While Marketing and Communications is generally referred to as the full spectrum of programs involved in engaging target parties, here we define it as the creation of strategic content, materials, and the distribution to non-capital market investment related parties via campaigns and events as well as database management.

The proper formulation of the corporate story from the company positioning, business development and investment attraction perspectives should be well thought out and articulated. This should be reviewed on a regular basis as in smaller companies may evolve quickly.

Various content will be required for different purposes and audiences and can include product and service sheets through to sponsorship and advertising pieces, event site materials, handouts, mailers, and corporate disclosure materials including news releases and videos. ACP can incorporate the design component.

Materials development incorporating company logo and branding are accomplished through various design program capabilities and can include video, drone footage, corporate interviews, and other multi-media tools.

The marketing mix and budget can be determined to incorporate the production of appropriate materials through the appropriate distribution channels on a calendar basis.

DBASE – Given that MARCOM resembles the overarching reach, it is worth noting here that the ongoing development and management of the company database is included here. Various campaigns and outreach initiatives emanate from categorized database, consisting of both the company’s existing shareholders in addition to the ACP extensive database of over 3000 current contacts across the full spectrum of investor types.

Secondary Channels

The distribution of corporate materials through additional channels that may include:

* Trade Magazine profiles
* Newsletters
* Investment related programs and publications
* Open Houses and Analyst days
* Conferences
* Advertising including VENUS (pull)
* Virtual Presentations (Virtualus)

MARCOM

Essentially the creation of corporate materials and program of dissemination:

* Corporate Profile and Factsheet
* Powerpoint
* Advertisements
* Event Materials
* Supplemental Marketing Items
* Multi-media productions

MARCOM

Marketing and Communications