

Digging Deeper Into Investor Interest

A data-driven awareness campaign built on trust and credibility

OVERVIEW

A Vancouver-based mineral exploration company wanted to attract more investors and generate excitement around its ongoing mining initiatives. Having worked with investor relations firms in the past without strong results, the client turned to Postmedia for a more targeted approach that could deliver credibility, reach, and measurable engagement.

APPROACH

Postmedia developed a strategic campaign that combined trusted editorial environments with high-impact digital and print executions. By leveraging the Financial Post's reputation and audience of financially savvy readers, the client was able to connect directly with investors already engaged in mining and resource-sector content.

A sponsored content feature in the Financial Post served as the campaign's anchor, highlighting the company's latest exploration efforts and investment potential. This article was amplified across Postmedia's network and supported by social ads that drove further traffic and awareness. A full-page Financial Post print ad reinforced brand credibility, while the creative assets were repurposed for use on the client's website to extend campaign longevity.

To maintain momentum, a one-month retargeting campaign re-engaged readers who interacted with the content, driving additional newsletter sign-ups and quality lead generation opportunities.

CONCLUSION

The campaign successfully elevated the client's visibility among investors and positioned the brand as a credible, forward-moving player in the mining sector. Beyond strong engagement metrics, the initiative helped build investor confidence and generated new business referrals within the mining community. The client described the campaign as both effective and cost-efficient—proof that aligning strategy with the right audience and platform can deliver long-term value.

8.8M+

Impressions

3:12min

AVG TIME SPENT ON PAGE

3.08%

SPONSORED CONTENT
ENGAGEMENT RATE

