**Summery of the Stratosphere Merchant Banker Inc;**

Stratosphere, Merchant Bankers &amp; Advisors Inc. are corporate finance and financial structure advisors. The Company specializes in assisting Small to Medium sized corporations in identifying sources of financing which help them reach their growth and development goals. It is also active in helping publicly traded companies in presenting a better image to investors. Stratosphere is very active in helping less active public corporations in reinventing themselves and in revitalizing their capital. The associates of Stratosphere accumulate more than 60 years experience in the financial industry. Over the years they have assisted companies active in all sectors of the economy in identifying and securing capital, getting new shareholders, improving their financial marketing and relations with the finance world, in becoming publicly traded; when the need arose in reprivatizing their capital, offering shareholder mediation services, negotiating and implementing corporate rebranding and new capital structures. This expertise was built over time by being committed with clients through direct investments, in active participation or strictly as advisors in matters of financial management, and in some cases in the daily operations of certain companies.

Startosphere’s excellent access to sources of financing of all types, its flexibility in offering to clients the precise solution to their financial needs and desires were always part of their recognized execution and realization abilities.

It's very active presence in social medias and its numerous active contacts in all strata's of the financial industry allows it to rapidly respond to its clients needs and to adapt the offered solutions according to constant changes that are now part of the daily contemporary economic life

**The Brand - Stratosphere Merchant Banker Inc**

Stratosphere, Merchant Bankers &amp; Advisors Inc. are corporate finance and financial structure advisors.

* Stratosphere Merchant Banker Inc `s proposition is the following;

1 - Assisting Small to Medium sized corporations in identifying sources of financing which help them reach their growth and development goals.

2 - Helping publicly traded companies in presenting a better image to investors.

3 - Helping less active public corporations in reinventing themselves and in revitalizing their capital.

**The Audience;**

Our current audience are small to medium sized companies that are in need of financial growth and publicity. These companies that need the help and lessons of how to seem appealing to investors and share holders. So to become a big and more financially stable companies.

The audience we are looking to gain, are the following;

* Small to Medium size Corporations.
* Public Corporations.
* Publicly Traded Companies.

Our Target audience is similar to the our current audience, however we are looking for a more higher end clients. Corporate sized industries now instead of smaller companies. Offering the same as before (please see propositions above), we would like to begin helping young corporations in need a more experience in understanding what need to be done financially, and presenting a better image to investors.

**Goals;**

When starting our Social Media Add Campaign we will be looking to aim for teh following;

* Brand Awareness Online.
* Getting Companies/Corporations as clients.
* More traffic to the Website.
* Getting Audiences interested in our services.

How we will be getting to our goal are the following;

* Setting up a Facebook Page
* Setting up a Twitter Business Account
* Setting up LinkedIn Business Page
* Begin in creating a Hash-Tag for Twitter
* Begin some articles and promotions for LinkedIn and Facebook.
* (if interested) Begin a Facebook Add \*\*\*

Content Strategies;

Our message for Stratosphere Merchant Banker Inc;

Startosphere’s excellent access to sources of financing of all types, its flexibility in offering to clients the precise solution to their financial needs and desires were always part of their recognized execution and realization abilities.

**The Social Media Networks we will be using;**

1) Facebook Business Page:

 To keep your clients up to date on new information. Facebook is used across the world by many people all age groups, that is why it is highly recommended that we begin with setting this up immediately. By opening this page up we show our clients a more personal and leisure side of the business, telling them about strategies and tips, causing them to share, like or even comment on the material you have to offer. This helps in creating an online community for the company.

2) Twitter Business Account;

 Creating a twitter page for the company is a great way to begin discussions between you and your clientele. It engages your client in sharing what you have to say, or begin discussions that help your target/current audience to understand more in what you are offering. By creating a Twitter page we are more customer friendly, a great way to use Twitter is as a customer service hub for potential clients to have their questions heard and answered. For example; if clients have question we can direct them to the Twitter page and have them ask it, when we answer, the clients will have with them more of an understanding and it will create more buzz within you followers.

3) Linkedin Business Profile;

 Your clients are business people like yourself, having a LinkedIn Business Profile would help in showing your professionalism on the internet. Showing the work your company does on a deeper level. Sharing with your followers articles you may write in the future or have been written about. Whereas Facebook is more leisure and customer friendly, Linkinedin is where you show off your work.

Hash-Tags that will help in spreading the News;

|  |  |  |
| --- | --- | --- |
| # Startosphere | # StartosphereMTL | # Startospherefinancial |
| # Startosphereinc | #StratosphereMerchantBankerInc | #MerchatBankInc |

**The Call to Action;**

Our call to action will show our clients what Stratosphere Merchant Banker Inc, has to over under a 250 character restrain. Also by bringing them to our website where they will see all the information of our Services, by offering them something thy would be intersted by.

I.E;

Startosphere’s excellent access to sources of financing of all types, its flexibility in offering to clients the precise solution to their financial needs and desires were always part of their recognized execution and realization abilities. Come check us out, and your first consultation is free. http://bit.ly/1UO5cTt.

(this is an example we can offer other ideas)

**4-Week Execution Plan;**

This is a quick Summery of what we will be doing for the company once things are up and running;

|  |  |
| --- | --- |
| Week #1 | Set up the Facebook Page, Twitter account, and LinkedIn Business Profile. Link up the Website so clients can get to it.  |
| Week #2 | Begin tweeting and sharing articles on all forms of social media networks that either the company has created or believes are important to the clientele.Makes tweet not just only about business but also fun and social engaging your clients to be a part of the conversation |
| Week #3 | Offer deals and promotions to gain more attention and clients to the site.Continue sharing ideas and article related to your company and ideas for your clients |
| Week #4 | Continue the same procedure like in week 2;Begin tweeting and sharing articles on all forms of social media networks that either the company has created or believes are important to the clientele. |

**Key Performance Indicators (KPI);**

|  |  |
| --- | --- |
| Creating Brand Awareness and Visibility | Facebook Followers - 450 by the seconded Week.Twitter Followers - 600 by the first Week.LinkedIn Followers - 150/250 b y the seconded week |
| Getting people to come to the WebSite. | By the first week we should be looking at about 500/750 clicks on the website. |

For the industry we are working in we should be checking our progress every week.

**The Editorial Calendar;**

This will show the schedule in which we will be posting and and updating information for the social media sites.

Month of September 2016

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|  |  |  |  | 1 LinkedIn | 2  | 3 |
| 4 | 5 FacebookTwitter | 6 LinkedIn | 7 Twitter | 8 LinkedIn | 9 Twitter | 10 |
| 11 | 12 FacebookTwitter | 13LinkedIn | 14 Twitter | 15 LinkedIn | 16 Twitter | 17 |
| 18 | 19 FacebookTwitter | 20 LinkedIn | 21 Twitter | 22 LinkedIn | 23 Twitter | 24 |
| 25 | 26 FacebookTwitter | 27LinkedIn | 28 Twitter | 29 LinkedIn | 30 Twitter | 1 October |