

# 4 Tips for a Successful Online IR

HERE ARE 4 WAYS TO ENHANCE YOUR ONLINE INVESTOR RELATIONS



## 1.) IMPROVE THE INVESTOR TOOLS ON YOUR WEBSITE

Make use of share prices and charts or a one-page printable fact sheet. An interactive map of your projects or services is another great tool as well.

## 2.) DELIVER NEWS DIRECTLY AND EASILY TO INVESTORS

Post your latest ASX Announcements and email them immediately to subscribers. Feature your blog, videos and audio interviews in your site too.



## 3.) IMPRESS WITH STUNNING ONLINE REPORTS

Ditch the boring PDF files of your reports and go for engaging online formats. These allow investors to quickly view your highlights on mobile devices.

## 4.) REACH INVESTORS WITH SOCIAL MEDIA

Use Twitter, Facebook and LinkedIn to reach a wider investor audience with your news. These channels will help amplify your announcements.



Online Investor Communications Specialists

Need some help with your online IR?  
Chat with us on +61 2 8705 5444 or [clientrelations@irmau.com](mailto:clientrelations@irmau.com).  
Visit [www.irmau.com](http://www.irmau.com) for more details.