

# Mineral Exploration Company

## CASE STUDY

A Vancouver-based mineral exploration company wanted to increase investor interest in its mining exploration efforts. To support this goal, a strategic campaign was developed, leveraging a targeted financial audience alongside high-value awareness solutions to maximize visibility and engagement.

## STRATEGY

A mining exploration client had previously worked with investor relations firms but hadn't seen the desired results. Postmedia approached them with tailored solutions to reach the right investor audience.

### Leveraging the Financial Post brand

- By tapping into the Financial Post's established credibility within the mining industry, we connected the client with an audience already engaged with mining-related content.

### Sponsored Content Campaign

- We used the editorial strength of a sponsored content piece in the Financial Post to highlight the client's latest exploration efforts, drawing interest from mining investors. This content was amplified through social media and across Postmedia's network, driving clicks back to the sponsored content.

### Full-page Financial Post Print Ad

- A visually compelling ad placed in the Financial Post appealed to the target audience while associating the brand with a trusted publication. The creative assets were also leveraged for use on their website.

### Retargeting Campaign

- A one-month retargeting campaign kept the client top of mind with the target audience, leading to increased newsletter sign-ups and valuable lead generation..

## RESULTS

Considered an effective and cost-efficient campaign, the client was thrilled with the results of their sponsored content initiative. They successfully announced the results of their exploration activities, amplified the article across social media and the Postmedia network, and followed up with a retargeting campaign that led to increased newsletter sign-ups and valuable lead generation opportunities. The Financial Post campaign provided a significant boost in credibility for their brand. As a result, the client has since referred Postmedia to other companies within the mining industry.

**8.8M+**

IMPRESSIONS

**3:12**

AVERAGE TIME SPENT  
ON PAGE

**19K+**

TOTAL SOCIAL AD  
CLICKS

**3.08%**

SPONSORED CONTENT  
ENGAGEMENT RATE