

Published based on [Investor Relations Power: How To Successfully 'Stay' Public](#)

Investor Relations Power: How To Successfully 'Stay' Public

Investor relations services: how to truly dominate the public market. If you have a public company or are in the process of taking your company public on the OTCBB or any other reputable exchange the reader must realize that going public is the easy part, having a successful public offering and preserving the longevity of your public entity is another topic all together. As a corporate strategies and public offering facilitator our firm is often called in after a company has a disastrous public offering or they've teamed up with the wrong service solutions that pump and dump their equity positions.

Here is the problem that most companies make when they are going public: companies don't budget properly for general corporate publicity or solid investor relations strategies for the first year that their company is public. Investor relations and publicity stock promotion activity should be at the forefront of every public CEO's mind.

If you are signing a large contract, publicize it with press releases, viral promotion and TV and radio expert panel discussions. When we take on a company for serious investor relations our campaigns are obviously completely customized but here is the skeletal structure of a prototypical campaign: strong viral publicity strategy consisting of video, article and press release submission, social and news book marking, logo and image posts and after this information has assimilated we get the client on prominent TV expert panel discussions with their name, company name and stock symbol on the screen.

Lastly, we then run two simultaneous 30 day stock promotion intensives with a massive injection of investor promotional concepts on both sides each day which consist of newsletters and stock alerts to ultra-active investors and other strategies daily.

The important thing to remember is that the above must happen monthly for the first six months to a year in order for your company to successfully trade. There is no other way around it, you must budget for your investor relations campaigns or your venture simply will not work.

For Corporate Consulting or [Investor Relations Solutions](#), call Princeton Corporate Solutions at 267-233-0183 Corporate Publicity That Works the easy way!

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