



— SINCE 2020 —

STANFORD & TURNER

MARKETING GROUP

YOUR PARTNER IN FINANCIAL MARKETING STRATEGIES





FINANCIAL MARKETING FOR THE DIGITAL AGE

MISSION

Help manage your digital presence and drive authentic investor engagement and loyalty for your company through a bespoke digital marketing mix across social, email, and website.

STRATEGY

Understand your company and your company's needs. Build out a plan that amplifies your story to the investment community through compelling content creation, social media, grassroots, and paid-media campaigns designed for maximum impact and results.

SUCCESS

Helping your company reach predefined goals and objectives. Maintaining existing investor interest, while engaging with, and acquiring new potential investors.

THINK LIKE A MEDIA COMPANY

Build YOUR investor base – Build YOUR audience.

Marketing your public company is in many ways the same as marketing any other product. You wouldn't hire a marketing firm to obtain customers, just to have those potential customers marketed with your competitor's product, would you?

Well, this is precisely what many financial marketing firms do and there is a better way...

OWN YOUR DATA

INVESTOR JOURNEY



AWARENESS

INVESTMENT RESEARCH

CONSIDERATION

COMPANY/INDUSTRY EDUCATION

CONVERSION

EMAIL/PHONE SUBMISSION

RETENTION

CONTINUED UPDATES/
CORPORATE OUTREACH

ADVOCACY

RECOMMENDATIONS/
SOCIAL CHATTER

CHANNELS



KEY METRICS

- Impressions
- Page Views
- Average Time on Page
- Unique Visitors

- Conversion rates
- Leads generated
- Visitor IP addresses

- Leads generated
- Unique emails
- Phone numbers

- Email opens/clicks
- Webinar attendance
- Event attendance

- Social Media Engagement
- Message board discussions

ASSET/CTA

Contextual ads, newsletter sponsorships, push notifications, geofenced ad campaigns, keyword search, intent marketing, social media outreach

Retargeting Ads, message board curation, marketing and educational emails, contextual ads, push notifications, social media outreach

Investor outreach, email drip campaigns, message board curation, webinars, retargeting, social media outreach

Retargeting, investor email updates, webinars, shareholder exclusive events, social media outreach

Social media outreach, news developments, investor email updates, shareholder exclusive events

CASE STUDY

THE FIRST 60-DAYS – GOAL : AWARENESS

OTCQB : JORFF | TSX.V : JOR • May 9 – July 11, 2022

US MARKET

240%

Increase in Average Daily Volume

CANADIAN MARKET

291%

Increase in Average Daily Volume

226%

Increase in Stock Price

213%

Increase in Stock Price

STRATEGIES DEPLOYED

Contextual Advertising
Premium Ad Placement
Newsletter Co-Sponsorships
Landing Page Optimization
Retargeting Pixels

HIGHLIGHTS

2.6M

investors reached

400

leads generated

9,000

unique LP visits

4 min

average time on site

CASE STUDY

GOAL : LEAD GENERATION/US PRESENCE

OTCQB : TORCF | TSX.V : TORC • June 2022 – Present

US OTCQB SHARES TRADED

0 → 486,000

February 2023 - Present

EMAIL DATABASE INCREASE

1,000+

CHALLENGE:

Initial Listing on TSX.V & OTCQB with small email list and no exposure in the US market

HIGHLIGHTS

6.0M

investors reached

1,300+

Investor events

40,000+

unique LP visits

~4 min

average time on site

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.

- ▲ Native Advertising
- ▲ Paid Digital Display: Programmatic, Google display
- ▲ User acquisition and lead generation
- ▲ 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
- ▲ Landing page hosting, strategy, and optimization
- ▲ Website design and development
- ▲ Corporate Presentations – Design and content
- ▲ Press releases / Editorial Content / Interviews and videos

LET'S TALK!

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.

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