



Upgrade Your Investor Relations Outreach With **Digital Nanotargeting**

The Guide For Putting Your Content
Directly In Front Of Investors

Introduction

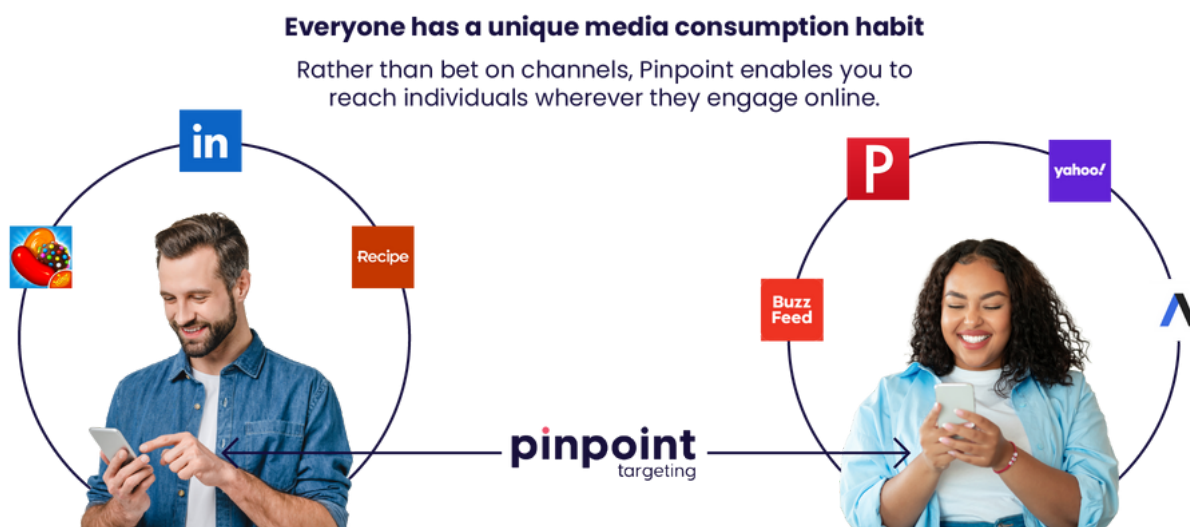
In today's fickle economy and increasingly digital world, reaching and capturing investor attention has never been more challenging. With competition intensifying, the economy fluctuating, and traditional tactics proving insufficient, the need for innovative approaches has become paramount to quickly build trust and stronger relationships with investors.

Pinpoint Targeting, a digital nanotargeting ad solution, has achieved remarkable success for various organizations and investor relations professionals in recent years. Leveraging a fusion of revenue-driving marketing/communications business practices and winning political campaign strategies, we have learned what it takes to move the needle for public and private companies trying to raise a round, retain investors, go public, or prepare for M&A, etc.

We then took our findings and developed this playbook, which works in conjunction with your current comms plan, to help companies cut through the clutter and efficiently reach and influence investors in favor of their company goals.

The lynchpin tactic, digital nanotargeting (which you'll learn more about on page 8), has proven to be the key differentiator in swaying hearts and minds and is the key added supplement to other investor relations, marketing, and communications efforts already in play. Digital nanotargeting works for your business AND any third-party consultants, advisors, investment bankers, etc. you have engaged.

Now, you've already spent enough time reading this brief intro page. Thank you, but seriously, get to the good stuff on the next few pages.



Use this Guide For...

Raising a Round

From Seed to Series E

Raising a round rarely happens as quickly as you want it to, and that reality poses challenges in a world where time is money. But there are certain levers beyond traditional investor relations tactics that can be used to aid in accelerating a close.

Whether you're recirculating to the same investors from a previous round, or expanding beyond your current investor group, this playbook offers you options to put your best customer testimonials, thought leadership pieces, earned media, commercials, and other brand assets in front of investors. This can be key to influencing them to be part of the round, while also helping to speed things along with those already onboard.

Down Rounds

Nobody ever wants to get to the point of a down round, but sometimes it's a necessary evil. And when times are tough, controlling the narrative about your company, remaining transparent, and keeping everyone informed becomes critical.

This means putting your best, most positive news forward regularly to ensure sentiment surrounding the company doesn't negatively impact further investments. It also means aligning teams of various stakeholders on a painful course of action to ensure the survival and growth of the business.

The strategies outlined in this playbook empower you to effectively convey your company's positive news directly to key stakeholders, ensuring it reaches them regardless of their digital media preferences. Think of our precision technology as your digital influence engine, guiding hearts and minds through turbulent times.

Use this Guide For...

Mergers & Acquisitions (M&A)

During M&As, clear, concise communication from both parties about why this makes sense for each business is necessary. Precision digital advertising can help you mold the opinions of key decisionmakers – suppliers, investors, and employees – lessening the resistance needed to complete the goal.

For example, seeing a strong quote from the CEO and CFO can leave a lasting impression on investors on why both brands think this is a good idea.

During a process where anything can happen at any moment, Pinpoint Targeting can help keep your positive messages in front of those who matter, regardless of their unique digital diet. This helps pave the way for smoother communications.

Even after the merger or acquisition is over, reinforcing a positive presence in front of key stakeholders can help maintain your (new) brand reputation, so when your team encounters the next hurdle, the communications path forward is already paved in positive sentiment.

Initial Public Offering (IPO)

There are so many moving pieces to get your company to IPO. Between juggling meetings, endless presentations, collaborating with legal experts, underwriters, and consultants, and ensuring seamless coordination within your internal communications team, the to-do list feels never-ending.

But email communication with investors isn't enough, and you already have so many meetings and phone calls on the books that there's no time to meet with investors and ensure they see your company's latest news to help influence their decision.

That's where Pinpoint Targeting can help, precision advertising to your list of target investors to get everyone onside ahead of the big moment.

Ensure investors and analysts see your good press and interviews, 5-star company reviews, and thought leadership pieces to further persuade as you go through other presentations, phone calls, and emails.

This helps your company stay top-of-mind with key stakeholders, even as you're working on other things.

Talk directly to the people who matter daily without doing the heavy lifting.

Finding Investors

Startups, read this page!

To find the right investors, you need to first take a look at your company stage, age, and what you need to raise. By first identifying your needs, you can more aptly identify what type of investor you want to reach, which determines how you reach them.

This internal company soul-searching goes beyond discerning a dollar amount and the types of terms you're looking for, but includes the type of people you want to work with - their level of involvement, experience, attachment to their capital, etc.

Essentially, you'll want to build an investor persona, which will help you select from one of the typical investor type categories:

- Friends & Family
- Crowdfunding
- Pitch Contests
- Accelerators
- Angel Investors
- Venture Capital

This isn't an extensive list, and you don't have to pick just one, but it's a good starting place.

Beyond Capital:

Finding the right capital for your company goes beyond just finding the people who invest in your industry. Investors need to interview you, just as much as you interview them. After you have attracted investors, those 'extra credit' interview questions can help grow your business faster.

Depending on the investor, they might be open to leveraging their network and connecting you with accelerators, partners, or potential clients. These simple introductions from investors can lead to unending opportunities to expand your growth.

Additionally, some investment groups offer promotional perks, like including your company news in their monthly newsletter, joining a company webinar on the importance of an industry trend, and/or offering a quote in an earned media piece. Investment firms also occasionally offer access to specific platforms or even help with non-revenue-generating departments like communications, accounting, and IT support.

Finally, consider the investor's background. Do they have a lot of work experience and can advise the company from time to time? Long-term, it's helpful to think through whether or not the investor might be a good addition to your company's board if you don't already have one established.

This is not an extensive list of all the different ways investors can aid businesses beyond capital, but it serves as a broad stroke to get you to think more extensively about the many areas of your company that could gain from a new, strong relationship with mutual goals.

Know Your Investor's Circle of Influence

Influencer Identification & Media Landscape Analysis

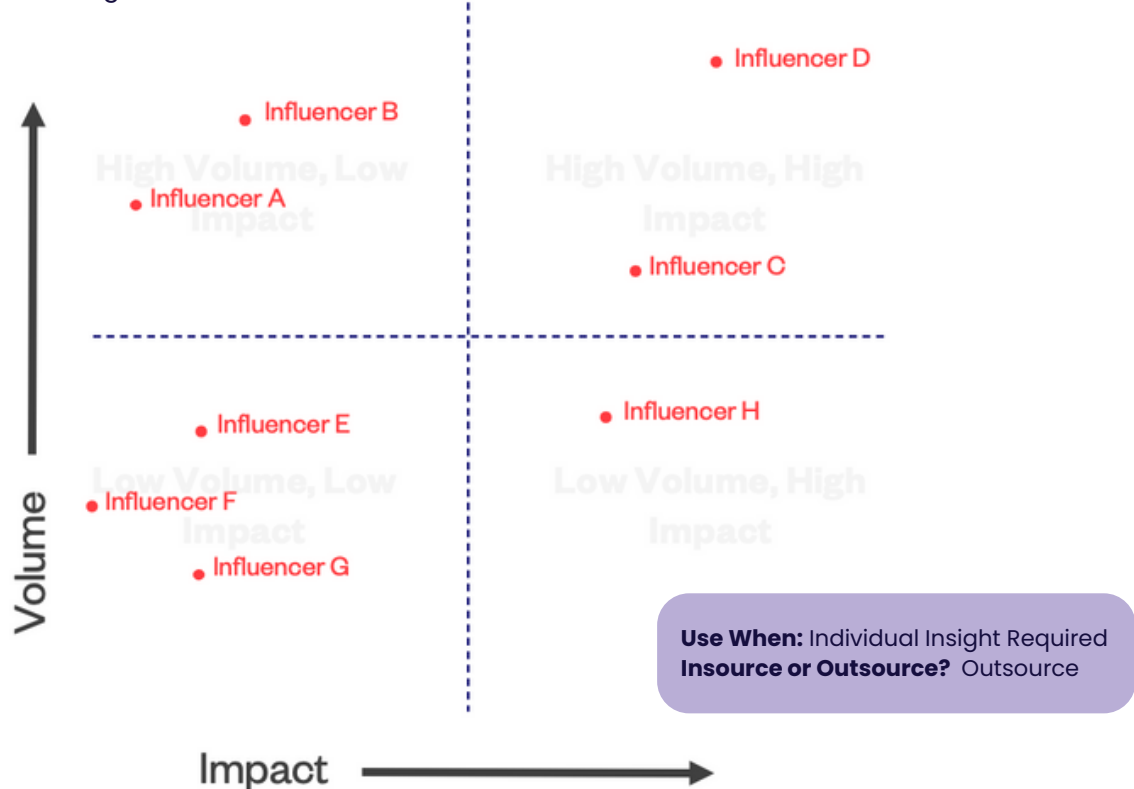
Typical investor relations tools like Tegus, Sentieo, and AlphaSense help unlock insights on companies, topics, and industries across an extensive universe of content.

While those tools are helpful, our social listening instead focuses on the investors and the influencers who surround them, providing insight into who matters and is key to the decision-making process.

Pinpoint uses a combination of social media, news, and relationship mapping to uncover new data points that chart the course for actionable insights and influence.

Tactically, this is accomplished in three ways:

- **Listening:** Pinpoint analyzes what investors post about online to discover whitespace opportunities and inform what a desirable advertising content strategy looks like.
- **Segmentation:** Pinpoint looks at online behaviors and affinities of investor audiences to determine key differences in messaging they're most likely to respond to.
- **Influencer Identification:** Pinpoint discovers who investors pay attention to and engage with most online. These influencers are activated, either through paid or organic outreach tactics, to encourage the target investors who follow them.



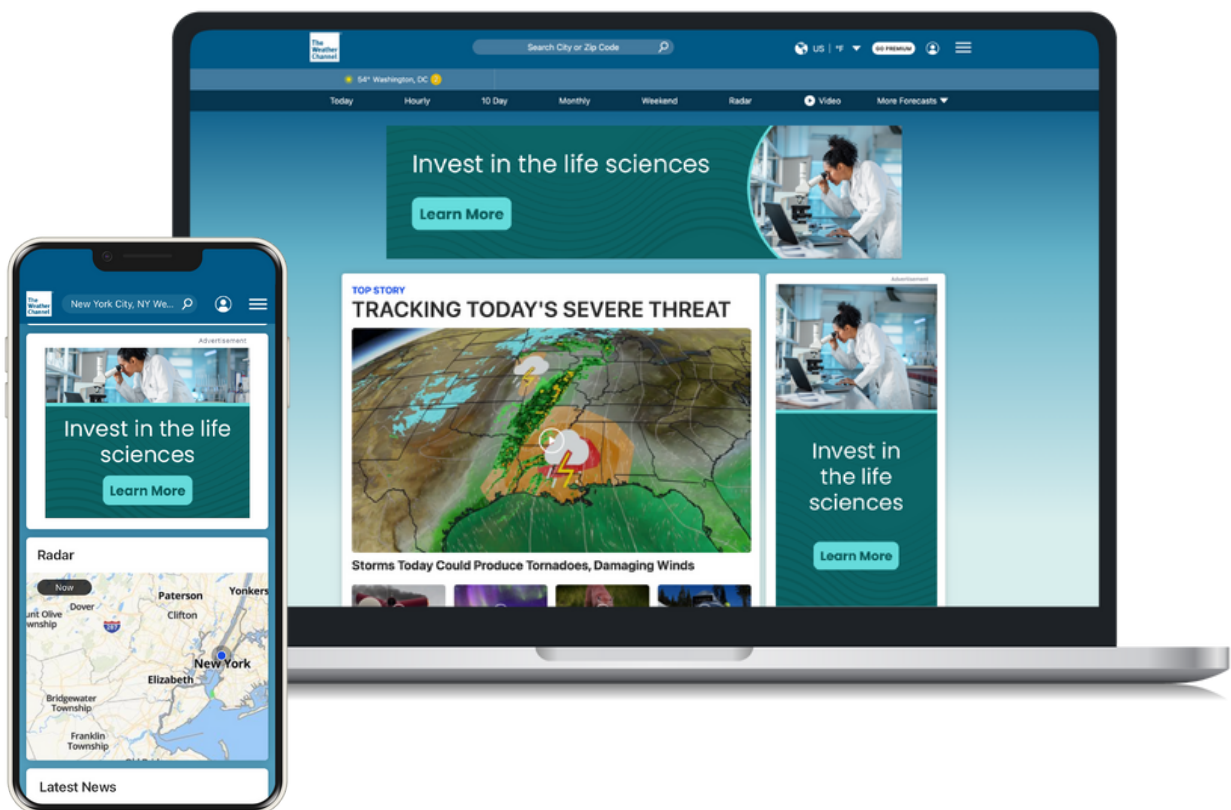
Craft Your Message

Message Development & Content Creation

Once you've performed the landscape and influencer assessment, leverage your sales, marketing, and communications teams to find out the key points about your company to position them in a way that's most engaging for investors.

What resonates with your customers is and should be a different message than what works for investors, but the heart of it is the same.

Use When: Bandwidth, Resourcing Constraints and/or Expertise Needed
Insource or Outsource? Either

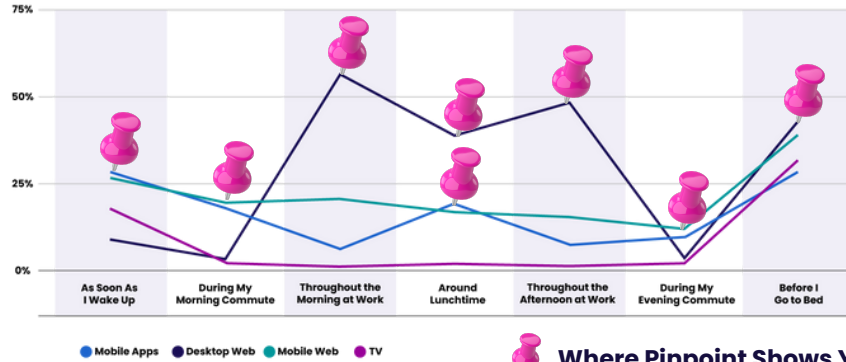


Digital Nanotargeting

Use When: Constantly for always-on messaging
Insource or Outsource? Outsource

Digital Nanotargeting is the lynchpin for a successful raise, merger, challenge, etc. because it unites all aforementioned efforts and puts your hard-earned content directly in front of investors' screens from the moment they wake up to the moment they go to sleep.

We know when decisionmakers are consuming specific types of media. Pinpoint reaches stakeholders no matter their daily digital diet.



How does it work?

- **Create Your List:** Gather the names of current investors and their influencers, media, board members, etc. and create your target audience.
- **Ready Your Content:** Gather the content that you want them to see – this will include any earned media, influencer content, created content, and landing pages.
- **Begin Nanotargeting:** Leverage Pinpoint Targeting to make your ads inescapable for your target audience, then analyze data to see which content resonates best with specific individuals.

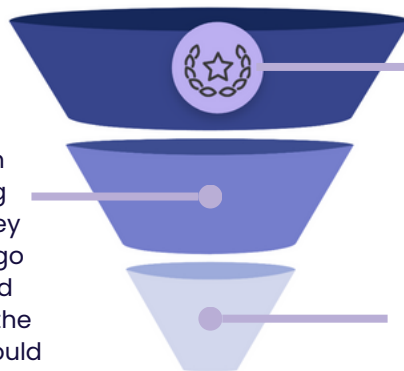
If you're working with third-party advisors/consultants, ask them for a starting list.

The Pinpoint Targeting team will ensure deliverability, automatically optimize your campaign, and share regular reporting that allows you to understand where your message is resonating best.

Where Digital Nanotargeting Fits In With Your IR Funnel

Charm Considering Investors

Go beyond where your IR team can go, and entice considering investors from the moment they wake up, to the moment they go to sleep with both branded and unbranded content - making the case bit by bit on why they should invest in your company.



Attract New Investors

Warm up cold investors by introducing them to your company, ensuring that the first time they speak or email with you, they've heard of you.

Captivate Current Investors

Maintain investor loyalty and spark continued interest in your company with current investors. Intrigue them to log into your Investor portal more often and engage with your team to keep relationships strong. Always stay top-of-mind.

Add A Personal Touch

Digital & Direct Mail Advocacy

At this point, if they haven't reached out to you... they might just be a little shy. Assert your company's strength by making the initial outreach with a concise, personalized note.

In today's world, email still reigns as one of the workplace's primary methods of communication. A carefully crafted email can go a long way in getting your business noticed. But it could also be one of the many emails that get opened within six seconds and archived immediately.

However, printed direct-mail notes can also drive the same effect. Amidst the bills and cheap mailer advertisements, a handwritten note to an investor shows effort, consideration, and ultimate interest.

Use When: Always
Insource or Outsource? Insource

Meet In-Person

Sure, it might be old-fashioned, but the results of meeting in real life (IRL) with people are undeniable.

Meeting in person or via Zoom with individual investors, particularly those with a lot of clout, can help establish baseline trust and improve the relationship ten-fold. They can then begin to help influence other investors and/or help you strategize on your next move.

Whether you're meeting to make an ask, gain some sound advice, or persuade investors about your company's next big step, this kind of effort never goes unnoticed.

Use When: Building additional trust
Insource or Outsource? Insource

The Pinpoint Difference

#1 Fortune 500 Banking Software Company

TLDR: Banking Software company eases board and investor tensions ahead of split with digital nanotargeting research, positive press, and more.

A Fortune 500 Banking Software Company was about to approach investors and board members to let them know the company would be splitting in two.

After countless hours of research by the finance and operations team to ensure this was the strategic direction the company needed to go in, it came time for the head of investor relations to start persuading investors and board members that this split would be beneficial to the company and to their invested capital.

Their problem was focused on their list of investors and board members, so they needed a solution that reached that audience in particular, no one else. While yes, email would do it, they felt they needed something more.

They leveraged several of the offerings listed in this book, including content creation and digital nanotargeting.

The result? Because investors and board members were influenced before the meeting, the CEO and Head of Investor Relations had an easier time persuading everyone that the plan was sound. Simultaneously, the head of investor relations noted an improvement in investor and board sentiment in regard to the company, and they continue to leverage the nanotargeting technology to this day ahead of major meetings.

#2 Late-Stage SaaS Provider

TLDR: Software company leverages social listening & digital nanotargeting to influence investors.

Pinpoint assisted a late-stage SaaS provider looking to influence a list of potential new investors. We initiated a tiered approach:

- First identifying the core list of potential investors as the target audience segment, our next question asked which influencers this group pays attention to online. By matching social media profiles and analyzing online relationships, we identified a secondary segment of users who were key opinion leaders most followed by our core audience.
- Next, we crafted key messaging pillars paired with can't-miss creative, diversifying content based on investor or influencer audiences.
- Finally, using Pinpoint nanotargeting, we were able to deliver these messages directly to our target audience. Not only were our clients' potential investors surrounded by these handcrafted ads, but their influencer circles were hearing a similar tune.

Pinpoint delivered ads to those who matter most, and in doing so, expanded the art of what it means to influence investors.



**Pinpoint Targeting is always-on
Investor Communications.**

**Transform your IR Strategy
Let's take this to your inbox**

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