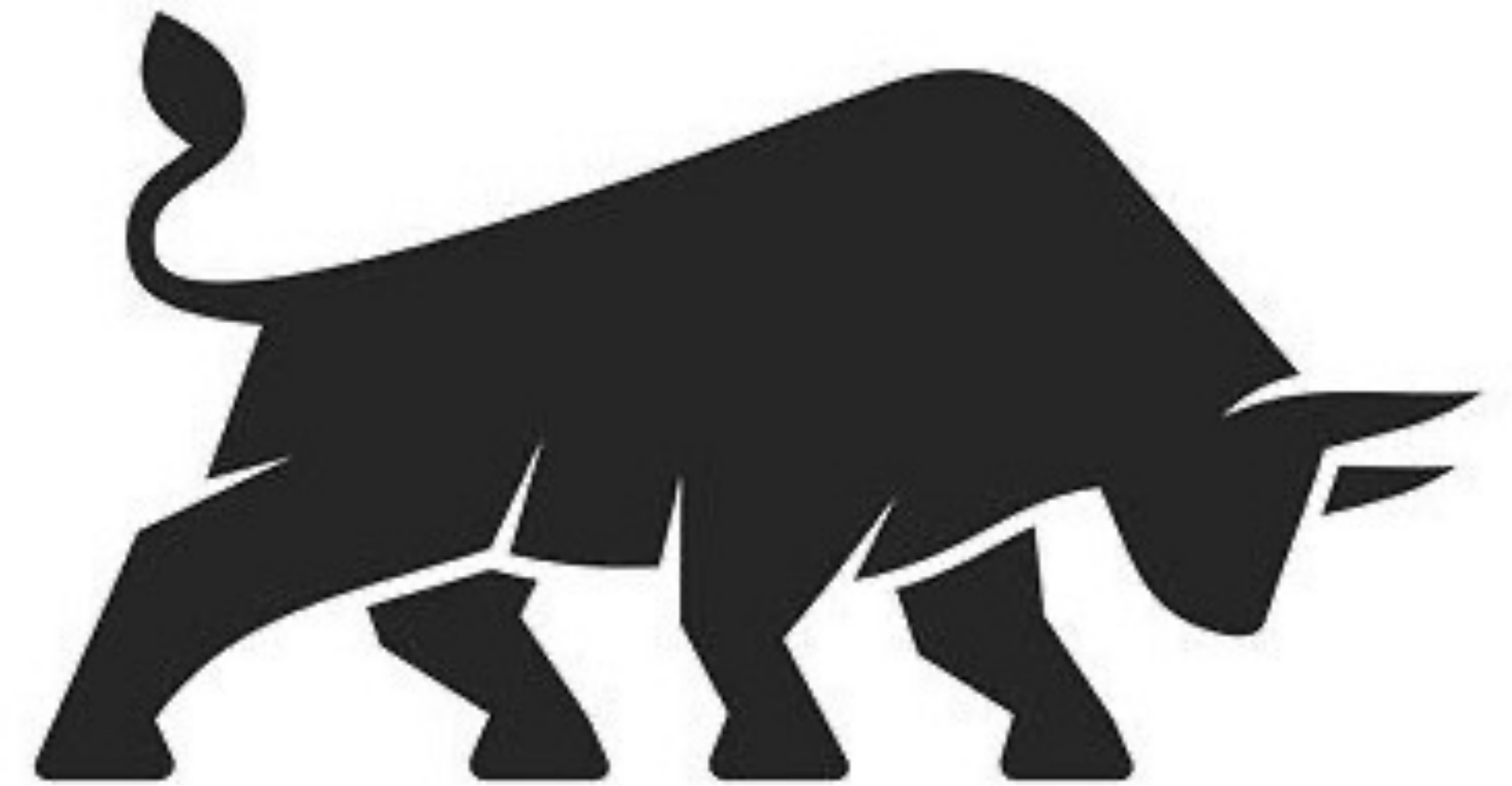




# Your Partner in Financial Marketing Strategies





# Financial Marketing for the Digital Age

Innovation • Digital Media • Process • Conversations • Experience

# ABOUT US

At Stanford & Turner, we have a rich history of working with public companies and financial institutions. We've worked with investor relations teams, CEOs, financial advisory firms, investor event planners and more. Over time, we've developed a process, a suite of tools and a deep network that allows us to strategically build awareness and interest in your company, while amplifying your existing activity, generating leads and creating conversations with potential investors.

Stanford & Turner Marketing Group is a digital marketing firm that specializes in finding targeted, niche audiences online. With a full suite of digital marketing tools and relationships throughout the industry, we create custom solutions to fit our clients needs

We are passionate about the journey that our clients are on and aim to play a vital part in their ongoing success.



— SINCE 2020 —

**STANFORD & TURNER**  
MARKETING GROUP



# SERVICES

We're a full service agency and between our in-house capabilities, our partnerships, and our relationships, we can tackle almost any project. We are completely agnostic and have access to a full suite of digital tools and platforms.

## SERVICES

- ▲ Native Advertising
- ▲ Paid Digital Display: Programmatic, Google display
- ▲ Social Media: Facebook, LinkedIn, Instagram, Twitter and more
- ▲ Paid Search
- ▲ Paid Video: YouTube, OTT, connected TV (Smart TV, Roku, Xbox, etc.), premium pre-roll, Native Video, in-app video
- ▲ Dedicated email campaigns
- ▲ Digital Out of Home: programmatic options and direct.
- ▲ Traditional Media: radio, print, TV, out of home
- ▲ Chatbots
- ▲ SEO
- ▲ Reporting
- ▲ User acquisition and lead generation
- ▲ Landing page hosting, strategy, and optimization
- ▲ Website design and development
- ▲ Corporate Presentations – Design and content
- ▲ Press releases / Editorial Content / Interviews and videos



# WHY US?

What makes us different is that we want you to think and act like a media company. We want to build your investor base – your audience. We want to use your domain, your name and brand. The media traffic and the data we collect is yours. Building this up and creating the proper system allows you to own your channels and “broadcast” your content and amplify not only your press releases, but all other content you have. When you have videos, press, content or assets from other activity that you’re doing in market, our process amplifies it. It creates a compounding effect, drastically improves awareness in the investment community and, ultimately, gets you leads, followers and the conversations that you want.

OWN YOUR  
TRAFFIC



AMPLIFY  
EXISTING  
ACTIVITY



GENERATE  
AWARENESS



GET LEADS AND  
FOLLOWERS

# AWARENESS CAMPAIGN PROCESS

Every company needs an “always on” awareness campaign that ensures the base corporate message is being conveyed to new investors. Our process for awareness utilizes targeted paid media, which includes, but isn’t limited to: native ads, display ads and retargeting, and drives traffic to optimized landing pages. We aim to reach new investors that are unaware of your company and stock, and ultimately convert them to shareholders. The landing page will look, feel and act as part of your own site. Once there, potential investors will get to know your company, plus we can capture data on those users and retarget them. Retargeting allows us to serve another ad to anyone that’s been on your homepage or the landing page and get new information, such as a fresh press release, in front of them. This creates your own pool of data that you can utilize when your market moving news is released.



## NATIVE ADS CAMPAIGN

Your ad appears as news on investor sites and platforms



## LANDING PAGE #1

An information overview of your company, we track and optimize users who land on the page



## RETARGETING

We pixel your homepage, as well as the first landing page to build a pool of data that we can utilize for retargeting



## LANDING PAGE #2

Information that’s further down the funnel – typically a press release or news.



# LEAD GENERATION

In addition to awareness, building an in house email list is paramount to corporate storytelling and building a loyal base of shareholders. We utilize different strategies including newsletter co-sponsorships and push notifications to reach an audience specifically interested in joining pertinent email lists for news and other information. These potential investors are directed to a dedicated landing page designed for email capture and feed into our awareness programs.



## Push / NL sponsorships

Desktop push notifications and sidecar advertisements with major newsletters



## LANDING PAGE

Optimized landing page to collect email addresses



## RETARGETING

Pixels are placed to continually engage visitors and collect email addresses



## LIST BUILDING

Nothing is more key to ongoing success than an internal email list of loyal followers



# DEDICATED EMAIL CAMPAIGNS

We have access to dedicated email lists that allow 3<sup>rd</sup> party sends. These are custom emails that are sent to financial publishers list of subscribers. The email would be entirely devoted to you and allows you to get your story out to an additional audience of potential investors that are looking for new and unique investment opportunities

# CONTENT MARKETING

## MEDIA AMPLIFICATION AND CONTENT DEVELOPMENT

Amplified content and distribution can improve your online reputation, increase your visibility and grow your web traffic. We have the ability to expand and increase the effectiveness of your press releases and content by getting it on 100's of sites, including Google News, Yahoo Finance and more. Utilizing editors, AI and programmatic media, we create ultra-specific content and get it placed on 3<sup>rd</sup> party websites that drive hyper-targeted traffic back to our landing pages.



# WHO WE'VE WORKED WITH





# CAMPAIGN COMPONENTS



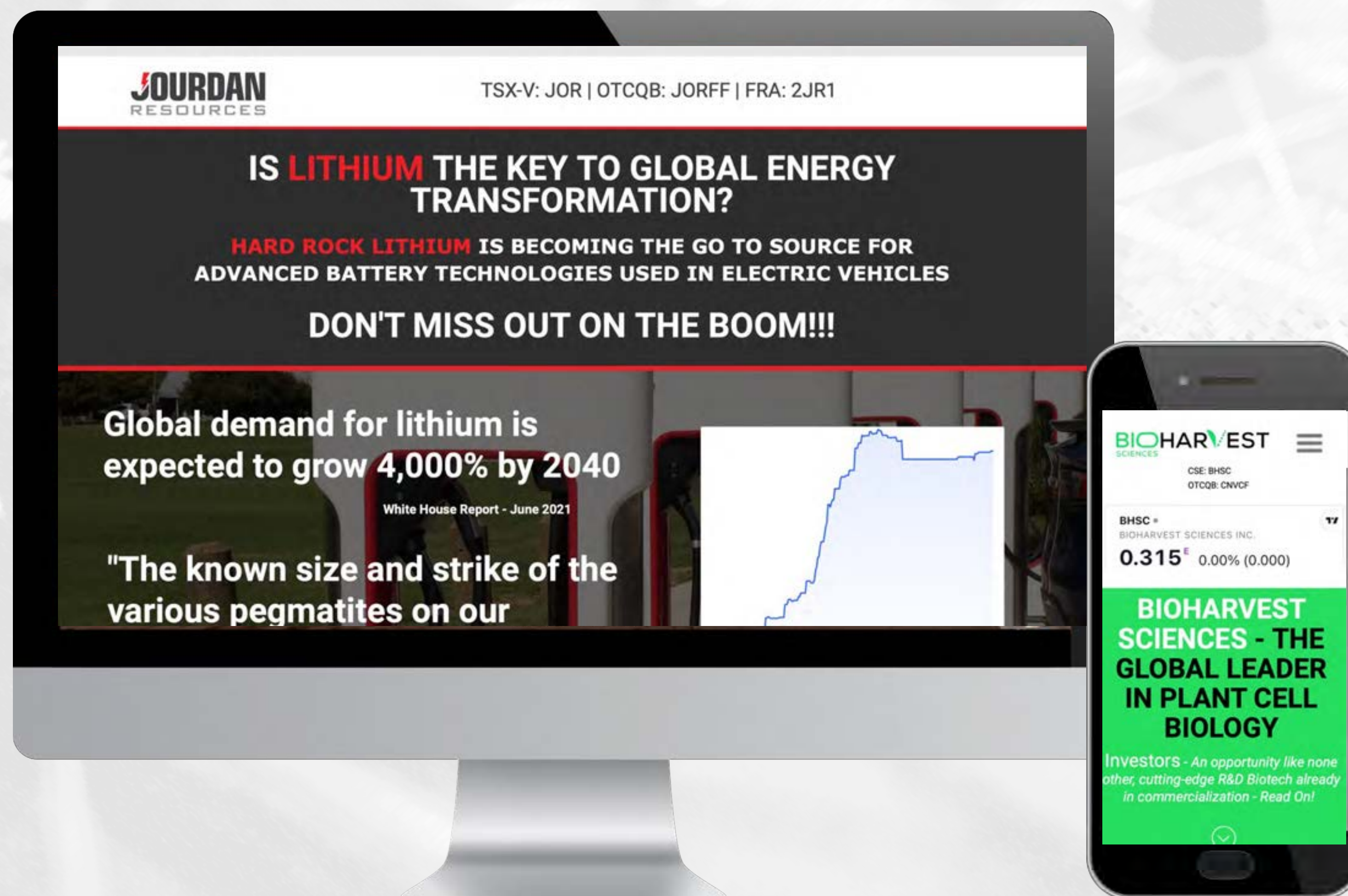
# INVESTOR AUDIENCES

We have both direct relationships with financial publishers and a proprietary whitelist of premium investor sites where your ads or content can run. We utilize these sites and their properties in our media mix to make sure your company is featured in the right environments to the right investors. A sample of the publishers we have access to is below.

- ▲ Bankrate.com
- ▲ Bbc.com
- ▲ Bloomberg.com
- ▲ Bnn.ca
- ▲ Bnnbloomberg.ca
- ▲ Business.financialpost.com
- ▲ Bworldonline.com
- ▲ Ca.investing.com
- ▲ Ca.reuters.com
- ▲ Canadianbusiness.com
- ▲ Cnbc.com
- ▲ Downtownmoney.com
- ▲ Conomictimes.indiatimes.com
- ▲ Finance.yahoo.com
- ▲ Financialpost.com
- ▲ Fool.com
- ▲ Forbes.com
- ▲ Fotune.com
- ▲ fnlondon.com
- ▲ Kitco.com
- ▲ lbtimes.com
- ▲ Investing.com
- ▲ Investors.com
- ▲ Livemint.com
- ▲ Marketrealist.com
- ▲ Markets.businessinsider.com
- ▲ Marketwatch.com
- ▲ Mint.com
- ▲ Money.cnn.com
- ▲ Moneycontrol.com
- ▲ Moneymorning.com
- ▲ Moneysense.ca
- ▲ Morningstar.com
- ▲ Nasdaq.com
- ▲ Nytimes.com
- ▲ Oilprice.com
- ▲ Reuters.com
- ▲ Seekingalpha.com
- ▲ Theglobeandmail.com
- ▲ The street.com
- ▲ Wisebread.com
- ▲ Wsj.com



# Landing Pages • Copy • Press Releases



Strategically optimized landing pages ensure that we're getting the right information out to the right people at the right time. Our pages are optimized for both mobile and the web and we build them on your domains, so the traffic we drive there is yours. We also customize our pages to fit the needs of your campaign, whether that's about getting news out, collecting email addresses or building your media channels.

# Native Ads • Display Ads • Retargeting

We utilize a variety of paid media, but the core of our awareness campaigns and retargeting is done with native ads and display ads. Native ads are copy based and served contextually, meaning they run next to similar content. Display ads are the standard ad unit on the web and allow us to reach potential investors wherever they may be online.



Appears as news on investor sites and platforms

ads that are targeted at specific investor audiences

Get new information in front of investors that have already visited your site



# Video

Video marketing builds engagement and can also improve SEO and boost conversions. Plus, it's one of the best ways to engage with mobile users. If you have video content, we are able to run paid media campaigns on financial sites like Bloomberg or Financial Times where your video content will run as pre-roll. We can also place it on YouTube by financial influencers or get placements on premium sites through private marketplaces. If you need content made up, we can help with webinars, corporate videos, CEO interviews, video ads and more.



# SOCIAL MEDIA

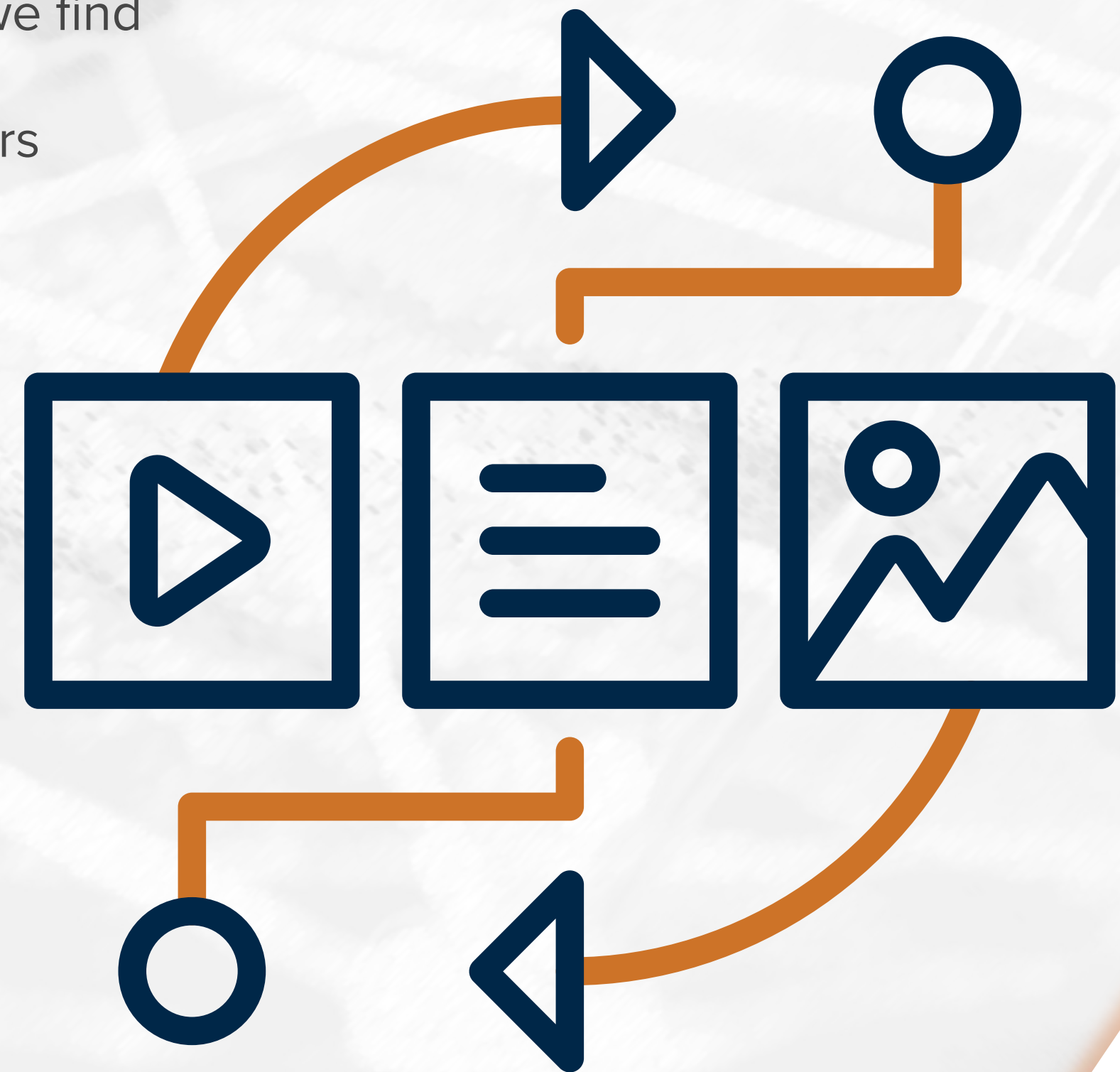
## ENGAGEMENT MONITORING & INTERACTING ACROSS PLATFORMS

- Assess investor sentiment and create content to address any concerns we find important
- Maintain a high degree of social media presence interacting with investors across a multitude of traditional and new-age platforms.

- |            |                 |
|------------|-----------------|
| ▲ Twitter  | ▲ Stocktwits    |
| ▲ Telegram | ▲ Stockhouse    |
| ▲ WhatsApp | ▲ CEO.ca        |
| ▲ Reddit   | ▲ Yahoo Finance |
| ▲ Facebook | ▲ And more...   |
| ▲ Discord  |                 |

## SOCIAL MEDIA PAID ADS & REMARKETING

- Boost, Amplify and grow your social media channels through paid ads
- Utilize the power of social media remarketing to better reach your most engaged audiences





# CONTENT CREATION

## CORPORATE VIDEO

- In depth cinematic video production telling the full company story. Focusing on the specifics of a company's offerings

## CONTENT DRIVEN CORPORATE STORYTELLING

- Interviews - breaking down key pillars of your company and addressing news releases as they hit the wire
- Mini Clips - highlighting key aspects within our interviews
- High quality infographics

## TOWN HALLS/WEBINARS

- Hosting of company focused townhalls/webinars that can be used to address your shareholders in an interactive and live atmosphere.

## MESSAGE FROM THE CEO/PRESIDENT VIDEOS

- Short 1-3 min videos used to accompany news releases to bolster targeted awareness campaigns surrounding pressing news





# SERVICES

SET UP - \$2,500 USD – includes: landing page creation, display ad and native ad creation, pixel set up and digital mapping, an SEO audit, Google optimization

AWARENESS CAMPAIGNS – Native ads, display ads and retargeting. Reach new investors, drive traffic, build awareness and build a retargeting pool of users that you can use to get press releases out to.

LEAD GENERATION / EMAIL LIST BUILDING – (must tie into an awareness campaign) Utilize our newsletter, push notification or email lists for lead generation and email building.

CONTENT CREATION – Copywriting, design, landing pages, ads, presentation decks, corporate videos and more

CUSTOM CAMPAIGNS – utilize our full suite of tools including 3<sup>rd</sup> party email lists and media amplification to design a custom campaign to fit your budget and needs

For pricing, contact us so we can customize a plan to meet your budget & needs

# CONTACT US

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We believe that all companies should think like a media company – they should own their traffic and own their channels. So, reach out and tell us about your company - tell us about your goals and objectives. Then, let us help you tell your story.

**Stanford & Turner Marketing Group**  
**[www.stanfordturner.com](http://www.stanfordturner.com)**

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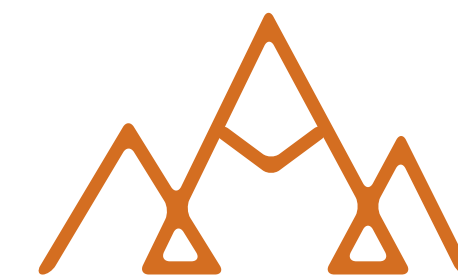
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THANK YOU