

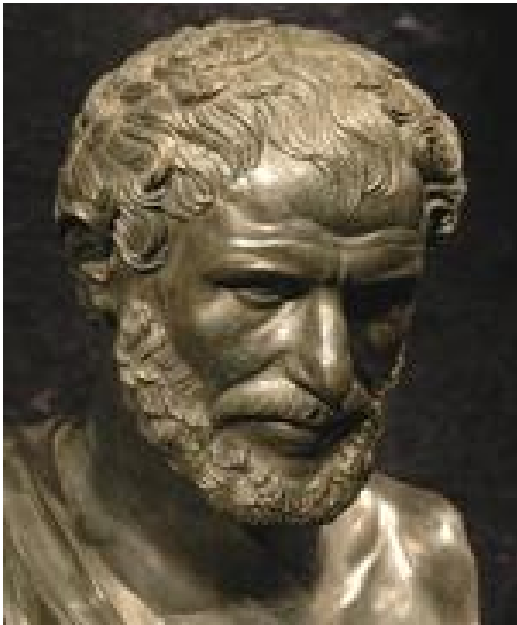
**CHANGE IS
HERE !**

Articulating & Showcasing Your Capabilities: Using PR to Leverage Your Firm

Holly Singer
President, HS Marketing LLC

Alternative Asset's Hedge Fund Boot Camp
September 18, 2013, Boston

**“There is nothing permanent
except change.”**



Heraclitus of Ephesus

(c.500 BCE)

One of the pre-Socratic
philosophers of ancient
Greece

JOB Act Rules Become Effective September 23, 2013.



Open door to general solicitation dramatically expands marketing flexibility for managers of private funds.

Abide by regulatory parameters. Consult legal/compliance advisors.

JOB Act Rules are accompanied by additional obligations, disclosures and reporting responsibilities for private fund managers.

Seek approval BEFORE implementing new communication initiatives.

Newfound Free Speech Provides Messaging & Branding Opportunities.



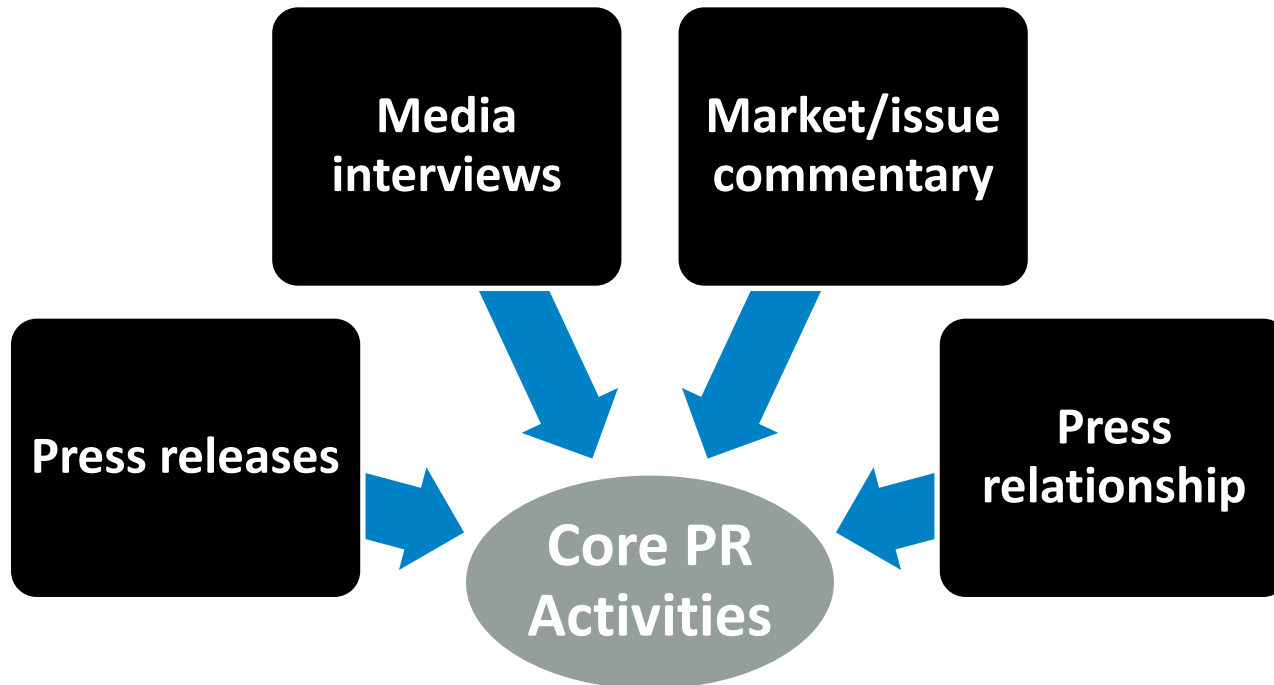
Managers can apply Modern Marketing & Communication Activities.

- ✓ Brand and image development
- ✓ Websites [unlocked!]
- ✓ Advertising – print, digital, multi-media, direct mail
- ✓ Media relations – deeper dive messaging
- ✓ Social media – LinkedIn, Twitter, Blog
- ✓ Thought leadership / Marketing campaigns
- ✓ Conferences and webinars

Make Your Story Compelling. Articulate Your Capabilities.

- ✓ Focus on 5 P's:
 - People, Philosophy, Process, Product and Performance
- ✓ Less is more:
 - Performance captions and analytical sound bytes are more effective than a sea of data and/or pages of bullet points
- ✓ Appearance counts – Make a great impression!
 - Use visuals – flow charts and images to support your story
 - Investors expect aesthetically attractive professionally designed presentations

Integrate targeted public relations within your overall communications plan.



Use social media to leverage your public relations initiatives.

Content Marketing Strategy

- Unique, timely, educational messages
- Multi-media increases impact
- Fresh website content – higher SEO

Public Relations

- Media visibility
- Brand building
- Firm credibility
- Thought leadership

Social Media

- LinkedIn
- Blog posts
- Twitter
- Social media integration with website updates

BE HEARD. BE SEEN. BE UNDERSTOOD.

✓ HS Marketing has been serving the alternative investment community for 2 decades

- Hedge fund managers
- Futures trading firms
- Asset allocators
- Service providers

✓ Contact Holly Singer, President

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