

IR CONFERENCE
SEPTEMBER 2015

IR and the role of social media

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merchantcantos

SOCIAL MEDIA TODAY

Social media platforms are among the most popular websites

1.

Google

2.

facebook

3.

You Tube

4.

YAHOO!

5.

Baidu 百度

6.



7.



8.



9.

LinkedIn

10.

Outlook.com

(Source: Alexa.Com)

FINANCIAL COMMUNITY USE OF SOCIAL MEDIA IS GROWING

59% 

Read blogs for work

26% 

Use social networks
for work

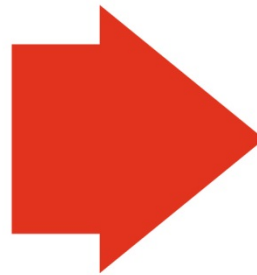
30% 

Use micro-blogging
services for work

Source: Brunswick, Annual Investor and Analyst Digital Survey

ONLINE ENGAGEMENT IS INCREASINGLY DRIVING INVESTMENT

58⁺¹
%



27⁺³
%

Investigated an issue
after reading a blog...

...then made an
investment **decision**
based on a mosaic
constructed around
that blog post

Source: Brunswick, Annual Investor and Analyst Digital Survey

TWITTER INFLUENCE CONTINUES

1 in 7

Investors made an investment **decision** based on a mosaic constructed around a tweet

Source: Brunswick, Annual Investor and Analyst Digital Survey



TRENDS AND CASE STUDIES

1. INTEGRATED APPROACH

Social media best practice at a corporate level is **integration**



sharing videos
between sites



making progress as
an alternative home
for image libraries

SlideShare

a particular success
for IR presentations



Huge recruiting tool

2. PERISHABLE CONTENT

1 in 3 visitors spend less than
15 seconds reading articles
they land on.



3. DOMINANCE OF VISUAL CONTENT

Your brain craves visual information



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CASE STUDY 1 – PEPSICO

Using creative to tell the earnings data story



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Using creative to tell the earnings data story



Pepsi's Earnings Explained In One Super Cool Graphic

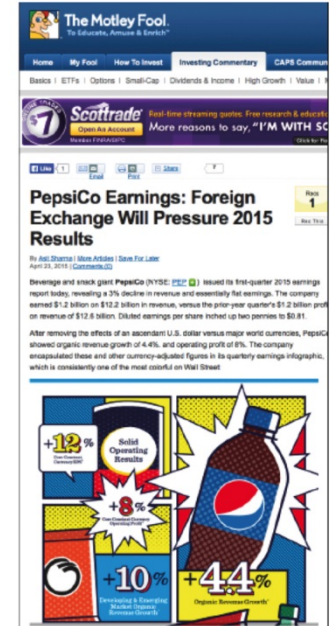
The beverage and snack company provided key highlights of its second quarter earnings in an easily digestible way.

posted on July 28, 2015, at 1:30 p.m.

Peter Lauria
BuzzFeed News Business Editor



Pepsi announced second quarter earnings Wednesday that beat Wall Street expectations. The company, which also owns snack company Frito-Lay and beverage brands Tropicana, Mountain Dew and Gatorade, among others, reported revenue of \$16.8 billion and net income of \$2 billion, both increases over the prior year's figures.



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Chairman/Co-Founder of StockStash

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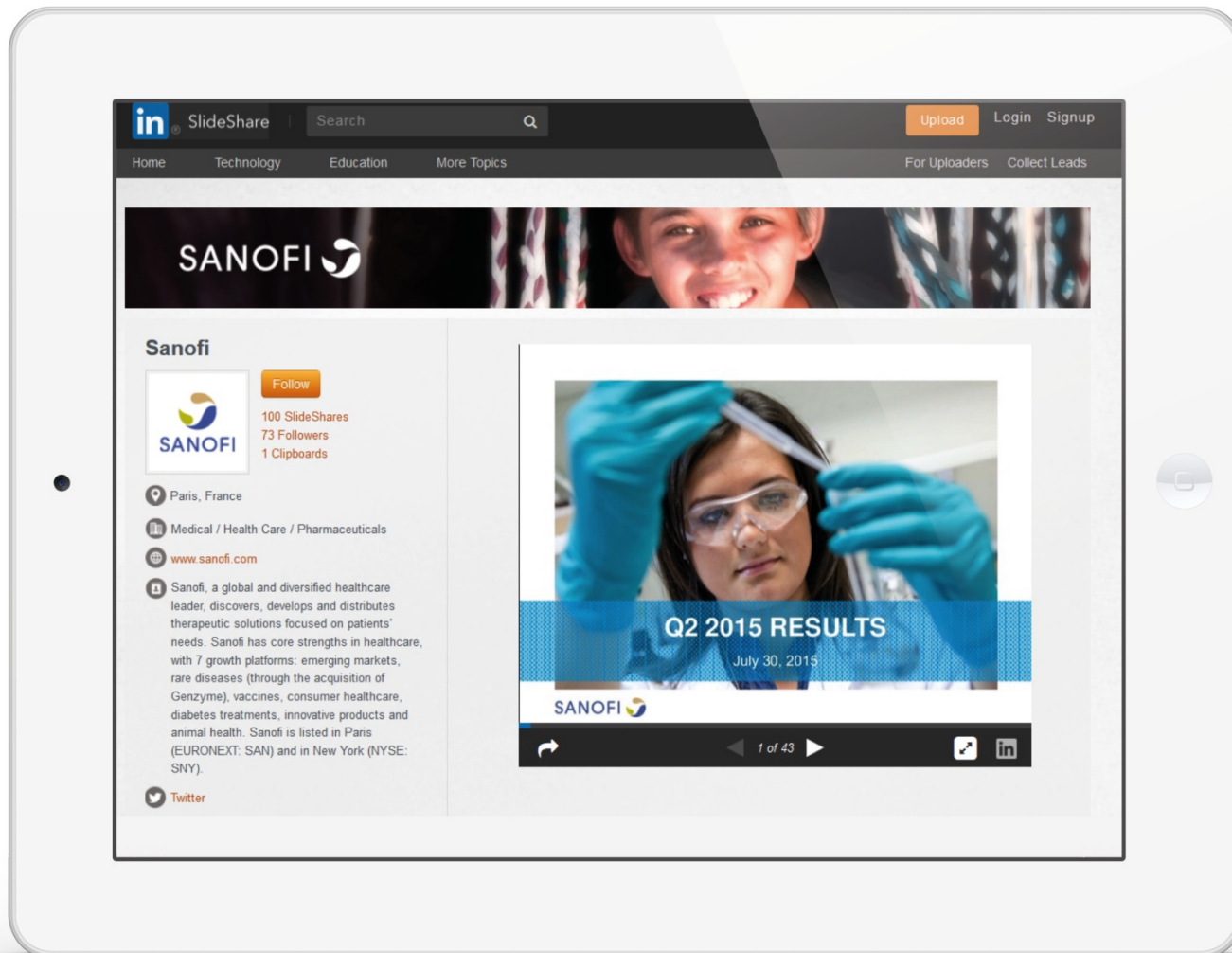
PepsiCo @PepsiCo · Apr 17
Get a breakdown of SPEP first quarter 2014 results. Read press release: pepsi.com/US View infographic: pepsi.com/SPV

CASE STUDY 1 – PEPSICO

The PepsiCo infographic used on Earnings Day had an engagement rate that was *5x higher* than PepsiCo's best performing tweet in 2014 and was widely picked up by media outlets.

CASE STUDY 2 – SANOFI

Best practice integration of investor presentations



CASE STUDY 3 – GE REPORTS

Take your stories directly to your readers

“We originally built this platform to tell our side of the story, reactively. But now it’s really a proactive tool – where we tell all the stories we think are worth telling.”

– Tomas Kellner,
Managing Editor,
GE reports



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ADVISE
CREATE
DELIVER

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