

ETF Marketing

ETFs have recently experienced a surge in popularity. The first half of this year alone has seen 65 new ETFs debut and the media is buzzing with ETF news. In such an active market, it is becoming more difficult for an ETF to stand out in the crowd. We can change that.

At Pristine Advisers, we create awareness for firms and funds in the finance industry. With over 33 years of IR, PR and Media experience specific to the financial industry, our wealth of knowledge, network and experience can create the awareness that your ETF needs to stand out and succeed.

How we can help

We create awareness through ETF marketing and publicity adding value to your fund. Simply put: the more known your ETF is to investors, the more likely they will invest in it and the more profitable your ETF becomes. **Pristine Advisers is here to market your ETF and get it known.** We offer custom packages specifically tailored to meet the goals of your ETF. Choose from a variety of services from our ETF packages including:

ETF Media Packages

Pristine Advisers can help increase an ETF's awareness through the organization and facilitation of:

- Interviews in key financial publications
- Press release creation and distribution
- ° TV contacts for interviews
- ° Proactive media pitches
- ° Speaking topic list

ETF Social Media Packages

Social media networks are experiencing explosive growth in how people share and discover their news and new products. Pristine Advisers can help build a social media awareness through the following methods:

- ° Create social media pages in all relevant social networks
- ° Create Community and Research our Clients' Needs
- Publish Pre-Approve Social Messaging



ETF Marketing continued

- Automatic Archiving of Social Media Messages
- Redistribution of articles
- Sharing of blogs
- Generate inbound traffic
- Create social media "buzz" through discussion and commenting on posts

Social media marketing has become essential for any marketing *campaign of the 21st Century.*

ETF IR Services

Pristine Advisers offers a wide variety of IR services. A sample of IR services that would be most suitable for ETFs are:

- Introduction and feedback of the fund from the financial analyst community
- The creation of several webcasts on the topic of the specific ETF
- Access to the Pristine Advisers database to promote your ETF
- Investor targeting and marketing
 - Introduce your ETF to potential investors
 - Aim to diversify and expand your shareholder base
 - Shareholder research, targeting and analysis
- Conducting peer analysis
- Creating scripts, press releases and presentations
- Investor kit fulfillment and list maintenance

- Message development
 - Multimedia and PowerPoint presentations
 - Webcasts & logistics
 - Disclosure and transparency

Other ETF Marketing Solutions

A bespoke marketing mix can be created to increase awareness of an ETF. Other strategies include:

- Print advertising in key financial publication
- Advertorials
- Viral marketing through a blogger enablement strategy
- Targeted email marketing campaigns
- DRIP *marketing* campaigns
- Comparison website marketing
- Digital solutions
 - Website design and maintenance
 - Search Engine Optimization
 - Social media monitoring
 - SaaS implementation
 - Content writing
 - Shareholder engagement

Contact us today to discover all of the possibilities Pristine Advisers offers to increase the value and awareness of your ETF.