

Boost Your Visibility: 5 TIPS FOR SUCCESS



Hibre Teklemariam
VP & partner



Marilyn Dale
VP Creative Services Director

SunStar Strategic

Boutique PR firm: *Washington DC, New York, Chicago*

- 25+ years
- Dedicated to mutual funds/asset management
- Understand compliance

ESTABLISH POWERFUL NATIONAL BRANDS

Average client has
100
interviews or meetings/year with national press



LONG-TIME CLIENT SATISFACTION



8YR
Average retention

UNDERSTAND SOPHISTICATED PRODUCTS



100%
of our senior account executives have masters degrees

CONSISTENT WORK/DEPENDABLE TEAM



10YR
Average staff tenure

OUR SERVICES

Message Development

Media Training

Proactive PR & Content Placement

Content & Design
Web/ Social Media
Brochures/ Emails

Video
Script/ Production

Program Management
Web/ Social media
Campaign development/
Email outreach

1. Get your messaging right from the start


- Consistent
- Inspire and educate
- Simple, easy to understand, yet deep in meaning



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- 
- Analysts vs. pension boards vs. private clients vs. shareholders
 - Don't lose your audience
 - Tell it to your mom



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2. Once a year media exposure is not enough

- Momentum
- Build on existing relationships
- Boring your audience could be a good goal



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- Current themes
- How you are making money today
- Tied to your investment process
- It's an "art"



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3. 15 minutes of fame is just that



- A marathon, not a sprint
- Out of sight, out of mind
- Being good takes practice



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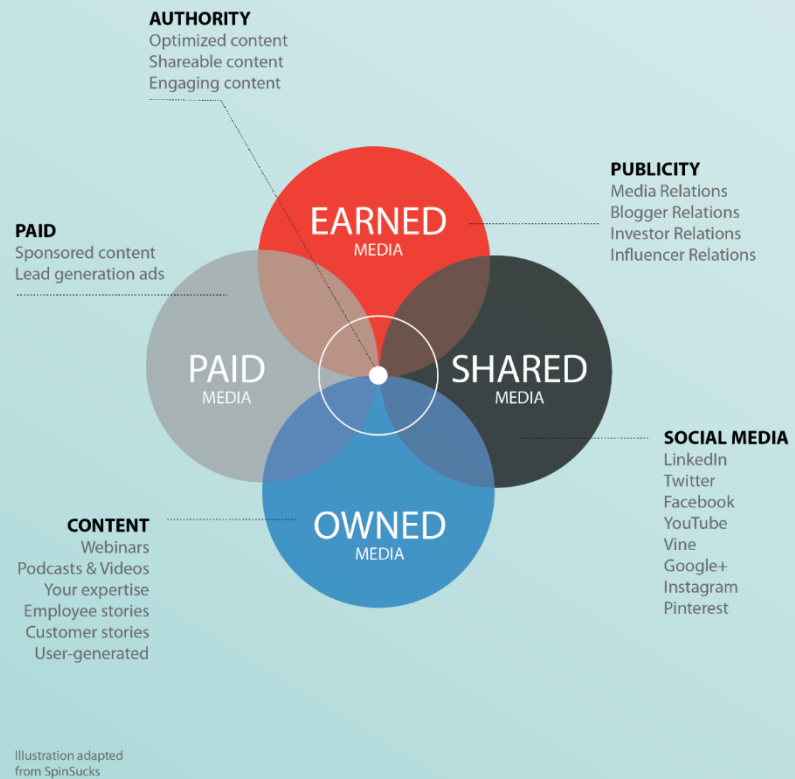


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Example campaign:

Begin with a white paper

- Pitch concept to journalists, bloggers, other online platforms
- Emails to clients and prospects with the paper/ video/ press
- Parse, post and sponsor on social media platforms, multiple times
- Video or podcast
- Landing pages; web posts
- Purchase ads on Morningstar and other advisor pubs
- Sales aids and talking points for sales force

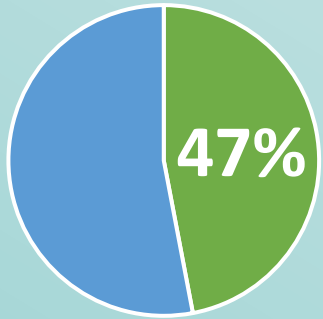


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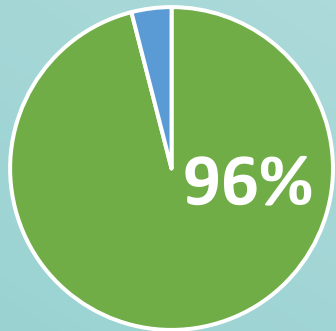


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4. Consistency matters



of buyers viewed 3-5 pieces of content before engaging with a sales representative



of B2B buyers want content with more input from industry thought leaders

Source: Demand Gen Report, 2016



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- Attentive to branding
- Weave in static messages
- Frequent/visible
- Designated spokespeople
- Professionally designed collateral



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5. DIY (Do-it-yourself)

- One size does not fit all
- Do you have the time and resources?



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What does it take?

- Scouring news for current themes
- Creating a timely pitch
- Knowing which reporters cover your topic
- Tenacious pitching and follow-up
- Building relationships with journalists
- Great writers
- Professional designers
- IT staff



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Boost Your Visibility:

5 TIPS FOR SUCCESS

1. Get your messaging right from the start
2. Once a year media coverage is not enough
3. 15 minutes of fame is just that
4. Consistency matters
5. DIY



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Q&A

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