



SUNSTAR[®]STRATEGIC



Strategic PR Inspired Marketing

PR EXPERTS IN FINANCIAL SERVICES

About SunStar Strategic

For more than 35 years, we've partnered with over 200 money managers and 20 leading regional banks. Our clients include RIAs, mutual funds, ETF providers, back-office service firms, wealth managers, and private banking divisions of major banks.

Our team brings experience, professionalism, and long-standing relationships with financial and national journalists across print, broadcast, and digital channels delivering the visibility your firm needs.



35+ YEARS
OF EXPERIENCE

200+ MONEY
MANAGERS SERVED

20 LEADING REGIONAL BANKS
SUPPORTED

COMPREHENSIVE SERVICES

PUBLIC RELATIONS

- Message development / Media training
- Interviews with top-tier media
- Coaching
- Wire / Online distribution

WEBSITE DEVELOPMENT

- Design & content: video, text, imagery
- Responsive programming
- Hosting and maintenance
- Search engine optimization (SEO)

BRANDING & COLLATERAL

- Market research
- Collateral: writing & design
- Content marketing
- Conference support

DIGITAL SOLUTIONS

- Advisor outreach: emails & webinars
- Video production
- Social media management
- Lead generation

START WITH A GREAT STORY

**Competition
in financial
services is
fierce.**

Are you being
heard and
valued?

A STRATEGIC APPROACH

We'll design a comprehensive plan to help you reach your growth goals.

MESSAGE DEVELOPMENT

Together, we'll craft a clear, concise story that highlights your unique value proposition.

MEDIA TRAINING

Your team will learn how to make the most of every opportunity to tell your story.



SUNSTAR STRATEGIC CORE SERVICES

YOUR FIRM AND EXPERTISE — OUR EXECUTION

Being a thought leader begins with ideas, but those ideas have to reach the right people at the right times and in the right places.

SunStar Strategic's public relations and marketing programs are designed to help you fully engage in today's swift communications landscape.



PUBLIC RELATIONS

Establish credibility with proactive media outreach

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CONTENT WRITING & DESIGN

Create professional videos, white papers, emails and more

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WEBSITE DEVELOPMENT

Attract visitors with responsive, professional design and content

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DIGITAL & SOCIAL MEDIA

Engage investors and advisors efficiently through social media and digital campaigns

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