

Sego Resources Inc.

CASE STUDY

Sego Resources Inc., a Vancouver-based mineral exploration company, aimed to attract more investors for their mining exploration efforts. Postmedia leveraged its established Financial Post mining audience, combining it with high-value awareness solutions to help the company achieve its goals.



STRATEGY

Sego Resources 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 Sego Resources with an audience that already follows mining-related content.

Sponsored Content Campaign

- We used the editorial strength of a sponsored content piece in the Financial Post to share Sego's latest exploration efforts, drawing interest from mining investors. We amplified this on 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 Sego's target audience while associating their brand with a trusted publication. The creative assets were also leveraged for use on their website.

Retargeting Campaign

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

RESULTS

Considered an effective and cost-efficient campaign, Sego Resources 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, Sego has since referred Postmedia to other companies within the mining industry.

19K+

TOTAL SOCIAL AD
CLICKS

3:12

AVERAGE TIME SPENT
ON PAGE

8.8M+

IMPRESSIONS

3.08%

SPONSORED CONTENT
ENGAGEMENT RATE

“

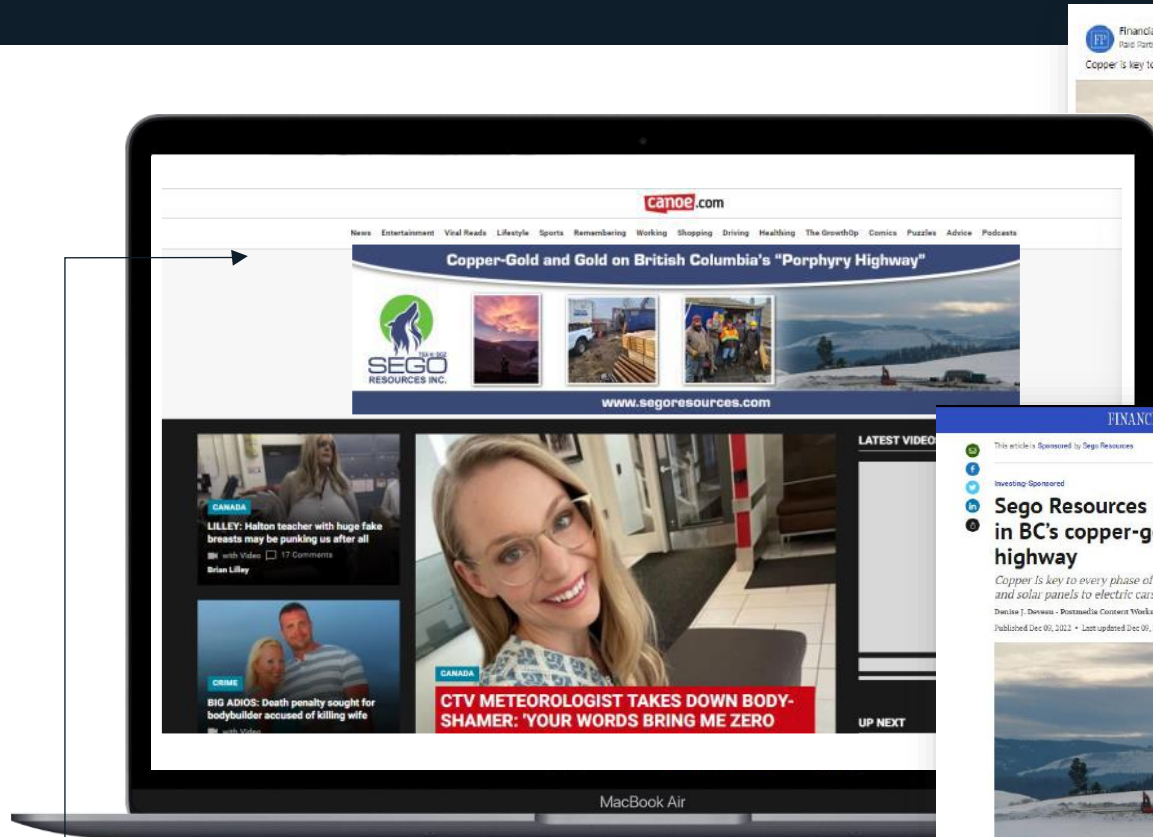
Thank you for sending the results of our Ad Campaign including a full-page ad in the Financial Post. It was the least expensive and the most effective campaign we have done. Your results confirmed our impression when we received so many news release requests on our web page. The writer worked closely with our consultant and I to produce an incredible ad that actually had many in the industry contacting me and she was a pleasure to work with. We will definitely do more ads as our work progresses. Thank you for reaching out to me and giving us a chance to place the ad. Once again inexpensive and very very effective. What more could we ask for.

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J. Paul Stevenson - CEO, Sego Resources Inc.

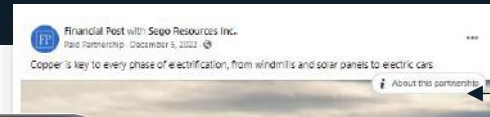
Campaign Results

DECEMBER 2022 TO FEBRUARY 2023



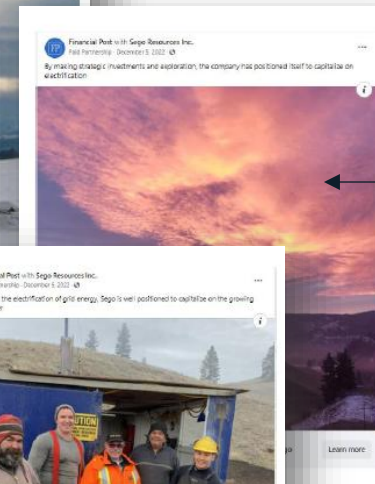
PROGRAMMATIC DISPLAY RESULTS

5,239 AD CLICKS
8,785,186 IMPRESSIONS
.06% CLICK-THROUGH RATE (CTR)



FACEBOOK AD RESULTS

2,208 AD CLICKS
61,500 IMPRESSIONS
3.59% ENGAGEMENT RATE



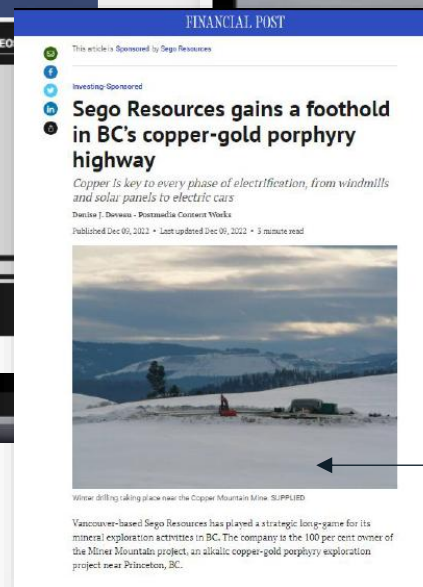
FACEBOOK AD RESULTS

11 AD CLICKS
472 IMPRESSIONS
2.33% ENGAGEMENT RATE



FACEBOOK AD RESULTS

17,361 AD CLICKS
573,159 IMPRESSIONS
3.03% ENGAGEMENT RATE



SPONSORED CONTENT RESULTS

19,580 AD CLICKS
635,131 SOCIAL IMPRESSIONS
3.08% ENGAGEMENT RATE
3:12 AVG TIME SPENT ON PAGE
9,910 UNIQUE VISITORS