

**Client  
Satisfaction**

*“RBL’s program has changed the dynamics of Taku Gold’s investor relations strategy. Taku Gold now has an interactive environment for its investors where they are kept up to date, in real time, on any internet ready device. The RBL solution enables Taku to be proactive in its communications efforts, providing shareholders with the Company’s latest developments as they occur while keeping investors engaged and informed.”*

Zachery Dingsdale,  
President and CEO,  
Taku Gold Corp.  
(TSXV: TAK)



**WEBSITE:** <http://www.rblcommunications.com>  
**BLOG:** <http://www.rblcommunications.com/blog>  
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simplifying social media

Social  
Media  
Solutions  
for Public  
Companies



# Social Media Solutions for Public Companies

## CONNECTING YOU WITH SMALL-CAP INVESTORS WORLDWIDE

RBL Communications is a full-service social media solutions provider that develops comprehensive online marketing campaigns for small-cap companies. Through fully-managed, fully-customized programs, RBL engages audiences with interactive experiences to ensure your company generates an impact that is retained by your target audience – the investment community. By way of exclusive partnerships, Social Media and Web 2.0 tools, RBL Communications creates a virtual community for your company and its investors. RBL engineers, manages and grows for you a fully-customized Facebook page, Twitter account, YouTube Channel and Flickr account, along with numerous other social media channels. RBL mirrors your corporate branding and ensures your image remains consistent and your information current. Your content will feature your latest press releases, interviews, updates and media, enhancing your existing investor relations program.



### RBL ADVANTAGES

- COST EFFECTIVE
- DOMINATE SEARCH ENGINE RESULTS
- ACCESS TO AN EVER-GROWING NETWORK
- REACH LIKE MINDED INVESTORS
- IMPROVE CORPORATE BRANDING
- KEEPS INVESTORS ENGAGED
- GAIN AN ADVANTAGE OVER COMPETITORS
- RAPID SHARING OF INFORMATION
- ENHANCES TRADITIONAL IR EFFORTS



### ACCESS TO A MASSIVE AUDIENCE

The majority of investors, brokers and analysts are using social media channels to research companies, discover new investment opportunities and connect with other investors.

RBL will develop and maintain your company's fully customized Facebook page featuring all your latest press releases, interviews, updates and media. Facebook has more than 750 million active users and its fastest growing demographic is over 40.

Additionally, RBL will create a Twitter account and manage it in real-time. This includes your latest press releases, interviews, presentations and any other updates. Twitter has over 190 million registered users and over 600 million search queries per day.

RBL will also customize and manage a YouTube Channel for your company. All company interviews, webcasts and media will be featured and archived on YouTube - the number one online video website with over 2 billion views per day.

### OVER 90% OF ALL SMALL-CAP RESEARCH BY INVESTORS IS DONE ONLINE

### MAINTAINING AND BUILDING SHAREHOLDER TRUST

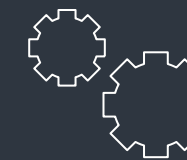
The key to retaining investors is to engage them. RBL offers a professional studio recorded interview solution which allows you to tell your company's story on an ongoing basis. To compliment this, RBL will also convert your static PowerPoint into a narrated media rich webcast. All interviews and webcasts are then made



available on every major podcasting website such as iTunes and podcastalley.com, providing you with yet another exposure tool for your company. RBL's social media programs enable you to reach investors on an entirely new level and gain unsurpassed exposure and awareness to a global audience.

#### ALL PROGRAMS INCLUDE:

- Search engine optimization
- Access to RBL's active and ever-growing network
- Email database management and communication
- Broker list distribution of major press releases
- Email blast of news to opted-in small cap investors
- RBL Blog, Facebook and Twitter followings
- Press release dissemination discount



### SOCIAL MEDIA

RBL's social media expertise utilizes the most popular channels like Facebook, Twitter, flickr and YouTube to connect you with small-cap investors worldwide.



### INTERVIEWS

RBL's professional studio recorded audio and video interviews provide your company with an opportunity to tell your story to a wider audience.

*In exclusive partnerships with CorporateInterviews.com and InvestorToday.ca*



### FINANCIAL POST

Exclusive to RBL, clients will gain access to the front page of the Financial Post web site to share their latest news and developments.

