



WEBSITE DEVELOPMENT

Do you think of web design and development as a commodity? We don't.

A website is so much more than attractive design and competent programming. SunStar Strategic understands the mutual fund business, what advisors and investors want, and the intricacies of navigating compliance. Our web development, with Value-Add Phases, ensures your site will work now, and have a comprehensive plan in place for the future.

SUNSTAR STRATEGIC VALUE ADD

MESSAGING

- Facilitate workshop with key managers
- Uncover unique story and differentiators



CONTENT

- Edit or write content
- Create custom graphics
- Produce video/audio



COMPLIANCE

- Engage compliance along the way.
- Experienced working with distributors



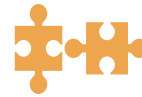
LEAD NURTURING

- Engage with fresh content.
- Manage advisor outreach programs
- Partner for Hubspot inbound marketing



PLUS TRADITIONAL PHASES

01



PLAN

- Identify purpose, audience, time-line, budget and responsibilities
- Develop navigation and wire-frames

02

03



DESIGN

- Design for ease of use, attractive formatting
- Ensure responsive-ready

04

05



DEVELOPMENT

- Create and manage digital content on a CMS platform
- Employ best practices for programming and initial SEO

06

07



DEPLOY

- Deliver beta and live sites
- Secure the site in a data center with physical and cyber security
- Enable NAV and performance feeds

08