



# THE STRIKE PRICE MARKETING GROUP

The Triumvirate of Investor Relationships

# The Strike Price Marketing Group

Exposure/Performance/Growth



# Who is the Strike Price Marketing Group?

- Strike Price Marketing Group is comprised of three of the top IR and digital marketing firms in the country.
  - In teaming up we can now introduce to our clients the maximum amount of investors, while lowering the overall costs.
    - This allows us, as a team, to pass that cost reduction on to our clients without minimizing any of our reach. **In fact, this merger allows us access to even more resources!**
- Together, we have managed over 500 successful marketing campaigns for a variety of companies who trade on multiple exchanges.
- We have a combined 30 years of market-making and equity building for our clients.
- Our efforts ensure that companies reach their trading targets which put them in the best possible position to raise equity and/or negotiate private placement contracts.



# Our Clients

- Have traded over **\$1.5 B** worth of stock while under engagement with our group.
- Raised millions by taking advantage of our group's relationships with dozens of different investment bankers, brokerage firms, family outfits, retail investors, and institutions.
- Have completed over **\$26M** in private placements with accredited investors.
- Stocks have outperformed the most common stock indexes (Nasdaq, Dow and S&P 500).

# How We Do It?



- Privately and candidly harness our experience to advise you on 'best practices' of the industry.
- We get out early in front of both analysts and investors.
- We tailor your message to make it both readable and exciting for a broader audience.
- We work with both new and current investors to match their needs with their expectations.
- Target specific investors that fit the model of people who would be most interested in your offering.
- Sensibly exercise every digital media avenue available.

# Full Exposure

## Step 1

We sit down with officers of the company to listen and understand their corporate vision as well as get a handle on the goals for both the company and the marketplace.

## Step 2

We identify important facts and bullet points that we know will be of most interest to our investors, and outside investors as well.

## Step 3

We create or revise all investor materials based on industry best practices and investor testing.

## Step 4

We along with company officers, determine upcoming milestones, product and press releases and financial measurements that enable investors to see the company's accomplishments in "real time."

## Step 5

We create and execute a consistent and timely PR strategy that includes press releases, digital and social media coverage.

# Pricing

# Structure

**\$50,000**

**3 Month Full Exposure**

**\$25,000**

**1 Month Full Exposure**

**\$10,000**

**1 Month Full Newsletter Database Distro  
(20+ Unique Investor Groups)**

**\$5,000**

**2 Week Sector Specific Newsletter Distro  
(3 Unique Investor Lists Depending on Sector)**





# Services

## INVESTOR RELATIONS

- Positioning and Valuation
- Expectation Management
- Research and Feedback
- Capital Market Guidance
- Reputation Management
- Crisis Management

## INVESTOR OUTREACH

- Buy-side Investor Targeting
- Sell-side Banker Outreach
- Retail Investor Outreach
- Social Media Outreach
- Shareholder Management

## COMMUNICATION

- Quarterly Communications
- News Announcements
- Investor Presentations
- Investor Websites
- Social Media



