

The Future of Marketing Today



Why We're Unmatched

We are the only full-service marketing agency dedicated to finance and igaming. No ecom, no coffee shops, no distractions. While others spend months trying to crack the code, we already have it mastered. Our deep expertise and tailored strategies gives us an unmatched edge, enabling companies to scale smarter, faster, and with greater efficiency.

EXECUTIVE SUMMARY



1. Short-Form Content & Organic Social Media Management

Explosive, culture-shaping social content built to break the internet and redefine engagement. Engineered for virality, our content doesn't just get views, it sparks movements, dominates feeds, and turns brands into global phenomena across TikTok, Instagram, and beyond. When we create, the internet listens.



2. Paid Media Management & Creative Production

Anyone can run Meta ads, but real performance comes from creative that converts. We don't just manage campaigns — we write, edit, and produce scroll-stopping ads, then run them across Meta, YouTube, Google, TikTok, and X, optimized for every step of the funnel.



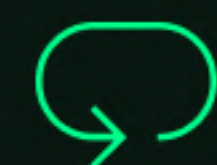
3. Email and SMS Lifecycle Marketing

We plan, build, and manage automated lifecycle journeys and recurring email/SMS campaigns to drive engagement, retention, and conversions. From strategy and copy to design, A/B testing, and technical implementation, we handle the full process, ensuring each message is timely, relevant, and performance-driven across every touchpoint.



4. Community Partnerships & Creator Collaborations

Direct access to high-impact partnerships, from elite trading communities to trusted sports betting influencers with loyal, conversion-driven audiences. With 50+ paid communities as clients and a network of over 1,000 creators and communities, Valiant connects your brand with the audiences that actually move the needle.



5. Conversion Rate Optimization

We build and optimize high-converting funnel pages with custom strategy, clean design, and full technical setup. From development and VSL production to ongoing A/B testing, we turn traffic into results and continuously improve performance over time.



6. Brand Identity & Website Development

We develop standout brands and high-performing websites from the ground up. From brand strategy and logo design to custom web builds with CMS integration, mobile responsiveness, and smooth animations, we cover every detail. The result: a cohesive, scalable foundation that looks sharp and works seamlessly across platforms.

Marketing is Hard

But it doesn't have to be

1

Most marketers struggle to reach customers because they don't understand the industry. They shoot in the dark, wasting time and budget on campaigns that fail to reach the right people.

2

Ineffective content kills performance. Weak ad creatives drive up CPAs, burn cash, and fail to truly connect with customers—turning marketing into a money pit.

3

Even the best marketing won't save a broken funnel. Companies bleed revenue by neglecting funnel optimization, letting high-value customers slip through the cracks. A leaky bucket won't scale.



Through niche-perfected content driven marketing, we drive high-volume, low-cost traffic while ensuring every lead is captured, optimized, and converted at every stage to maximize efficiency and ROI.



Backed up by Real Results.

With over 20 U.S.-based full-time employees and a highly skilled global team of contractors, we deliver industry-leading results for major gaming & finance companies worldwide.

STATISTICS

3.2x



Average Return on Ad Spend (ROAS)

\$200M+



Client Revenue (Last 30 Months)

38%

Average Open Rate on Winback Campaigns



2.3B+



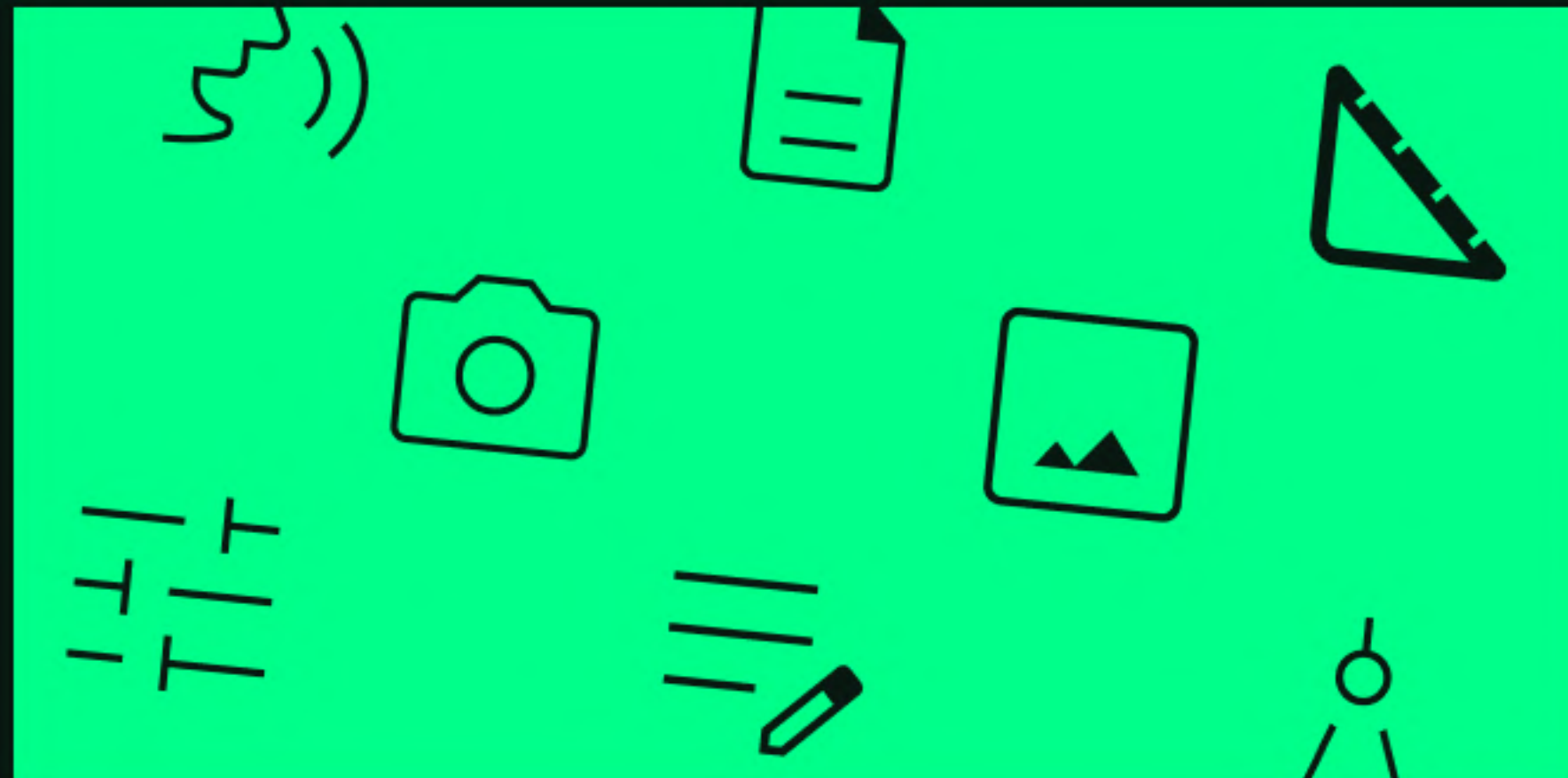
Total Impressions Across Paid and Organic Social

200+

Businesses Growing With Valiant

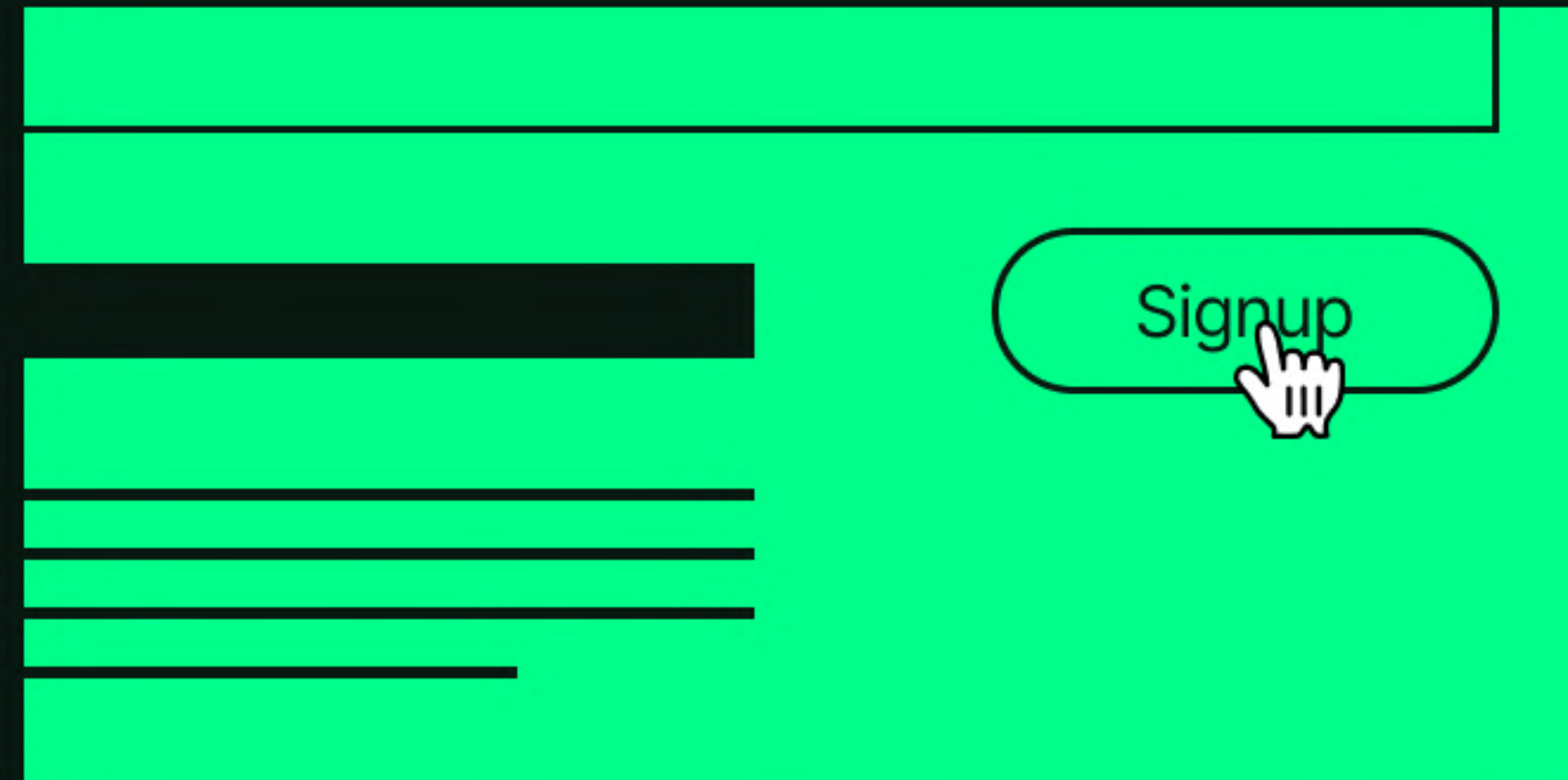


The Science Behind Success



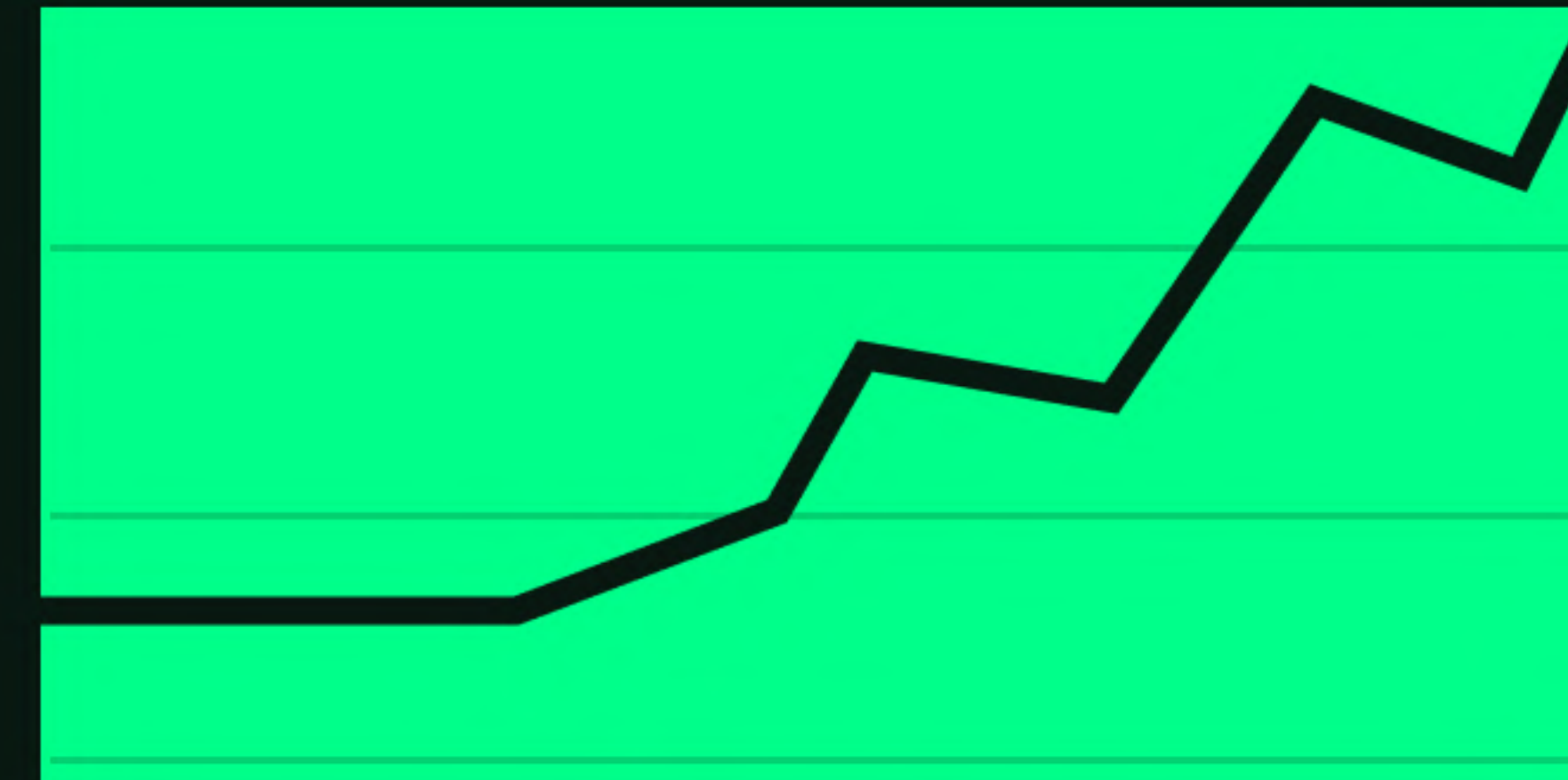
The Smallest Detail can be the difference between Winning & Losing.

A few words at the start of a video can be the difference between 2x and 5x ROAS. Every script, every image, every frame matters. Crafting content that hits the audience exactly right isn't just important: it's everything.



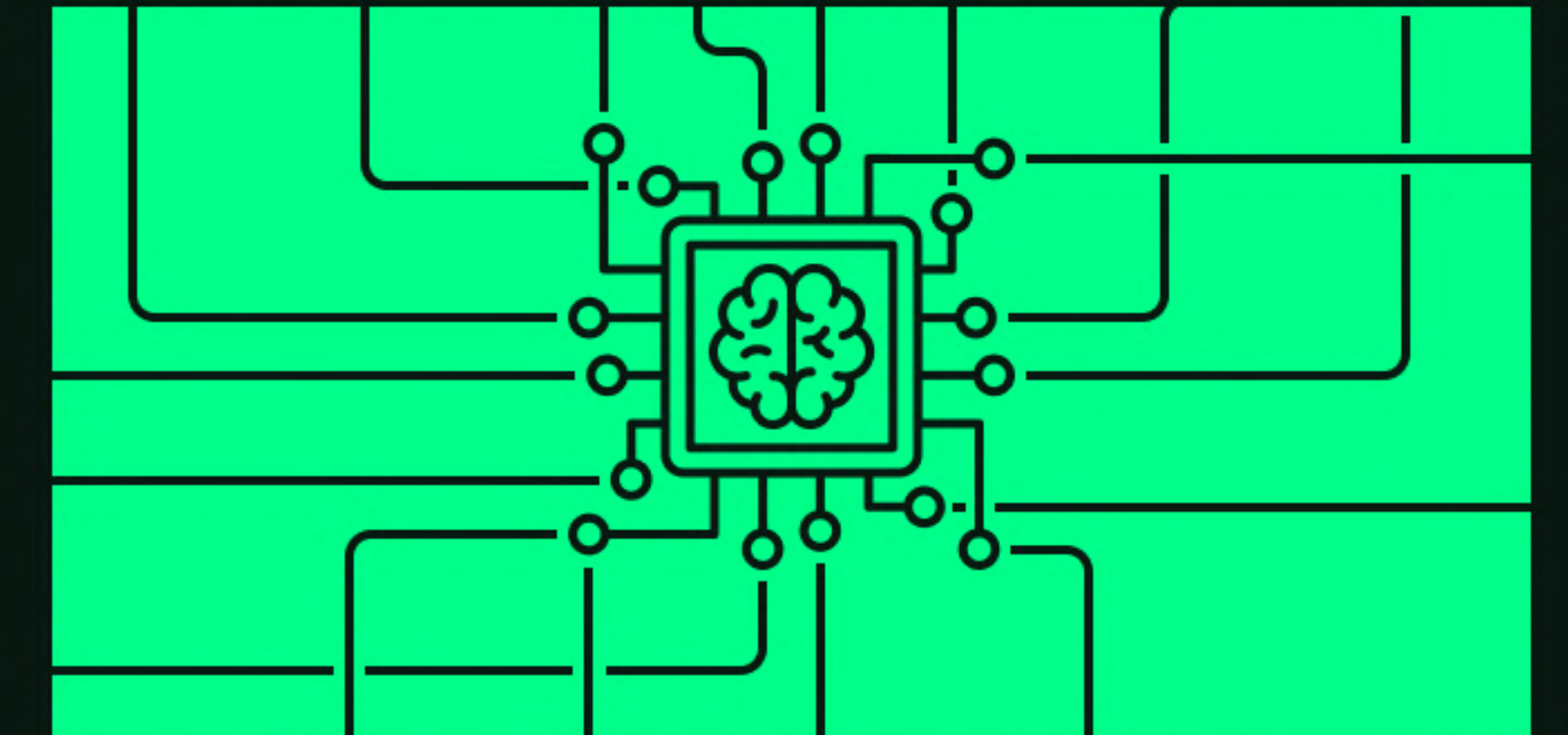
Signups are easy. Retention is the real game.

Anyone can drive signups, but keeping users engaged beyond a first deposit or free trial is where most fail. At Valiant, LTV (not just CPA) defines success. Because short-term wins mean nothing without long-term impact.



Ordinary strategies get ordinary results. We do things Differently.

Everyone's running Meta ads. Everyone's posting TikToks. We go where others don't. Community partnerships, cold email marketing, viral content, and untapped platforms like X.com and Facebook groups drive lower CPAs & higher LTV.



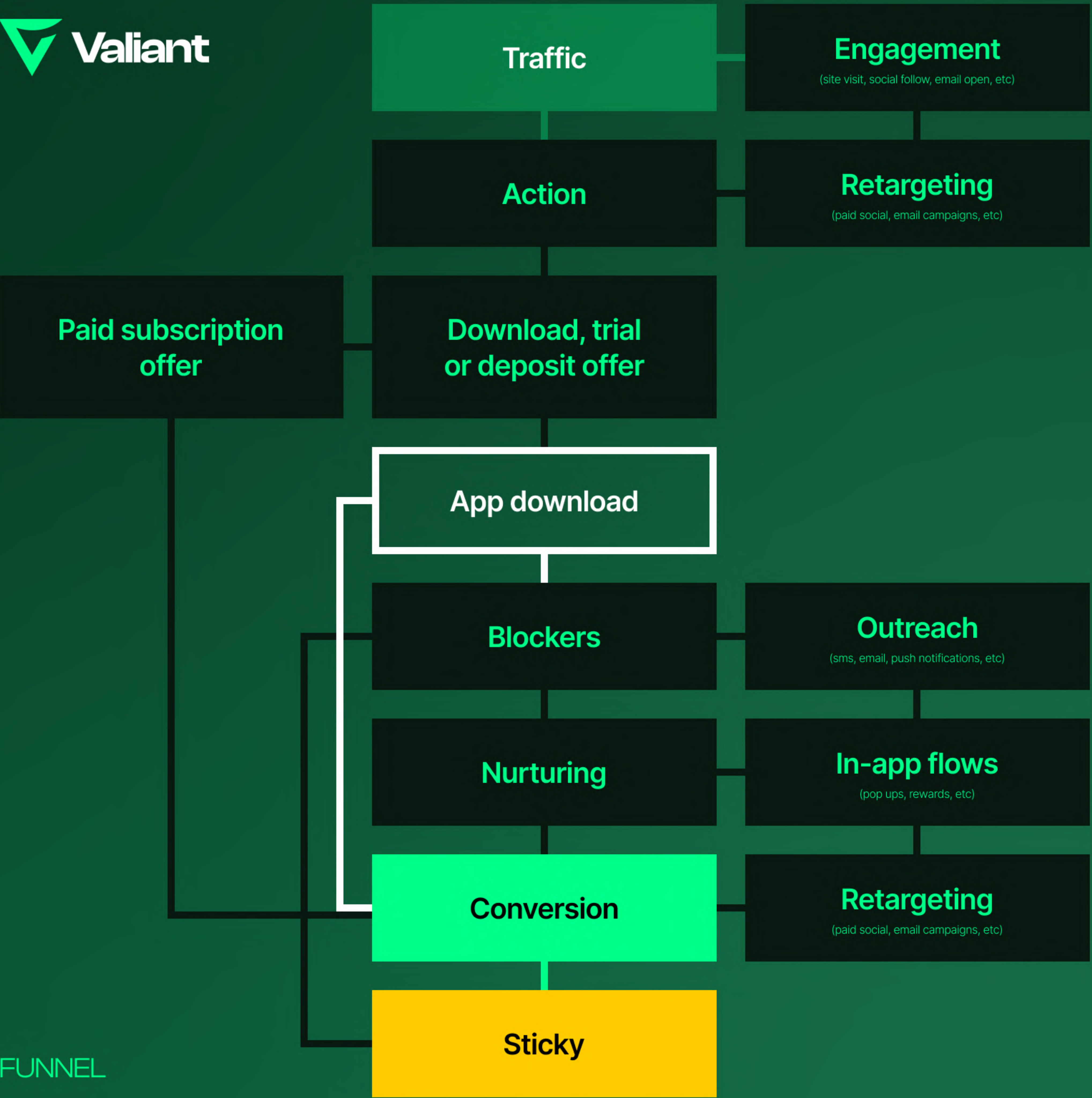
AI + Data = Precision at Scale.

With eight years in iGaming and Finance, we've gathered deep market insights, data, and performance trends. But we don't just analyze, we use AI to refine every word, image, and strategy. Emotion connects, but data-driven precision wins.

The Choice of Industry Leaders

Trusted by top brands to deliver results that matter, driving growth and long-term success in your industry.

 **TradingView** **Whop** **FXIFY**



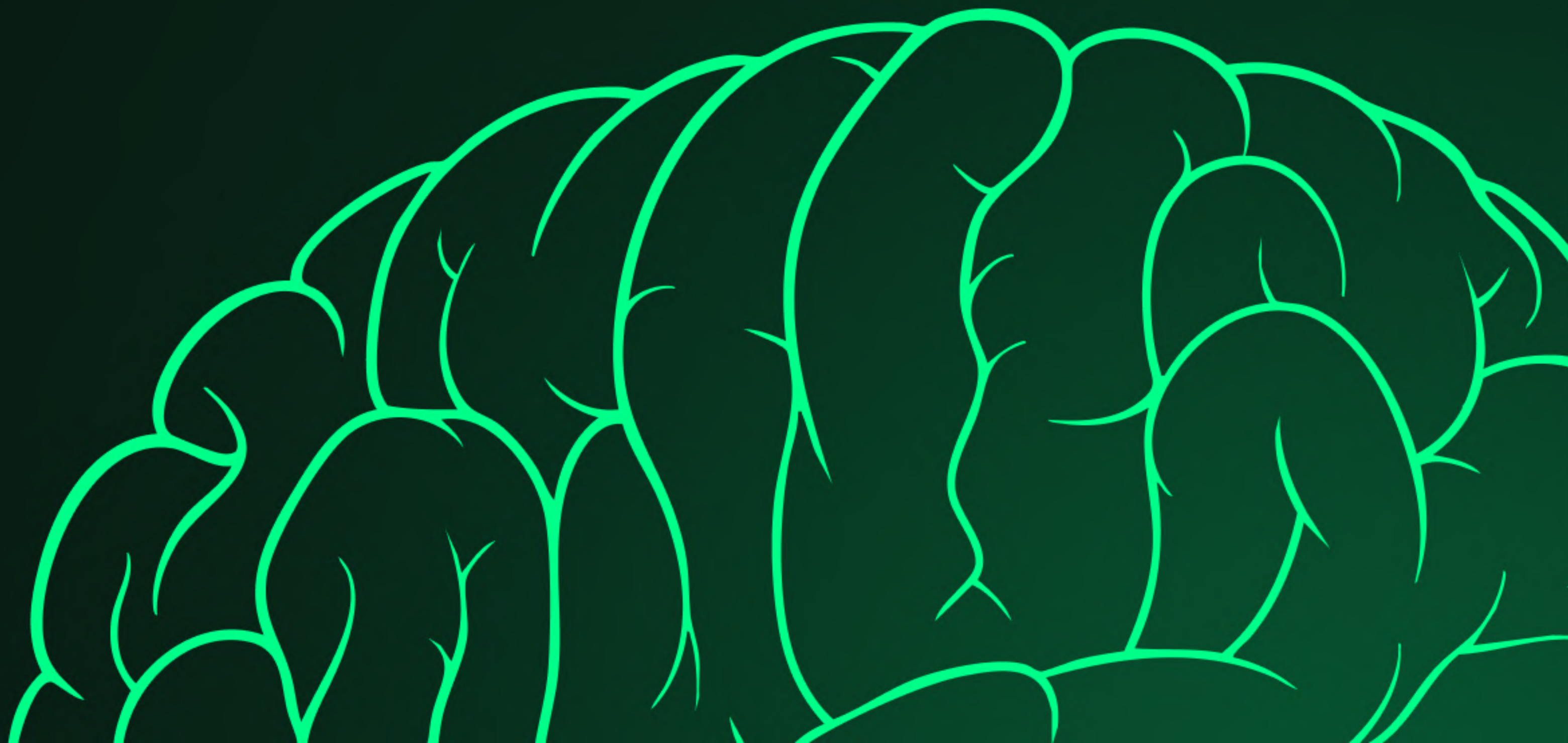
FUNNEL

Every Step Optimized

From driving traffic through social media to optimizing in-app pop-ups for retention, we own the full journey from start to finish. Every touchpoint is strategically optimized to maximize impact, ensuring seamless execution, zero waste, and measurable growth. With regular updates and constant refinement, we deliver a fully integrated, end-to-end funnel designed for long-term success.

We're no strangers to growth

LEADERSHIP



Ben Hall

Founder & CEO. Ben scaled Juiced.io to \$2M+ in subscription revenue in under two years. Now, he leads Valiant, helping companies achieve similar explosive growth.



Andrew Kissel

Senior Client Strategist. Former marketing agency owner, Andrew Kissel, is the genius behind marketing strategy for some of our most successful clients.



Gabe Sinner

Social Media Campaign Manager. With 80K+ followers and millions of views on TikTok & Instagram (@redheadsports), he has proven firsthand what drives engagement and growth.



Erick Jablonski

Social Media Campaign Manager. With 40K+ followers and millions of views on TikTok & Instagram (@erickjablonski), he has proven firsthand what drives engagement and growth.

Beyond Just Marketing

Some of the Key Reasons Clients Love Working With Us.

 Market Expertise End-to-end Setup Product Strategy Insights & Data Account Brokering Available 24/7



Engineered for Victory

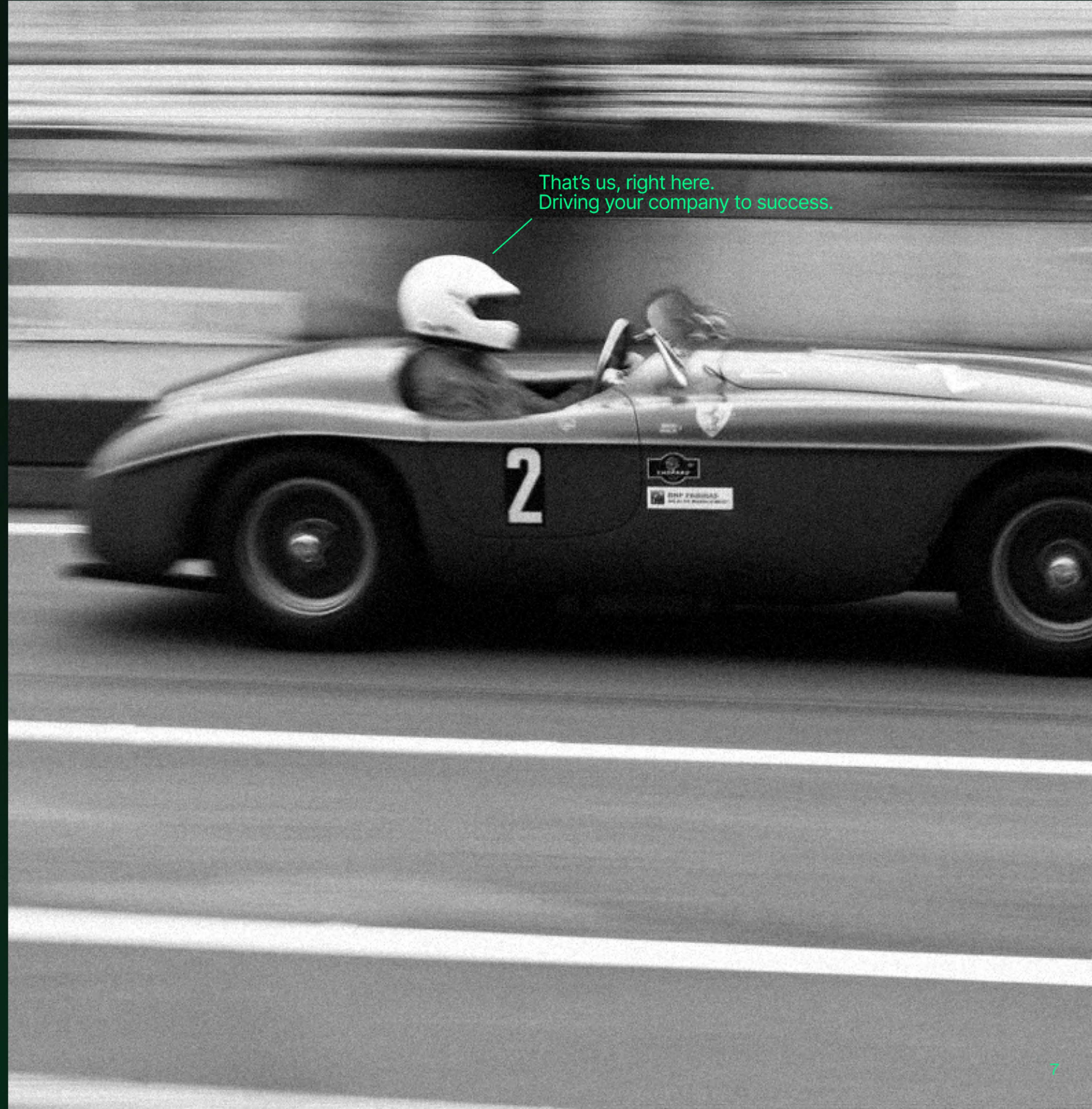
Marketing is like a high-performance race car.

Your marketing team is the driver, steering toward success. Data is the fuel, powering speed and efficiency, while traffic is the engine, generating raw power. Funnels act as the transmission, converting momentum into motion, and retargeting is the turbocharger, recapturing lost speed.

Branding shapes the aerodynamics, reducing friction and defining perception. Your product is the chassis and suspension, holding everything together, while sales, dev, and support are the pit crew, fine-tuning for peak performance.

A race car doesn't win on speed alone—it's about the perfect balance of power, precision, and execution. That's how marketing drives long-term domination.

STATEMENT



That's us, right here.
Driving your company to success.

Roadmap to Success

1	2	3	4	5	6	7
 Seamless Integration An in-house team embedded into Slack, Teams, or Discord, providing real-time responses and seamless collaboration with internal teams for efficient, streamlined workflows.	 High-level Strategy Comprehensive documents and projections developed through multiple onboarding meetings, ensuring a deep understanding of goals, challenges, and opportunities to create a tailored strategy.	 Preparing for Lift-off Setting the foundation with social media setup, account brokering, spokesperson contracting, community partnerships, email warming, and ad campaign build-outs—ready for a powerful launch.	 Technical Setup Building high-converting funnels and collaborating with dev teams to implement tracking, automation, and in-app flows. This ensures seamless analytics integration, conversion tracking, and user journey optimization for maximum performance.	 Campaign Launch Campaign planning in Monday.com, using workflow automations for real-time tracking, organization, and collaboration. Once set, we handle copywriting, creative production, editing, design, and launch—ensuring a smooth, efficient execution.	 Ongoing Iteration Integrating powerful analytics for real-time tracking, daily monitoring, and A/B testing. We start with low spend for 14 days, scaling only when ROAS is proven, while continuously refining ad creatives for maximum performance.	 Keeping Things On Track Ongoing management and continuous optimization with weekly meetings for real-time adjustments, monthly reports for performance insights, and quarterly business reviews to refine strategies and align on future goals.

PROCESS



Elevating Whop

Their goals

Whop tapped us to help 20+ top trading & betting companies re-engage past customers through targeted email marketing campaigns & automation.

Our Strategy

We rebuilt Whop's entire email operation from the ground up. Migrated to Mailmodo, authenticated sender accounts, established weekly campaign rhythms, and created polished template libraries. We treated every campaign as narrative-driven content rather than basic announcements, focusing on proof and storytelling over hype.

Results

Since partnering with Whop in 2022, we've delivered 370+ campaigns across top creator accounts, generating \$310K+ in attributable revenue. Sent 1.3M+ emails with 457K+ opens and 12K+ clicks. Transformed email from an afterthought into a reliable retention and growth channel for creators.

\$310K+

Attributable Revenue



1.3M+



Emails Sent

**“Has been awesome
working with these
guys so far!**

It has been awesome working with these guys so far! Great communication and always willing to hop on a call.



Cameron

Co-founder & Chief Growth Officer at Whop





SkYROCKETING ETF



Their goals

Elite Trader Funding needed a complete marketing overhaul to scale revenue and compete in the crowded prop firm space.

Our Strategy

Our strategy centered on one undeniable truth: the prop firm space is flooded with sketchy players. We positioned ETF as the only trusted choice, flipping competitor reputations to our advantage. Through multi-platform advertising, viral social content, automated email systems, and complete brand redesign, we transformed them from unknown competitor into premium market leader.

Results

Our strategy catapulted Elite Trader Funding's growth, scaling them to \$1.85M+ in new revenue since August 2024 with an 857% ROAS across Google, TikTok, Meta, and other channels. Generated 30M+ views across all platforms within 12 months. Beyond performance, we revamped their branding, website, email, and social design—transforming their entire digital presence from outdated competitor into premium market leader.

\$1.85M+

New Revenue Generated



857%



ROAS Achieved



We Did It in Style

Elite Trader Funding’s brand needed a visual edge—so we delivered. From sleek branding to a high-converting website, every detail was built for impact.

EXAMPLES



“Valiant has set the bar extremely high.”

Ben and his team have gone above and beyond to take such phenomenal care of our brand and elevating it to greater heights. It is very impressive and reassuring to know that Valiant not only will match the passion, energy, and intensity you have for your brand, but will exceed it and challenge everyone to maintain very high standards when it comes to execution.”



Jason

Operations Manager at Elite Trader Funding





**Let's Build
the Future
Together**