

Business Financial Publishing Presents

# Case Studies



## PUDA COAL: An Investor Relations Success

### **Situation:**

Puda Coal (OTC BB: PUDC), a leading Chinese clean coal company, had recently completed a reverse merger. The newly public company was looking to tell its story to individual investors in the U.S. who were interested in investing in red hot China stocks. The company sought to grow its shareholder base by engaging an audience of active individual investors through the Internet.

### **Solution:**

Business Financial Publishing was engaged by Puda Coal's investor relations firm, Keating After Market Support, to assist in their investor outreach efforts. Working closely with the team at Keating and Puda Coal, Business Financial Publishing launched a lead generation website and prepared a special report profile highlighting the company and its opportunity for growth. Using aggressive online advertising solutions including email, search engine advertising, and contextual advertising, we created a steady stream of visitors to the web site.

### **Result:**

In a matter of months, more than 10,000 individual investors visited the mini-web site and signed up to download the special report and receive information about Puda Coal. By using carefully crafted marketing techniques, these leads generated the awareness that this company needed. Hidden Stocks is now the leading source for high quality individual investor leads in the Investor Relations space.

