



About Us: Corp Com and the Internet

About Us A common heading found on many a site map. Also termed *company information*, this is where many site visitors go to view an organization's description of what it does, for whom and how.

About Us attracts key audiences to your website beyond customers and prospects. This is the section most reviewed by the media, current and prospective investors and prospective employees.

Established public companies and those preparing to go public take this seriously. The same could be said for universities and non-profits that depend on public contributions and have leveraged their websites as a strategic marketing tool.

Sections of a Robust *About Us*

- Company Information
- Press Relations
- Investor Relations
- Employment Opportunities

Great newfangled tech tools have been developed that advance the opportunity to showcase your company. Nowadays you can load PowerPoints, photos and videos and host web casts – all at your website. It is important to select tools that support and demonstrate your brand promise and reflect how tech savvy your customers and target audience is expected to be. Let's be mindful of the varied levels of technology experience and comfort website visitors will have, and be sure that the broadest audience will be able to access and use your information.

Company Information

Occasionally sporting some of the same copy as your home page, this section begins with a description of the company. This positions the company, differentiating it from competitors, and would be provided by marketing or PR departments, depending on who crafts your external messages. Supplemental materials for *Company Information* may include product or service information, key customer references, testimonials and logos.

Company Information may serve as the introductory screen for *About Us* and may be accompanied by a series of choices to drill down into for more detailed information. Alternatively, all information beyond the company introduction may be assigned to other sections within *About Us*, such as the press section.

Press Room

Reporters expect to find a section tailored for them. They are looking for one place on your web site to get most current information about your company's position in the market, its products and leadership. They want quick access to your latest press releases and direct access to a company contact.

Some websites offer electronic press kits, while others present materials a la carte. Here are materials commonly used. The depth of content, its organization and graphic images will depend on the available information, as well as your budget and technical resources.

- Recent and archived press releases
- Company fact sheets
- Recent and archived news clips
- Management bios
- Customer testimonials
- Speeches or presentations
- Product photos
- Contacts in-house and at your PR agency

Public and Pre-IPO

If your company seeks to retain or attract investors, then an *Investor Relations* (IR) section is important. For public companies, public disclosure of certain information is required by law and the Internet provides an efficient forum for information sharing. The web expedites satisfying SEC and other notification requirements.

Is an IR section necessary if my company is private?

No. And Yes. If your management and board entertain the possibility of becoming a public company, then it makes sense to start embracing public practices and educate executives about how to operate under the rules of public disclosure.

That doesn't mean you should post financial reports or other non-required information while private. It means you have the chance to begin the practice of educating investors through your website with information that is prudent to share. These are preliminary steps to establish management's understanding of future requirements and opportunities.

Here are some of the more common resources available on IR sections. Choose those that best present your company and its policies.

- Financial press releases
- Recent and archived financial press releases
- Quarterly financials
- Annual report
- SEC filings
- Management and board bios
- Web cast earnings calls
- Analyst reports
- Analyst coverage
- IR contacts

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