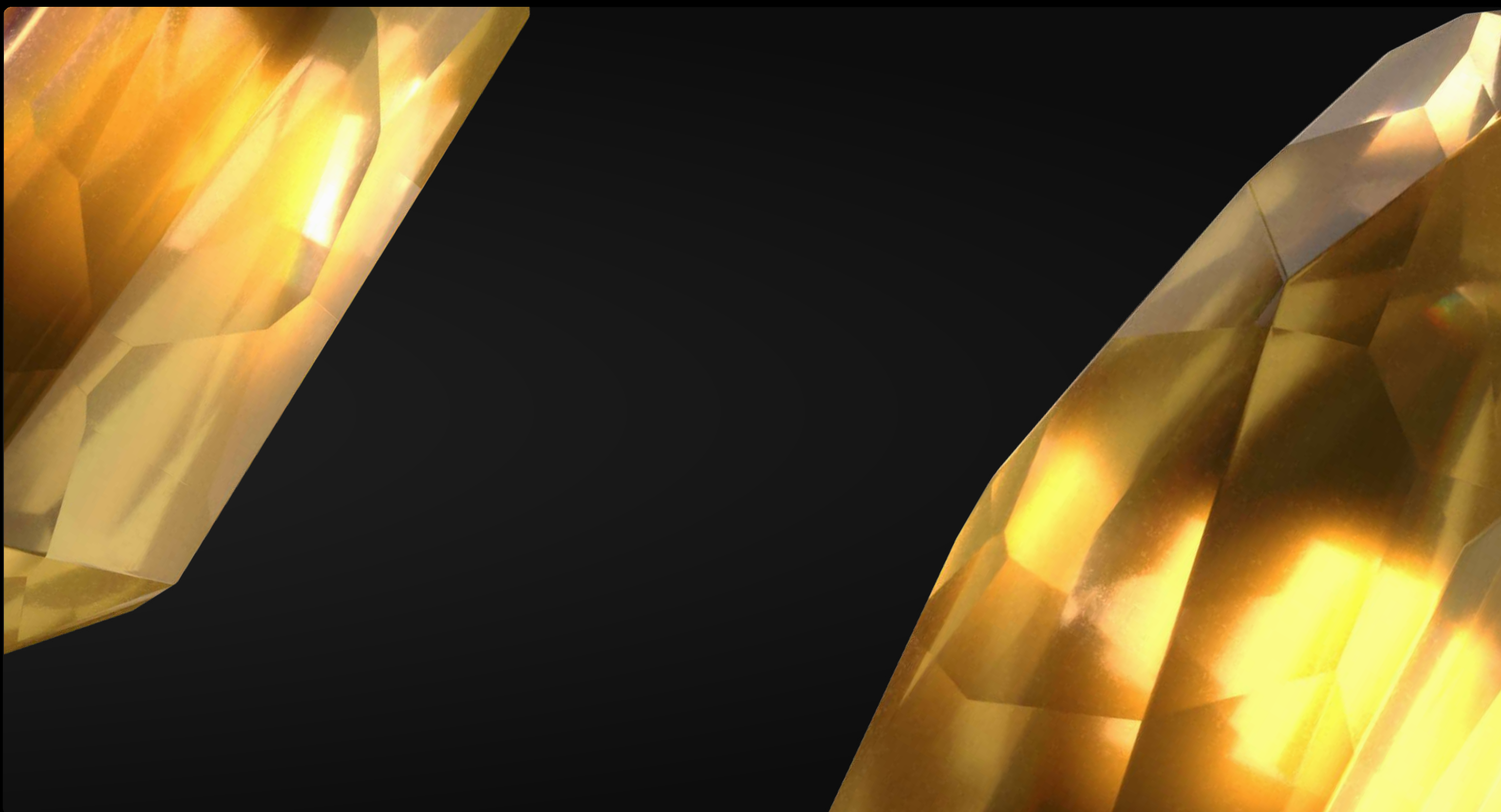


The Senergy Capital IR Blueprint



CONTENT



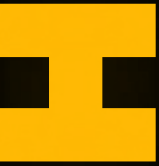
The 3-keys to mastering social media as a public company



The 3-keys to prepare your company for the next bull market



The 3-keys increase shareholder retention in a bear market



The 3–keys to mastering social media as a public company

So, you have raised some capital - what's next? How do you keep your valued shareholders engaged and excited? Shareholder engagement and communications is crucial.

Once you lose interest, it’s nearly impossible to get it back. These three tips below will help you navigate the digital realm and master your social media communications strategy.

Embracing the Art of Omnipresent Communication.

01

In the realm of shareholder communications, being omnipresent — maintaining a consistent and widespread presence is paramount. This not only increases shareholder retention but also ensures investors are well-informed about the nuanced aspects of our endeavors, both favorable and challenging developments.

Consider this: A significant number of investors, particularly when trimming their portfolios, divest from companies they possess limited knowledge about.

In a recent conversation with a seasoned stockbroker, he concurred with this insight, providing compelling instances where clients urged him to liquidate holdings in companies about which they lacked sufficient understanding, stating, 'It's time to sell some of my holdings — get rid of this one, this one, and that one — I have no idea what they're up to.'

Staying Ahead of the Curve.

02

In the midst of global evolution, our shareholder landscape is undergoing a transformative shift. A dynamic influx of younger retail investors, avidly relying on the internet — particularly social media — for financial advice and investment insights, demands a strategic recalibration of our communication methods.

Effectively sharing your company's successes with a broader audience involves adopting innovative communication strategies.

This includes using short-form video content, producing engaging podcast episodes, collaborating with influencers, and using targeted social media advertisements to attract the younger demographic of retail investors. Recognizing the shorter attention spans of this audience, it's vital to master concise and engaging storytelling — consider it the 'Tik-Tok Brain' approach. Articulating your company's story on social media in under a minute is essential, delivering a compelling and catchy message that captures their interest.

Understand Your Shareholder Base.

03

Understanding your shareholder demographics empowers you to craft a comprehensive strategy, effectively targeting like-minded individuals and improving communication with current shareholders. Navigating shareholder monitoring options is intricate, with no one-size-fits-all solution due to diverse global reporting rules. Utilizing distinct techniques and datasets is essential to complete the puzzle.

In North America, additional options, such as stock surveillance and Nobo data (commonly known as the Nobo list), exist. Platforms like Irwin IR and Q4 offer avenues to discover key demographic details about your shareholder base. Once you gather this data, employ reverse engineering tactics to incorporate digital marketing and data-driven targeting strategies, reaching your ideal market effectively.



The 3-keys to prepare your company for the next bull run:

Navigating the decision to initiate an IR or marketing program can sometimes feel like a waiting game. Nonetheless, being prepared for market shifts ensures your company's story is poised to shine when the time is right.

Explore these top strategies to ready your company for the next bull run.

Be Armed and Prepared.

01

Be equipped to launch a meticulously planned, targeted marketing program when the timing is right. Seize opportunities when your targeted commodity gains momentum or markets rally. Start conversations with your designated IR professional or marketing group to strategize and implement campaigns across selected platforms.

Keep your company and brand in the spotlight during moments of opportunity — capitalize on attracting investors when they're actively seeking new opportunities. Strike while the iron is hot!

Break the Mold and Leverage Trending Platforms for Unique Visibility.

02

While many public companies hesitate to explore new marketing tools without a valid reason, seizing opportunities on platforms like TikTok, Discord, and YouTube sets you apart from the majority of issuers.

Unleash your uniqueness and think beyond conventional boundaries. This approach not only helps you stand out but also attracts a fresh wave of investors who may be unfamiliar with your niche.

Don't Forget About Traditional IR.

03

Whether at in-person conferences or virtual events, connecting with new and current shareholders is paramount. Face-to-face conversations and online webinars convey proactive management, actively showcasing the company's story.

From engaging booth conversations at VRIC to memorable moments at PDAC, these conferences ensure an impactful investor interaction experience.



The 3-keys to increase shareholder retention in a bear market:

As a public company CEO, safeguarding shareholder commitment and engagement is essential. Failing to do so may lead them to sell and redirect their capital elsewhere.

Even in the face of low stock prices, maintaining robust relationships and ongoing communication with shareholders is crucial. Surprisingly, the impact of a simple phone conversation can extend far beyond expectations.

Amid Market Silence, Stay Vocal.

01

When other public companies and competing issuers go silent, it's your moment to amplify your presence. Immerse yourself in new podcasts, passionately championing your company's distinctive narrative. Explore the realm of a LinkedIn newsletter to delve into industry trends and both significant and nuanced company updates.

Alternatively, establish a corporate CEO.ca account to actively engage with shareholders on the prominent bull board. As per the IR Institute, selling shares to existing shareholders is 9X easier than acquiring new ones in a quiet market. Seize this moment to help shareholders lower their average share price and actively participate in the open market.

Have Respectable Skin in the Game.

02

Undoubtedly, insider buying holds immense significance. Imagine scenarios where shareholders contemplate selling, and suddenly, the company announces a private placement with the CEO having the lead order. Consistent insider buying, both significant and minor, signals unwavering investor confidence.

Demonstrating a substantial commitment of personal funds underscores to investors that leadership is fully invested in the company's success. It remains surprising to witness companies with minimal or no insider buying. How can one expect people to invest in stock when the leadership team isn't doing so themselves?

Dinner Dates, Redefined.

03

Maintain regular communication with both major and minor stakeholders. Whether it involves a casual coffee catch-up or a dinner meeting, don't underestimate the power of these personal connections. The next time these investors contemplate adjusting their portfolios,

the rapport built during such interactions may influence them to reconsider selling your stock. This phenomenon has proven impactful on numerous occasions.

Ready to elevate your company's IR strategy?

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Connect with us today! >