▲ MicroVentures

Digital Marketing Tips
for Equity Crowdfunding Issuers

Congratulations on launching your raise on MicroVentures! Through our business dashboard, you will have access to an array of metrics and analytics to track how your campaign is performing. Here are some tips to help you make the most out of the tools we have to offer.

Through our dashboard, you can see:
- Investment **$** raised per day
- Cumulative **$** raised
- **#** of investors per day
- Total cumulative investors
- Unique pageviews per day
- and more!

✓ Embed Google Tag Manager data for:
- Your main offering page
- The investment page (after a user clicks "Invest")
- The success page (after an investment is successfully completed)

✓ Embed your Google Analytics tracking ID for data on your offering page:
- Implementing Google Analytics will enable you to see which channels are driving the most traffic and conversions to your offering
- **Tip**: Focus any ad spend on your top performing channels

✓ Add a Facebook pixel and/or Twitter pixel on your main offering page:
- Facebook and Twitter pixels will enable you to track the performance and fine-tune any ads you run promoting your raise on each platform

✓ Track your digital efforts by using a referral code in any URL: http://app.microventures.com/crowdfunding/**bills_pizza**?referral_code=**BPFB110**

- Anytime you share your offering link on social media or via email, using a referral code will make it easier to track your marketing efforts
- **Tip**: Always use consistent naming conventions for your referral code

↑ Your offering name   ↑ BP: Your offering name
FB: Facebook
110: Date of post (1/10)

✓ Communicate with potential investors:
- Government regulations require that **all** investor questions related to your raise be addressed in the **discussion section of your offering page**. This way, all investors have access to the same information.
- **Tip**: As investors often wait to invest until their question has been answered, we recommend responding to their questions promptly.

Ready to get started? View your business dashboard at
business.microventures.com