

Blockchain Technology: What you need to understand



“Something is happening here but you don’t know what it is.”

This line from a track on the Bob Dylan album “Highway 61 Revisited” captures where most members of the investment community find themselves on the question of blockchain technology.

It becomes more important every day for business leaders to understand the meaning of technological developments – especially when a change has the power to change the entire game.

There are strong indications that blockchain can be “a difference that makes a difference” – the catchy phrase applied when a development has the power to introduce a new paradigm with widespread consequences.

One indication is the millions of dollars in investments that continue to increase, despite press that temporarily tarnished the image of cryptocurrencies. Another is how the banking community is scrambling to embrace the technology and privatize it, largely because of how it threatens to eliminate financial intermediaries. Another is how governments have banned it while they buy time figuring out how to control it.

There are intricacies to distributed ledgers, provenance, questions of privacy and other aspects of blockchain technology too big to be covered in this small space. PCG Advisory is an Investor Relations Firm that has always been in the forefront of understanding and applying the transformative nature of social media and other Internet technologies to the navigation of capital markets.

Seeing is Believing: The Value of Video



Studies show that posting videos increases engagement by 100%, and that after watching a video, consumers are 85% more likely to make a purchase.

The source for these details is Kara Alaimo's learned treatise on global public relations, "Pitch, Tweet or Engage on the Street," which devotes large segments of its pages to social media. But there are many endorsers of the effectiveness of video, including David Murdicho, who Alaimo quotes: "If social media is the rocket then video is the launchpad."

PCG Advisory's answer as to many other questions, is to take a hybrid approach. By all means, enlist the power and immediacy of video, even if it is only a message from the CEO to customers or shareholders, but put it in a post that uses a few written sentences to create context.

Send personalized emails to your database with a teaser urging recipients to click on the link. The teaser text will create context, as will posts you place in LinkedIn, Facebook, and the 140 characters of Twitter, all of which should include a link to your video. The more analytical you can get, the better. Know who opened the email, who clicked on the link, who liked the Facebook post and who shared your tweet.

It's a constant process of messaging and measuring that will bring you closer and closer to the results you seek.

How to Use Social Media to Reach Investors



This is the title of a 20-minute webinar I was pleased to give last week to an audience assembled by OTC Markets.

If you missed it, you can register to play it back by clicking [here](#).

It's what I call an encyclopedic overview with a special focus.

The special focus can show small and micro cap companies how to understand and use social media tools to reach investors now that regulatory changes have begun to favor its use?

The encyclopedic overview opens many doors — the what and how of things. You have to go through the doors to make it all work for you.

My door is always open.

Please email any questions.

Two Words – Radically Connected



Radical connection is the integration of people, places, things, and technology that we experience today.

Different people and different companies experience it in different ways but everyone is in it and everyone is affected by it. It would be wrong to think of it as a stadium in which some are players and the rest are spectators. Rather, everyone is a player — some are good players and some not so good; some are experienced and some not so experienced. The idea is to become a better player.

In the world of investing, recent changes in regulations make it imperative that you become a better player. To become a better player, articulate a clear strategy, then cultivate the habit of applying proven, disciplined social media principles to build audience, which is the first step to achieving any social media strategy.

On Changing the Way We Buy



In the news and across trading floors the buzz is all about both high retail performance and revenue falloff at traditional department stores.

Jeff Bezos named his company Amazon because he envisioned it like the great river down which one day everything would flow. That day got a little closer this holiday season. In the words of one analyst, “Amazon has won the distribution wars.”

Declines at major retailers like Nordstrom’s Kohl’s, and Macy’s, which announced the closing of 68 stores and layoffs to the tune of 6,200, dramatized the news.

What does any of this have to do with regulatory changes in the investment world?

In his book, “The Mobile Wave” now a classic written eons ago in 2012, Michael Saylor famously predicted the “dematerialization” of just about everything — from money to entertainment to

education to medicine to retail business — through the disruptive influence of software catalyzed by the proliferation of handheld devices.

Reg A+ lifts the curtain on the largest software development in history — the Internet — giving it the chance to play its part in changing how we buy stocks. It would be wrong to think that the change can be made successfully, except alongside traditional approaches, or that it can somehow be accomplished off the cuff, without applying the disciplined use of social media to build audience in proven, strategic ways. But it does confirm that a different future is shaping up.

Don't Be Digitally Dysfunctional



To be dysfunctional, psychologists tell us, is not to do nothing, but to do things in such a way that they have negative impact.

At this point, when regulatory advances in the investor world are beginning to catch up with the potential of social media, it would be a mistake to do nothing, but even worse to do something ineffective.

One of the most famous sentences in all of literature opens Tolstoy's Anna Karenina: "All happy families are alike; each unhappy family is unhappy in its own way."

It's the same with the strategic use of social media to achieve a goal. There is really only one way to do it right. There are an infinite number of ways to do it wrong.

Doing it right means aligning your actions with a strategy designed to build audience carefully composed of influencers and stakeholders naturally drawn to subject at hand by passionate interest. The buzz prepares the way for investor action.

Reg A+, Crowdfunding, and the New World of Investing



CROWDFUNDING

I have always liked the word “confluence” but now I like it even better.

Confluence means the process of merging or coming together, as in the juncture where rivers meet.

There’s no better word to describe what’s finally coming together through social media for investor relations, for small cap companies seeking funds, and investors of all stripes, including anyone in the population who sees a low-cost investment he or she likes and wants to execute on the spot through a medium as accessible as a Facebook page.

Regulation A+, which makes all of this possible for IPO’s under \$50 million, gives official recognition to a power that always been just waiting to happen for those who knew how to use it. Using it means applying disciplined principles to build audience.

In the new world of investor relations, the stakeholders you have learned how to cultivate become the stockholders who enlist themselves in your venture, by taking action on something as familiar to them as Facebook.

The emergence of crowdfunding is the confluence of potential and reality, stakeholder and stockholder, strategy and execution.

It’s about time.

All you need to know is how to do it.