



Digital Strategies for Corporate Communications/Investor Relations

“ Technological advances and the reduced costs associated with the implementation of technologies over time, now allow the inclusion of more interactive and current information on company websites than was the case previously. ”

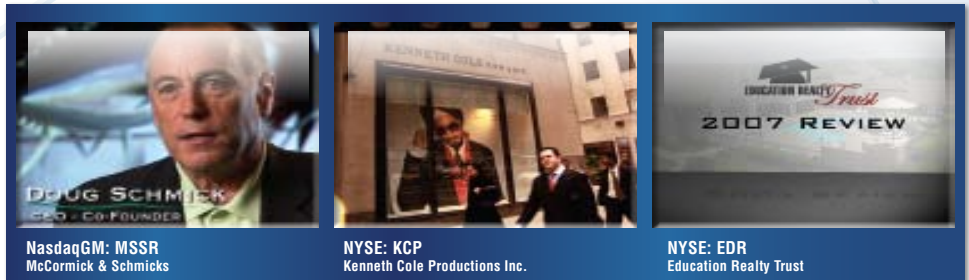
— Christopher Cox, SEC Chairman, August 2008

“ Social Media offers IROs a new role of letting them promote their company’s financial performance by bringing their companies financial results to a wider audience. ”

— IR Magazine

“ 39% of online Americans read blogs, and 77% of people consider blogs a good way to get information. ”

— The Pew Internet & American Life Project



What is a Digital Communications Strategy?

As a public company, there are multiple channels and destinations where investors consume information. And in the current Web 2.0 environment, controlling those channels and destinations can be increasingly difficult and very different from traditional methods.

In fact, public companies now face the challenge of pushing their story out to multiple audiences through multiple platforms in order to differentiate and gain exposure.

Therefore, having an IR-focused Digital Communications Strategy in place starts with the Investor Relations website and leverages new communications tools that allow companies to connect with all stakeholders more frequently.

What Role Do Communications Professionals Have in a Digital Communications Strategy?

Today’s communications professional is challenged in a faster marketplace brought on by newer technologies. As a result, a communications professional must learn about, and understand, online resources and social media tools that can help to establish relationships, and proactively deliver their company’s message.

Custom Solutions for a Digital Communications Strategy

A successful digital strategy harnesses video to deliver the right message to the right audiences in a controlled manner. It allows all stakeholders to see and hear directly from management, facilitating a stronger connection and a far better understanding of the overall vision and culture.

And due to its viral capabilities, video is a more efficient way to communicate to multiple audiences through multiple distribution outlets.

ICR’s custom solutions provide a cost-effective and turn-key approach to building, executing, and maintaining a successful Digital Communications Strategy.

Our three step process provides:

- 1. Audit** — A comprehensive overview of all current and planned efforts to date, both internal and external.
- 2. Recommendations** — Delivery of a detailed roadmap categorically broken down with benchmarking and recommended actions.
- 3. Implementation** — Recommendations are ranked by priority and implemented over a 12-month timeframe. The changes implemented are monitored monthly to identify successes, and to identify other changes needed in the strategy as they occur.

ICR Digital Media combines Emmy® award winning video production with unparalleled Wall Street knowledge, and a deep understanding and respect for SEC governance and disclosure regulations.

To get started on implementing your Digital Communications Strategy today, or to learn more about our solutions and how our engagements work, please contact Timothy Carey, SVP Digital Media at 203-682-8337 or timothy.carey@icrinc.com.

A Digital Communications Strategy can include:

- IR Website Best Practices
- RSS Feeds
- Online Bookmarking Tools
- Website Tags
- SEC XML Feeds
- Enhanced Press Releases
- Blogging & Blog Tracking
- Reputation Analysis
- SEO (Search Engine Optimization)
- SEC Notice & Access
- Video Annual Reports™
- Company Profile Videos

