

STRATEGIC PR INSPIRED MARKETING



START WITH A GREAT STORY

Competition in
financial services
is fierce—
are you being
heard and
valued?

A STRATEGIC APPROACH

We'll put a comprehensive plan in place to help reach your growth goals.

MESSAGE DEVELOPMENT

Together, we'll develop 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.



THEN, BUILD CREDIBILITY AND **GROW YOUR BUSINESS**



BRANDING & COLLATERAL

Deliver cohesive,
consistent, compelling
experiences.

PUBLIC RELATIONS

Establish credibility
with proactive
media outreach.



WEBSITE DEVELOPMENT

Attract visitors with
professional, responsive
content and design.

DIGITAL SOLUTIONS

Reach out to investors
and advisors with the
efficiency of technology.



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 suite of public relations and marketing programs are designed so you can fully participate in today's swift communications.

ABOUT SUNSTAR STRATEGIC

PR EXPERTS IN FINANCIAL SERVICES

Since our founding more than two decades ago, we've worked with more than 200 money managers and 20 leading regional banks. Our clients are counted among registered investment advisory firms, mutual funds, ETF providers, back office service providers, wealth managers, and private banking divisions of large banks.

Each of our senior account executives previously worked in the investment industry. This experience, along with our long-standing relationships with financial and national journalists in print, broadcast and online, delivers the visibility you need.

COMPREHENSIVE SERVICES

PUBLIC RELATIONS

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

BRANDING & COLLATERAL

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

WEBSITE DEVELOPMENT

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

DIGITAL SOLUTIONS

- Advisor outreach: emails & webinars
- Video production
- Social media management
- Lead generation (Hubspot partner)



Washington DC, New York, Chicago, Austin

300 N. Washington St. | Ste. 505 | Alexandria, VA 22314 | t 703.299.8390 | f 703.299.8393 | www.sunstarstrategic.com