



# LOOKING TO POSITION YOUR COMPANY FOR FUNDRAISING OR ACQUISITION?

**COMPETITION FOR INVESTMENT CAPITAL IS FIERCE.** Who gets the funding? The company with the well-defined value proposition that effectively establishes a brand that stands out. Attention of industry and key media is a must-have and takes time to build. A comprehensive, well-executed PR and visibility plan is a critical part of establishing your reputation and generating visibility, and a compelling web presence is one of the primary places to serve up information to the market.

As you fundraise, ask what specific needs your market and its clients have that you fulfill. Market intelligence efforts support go-to-market planning. Executive-level tools and presentation assets – from print to digital – establish authority. Telling your value story combines all these components, and SCORR is your expert partner every step of the way.

## BRAND ESTABLISHMENT AND VISIBILITY

### Establish Branding

#### BRAND, IDENTITY, AND COMPANY POSITIONING

- › SCORR Core or Starter Package

#### WEBSITE

- › Creation/integration of investor relations site
  - Design, copy, and recommendations

Establish and enhance share of voice (SOV)

- › Social presence and engagement
- › Earned media
- › Thought leadership
- › SEO

#### VISIBILITY PLAN FOR KEY EXECUTIVES

- › Targeted investor conferences/approach
- › Publications/earned media
- › Professional profiles

#### PUBLIC RELATIONS STRATEGY

- › Define goals and objectives
- › Identify target audiences
- › Develop your message and measure your progress

### Fundraising-Specific Tools

#### MESSAGING PLATFORM/POSITIONING TO INVESTORS

#### COLLATERAL ASSETS TARGETING INVESTORS

- › One-page teaser for potential investors
- › Pitch deck (management presentation)
  - Design, copy, and script recommendations (based on client interview)
  - Optional – additional consulting on refining marketing position (augmented with strategic advisors)

#### MARKET INTELLIGENCE

- › Market states and trends
- › Competitor marketing analysis
- › Competitor SOV analysis

#### QUALITATIVE CLIENT INTELLIGENCE

- › Voice-of-customer research
- › Client satisfaction phone surveys
- › Potential client phone surveys
- › Lost opportunity phone surveys

#### QUANTITATIVE CLIENT INTELLIGENCE

- › Brand awareness/perception online surveys

#### GO-TO-MARKET OPPORTUNITY/MARKET SHARE

### About SCORR Marketing

SCORR Marketing is the leading full-service marketing agency for the health science industry. Executing globally, SCORR partners with companies involved in the research, development, and commercialization of biopharmaceutical and device products, as well as those delivering health care products and services. SCORR provides integrated programs to help clients achieve their goals and improve health and well-being worldwide.

