

# Marketing Solutions for Hedge Funds

Since the financial crisis, Hedge Funds have received a lot of negative media attention. This negative media focus on Hedge Funds can overshadow the actual performance of your Hedge Fund, leading to lower investor confidence and ultimately, fewer investors in your Hedge Fund. **Pristine Advisers can help change this.**

With over 33 years of IR, PR and media experience in the finance industry, Pristine Advisers can help mitigate the risk of negative publicity for your Hedge Fund. We offer custom-tailored marketing packages specific for Hedge Funds to present them in the best light possible to the public. Conversely, if your Hedge Fund has received negative media attention, we can help repair the damage to its image. Choose from a variety of our services unique to marketing Hedge Funds including:

## Hedge Fund Media Packages

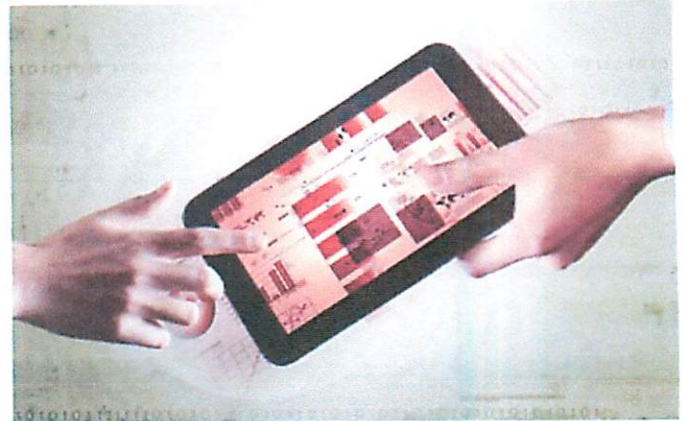
Pristine Advisers can help increase the awareness of a Hedge Fund through the organization and facilitation of:

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

## Hedge Fund IR Services

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

- Introduction and feedback of the fund from the financial analyst community
- The creation of several webcasts on the topic of the specific Hedge Fund
- Access to the Pristine Advisers database to promote your Hedge Fund
- Investor targeting and marketing
  - Introduce your Hedge Fund 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 Hedge Fund Marketing Solutions

A bespoke marketing mix can be created to increase awareness of your Hedge Fund. Other strategies include:

- Print advertising in key financial publications
- 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 Hedge Fund.**