

# Investment Marketing Overview

---

**A SOPHISTICATED APPROACH TO GENERAL SOLICITATIONS AND RETAIL INVESTORS USING FUNNEL BASED INTEGRATIONS, MULTIPLE DATA SETS AND WIDE MEDIA SPREAD.**

**VX GLOBAL INC.**

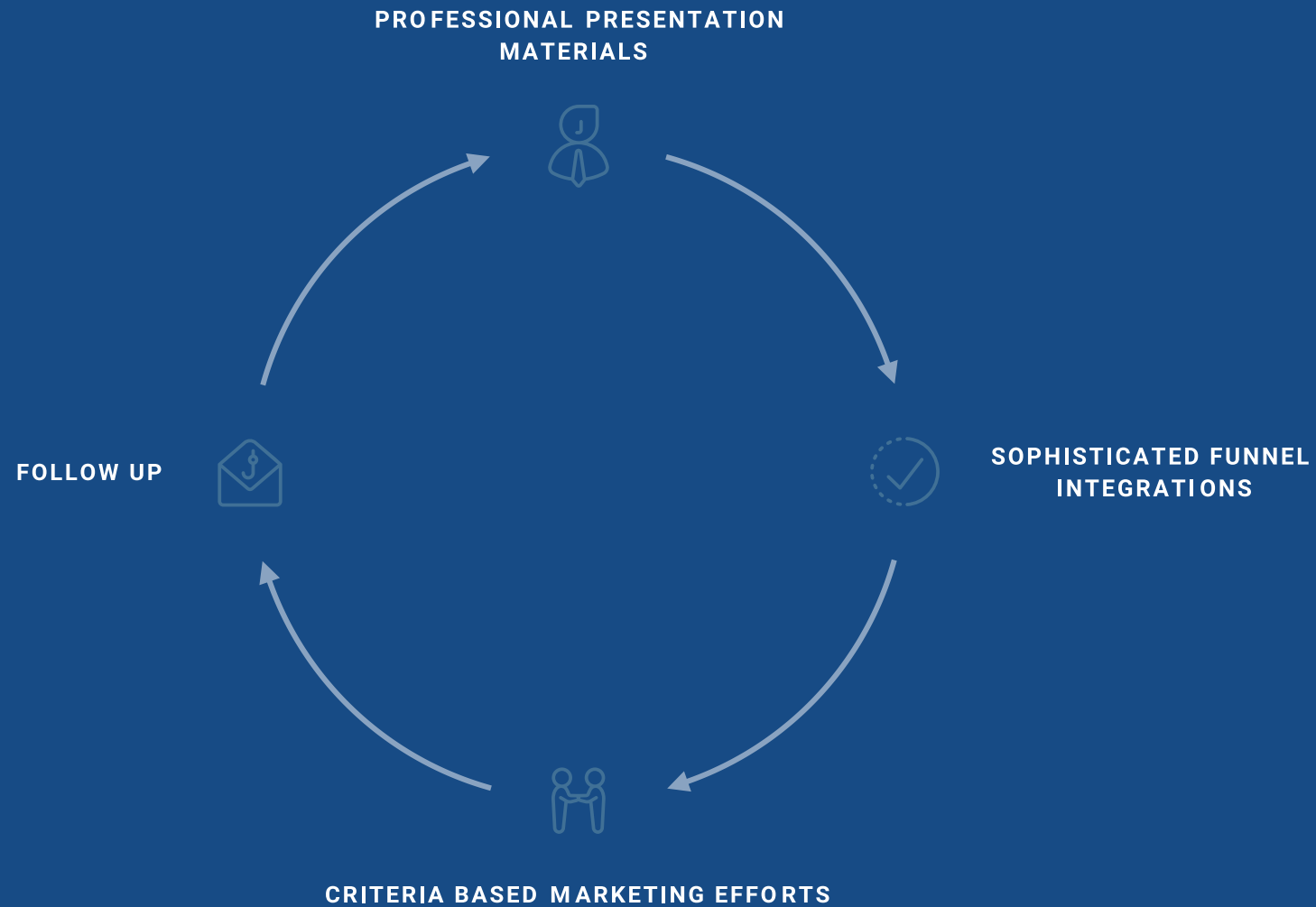


# Our Mission

Closing deals faster by putting your offer in front of the right investors, at scale and on time, with a sophisticated process.



# The Journey

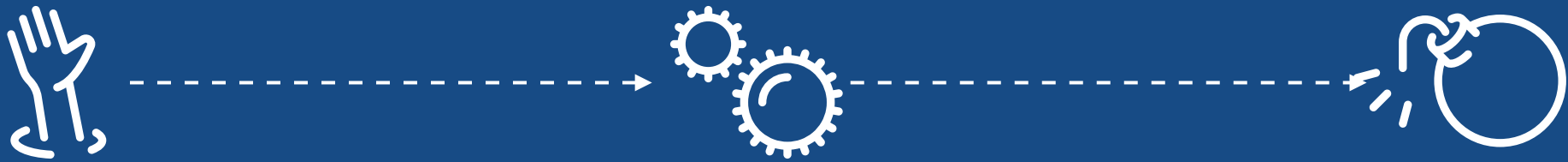




# WHAT WE ARE BUILT FOR:

- 1 | **RULE C GENERAL SOLICITATIONS.**
- 2 | **SUPERIOR CROWD FUNDING OPPORTUNITIES.**
- 3 | **RIA'S, BROKER DEALERS AND PUBCO'S**
- 4 | **TEST THE WATERS CAMPAIGNS.**
- 5 | **APPROVED REGULATION A OFFERINGS.**

# Raising Capital Can Be Problematic



## THE PROBLEM

- **NO INTEGRATED FUNNEL:** You're relying on word of mouth, decks, basic marketing and relationships.

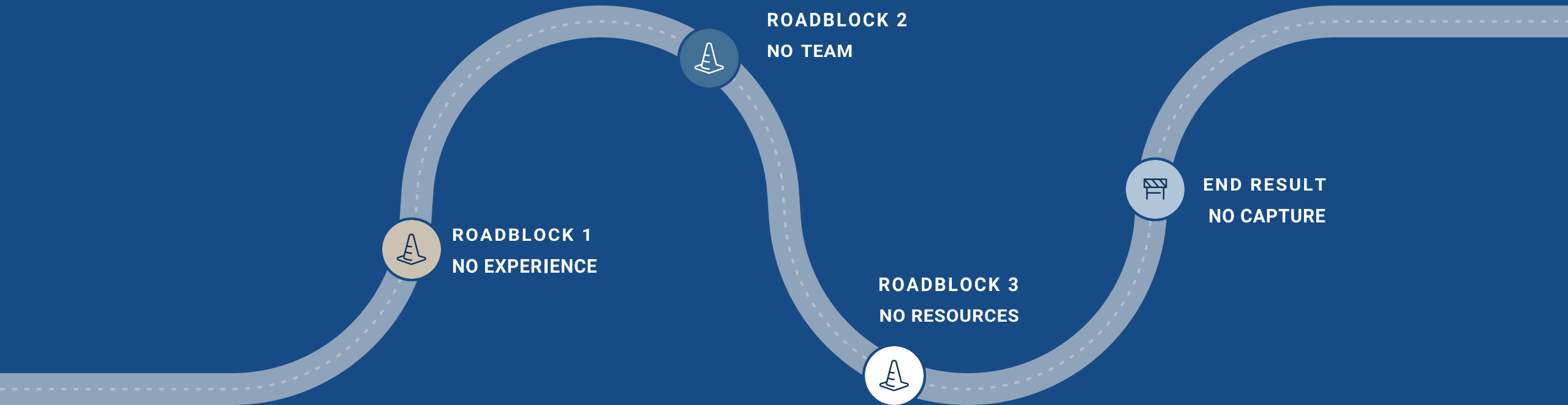
## HOW IT GETS WORSE

- **NO TARGETED LEADS.** Your closing rates fail because you have no way to capture new investors.

## THE BAD RESULTS

- **NO REAL SYSTEM:** You become frustrated and resort to higher pressure tactics that turn investors off.

# DIY Roadblocks..... “No yellow brick road.”



**“THE TROUBLE WITH NOT HAVING A TEAM IS THAT YOU CAN SPEND YOUR LIFE RUNNING UP AND DOWN THE FIELD AND NEVER SCORE.”**

# What We Do: Precision Targeting



## CRITERIA BASED DATA

We use AI, automation, and big data to analyze your audience.

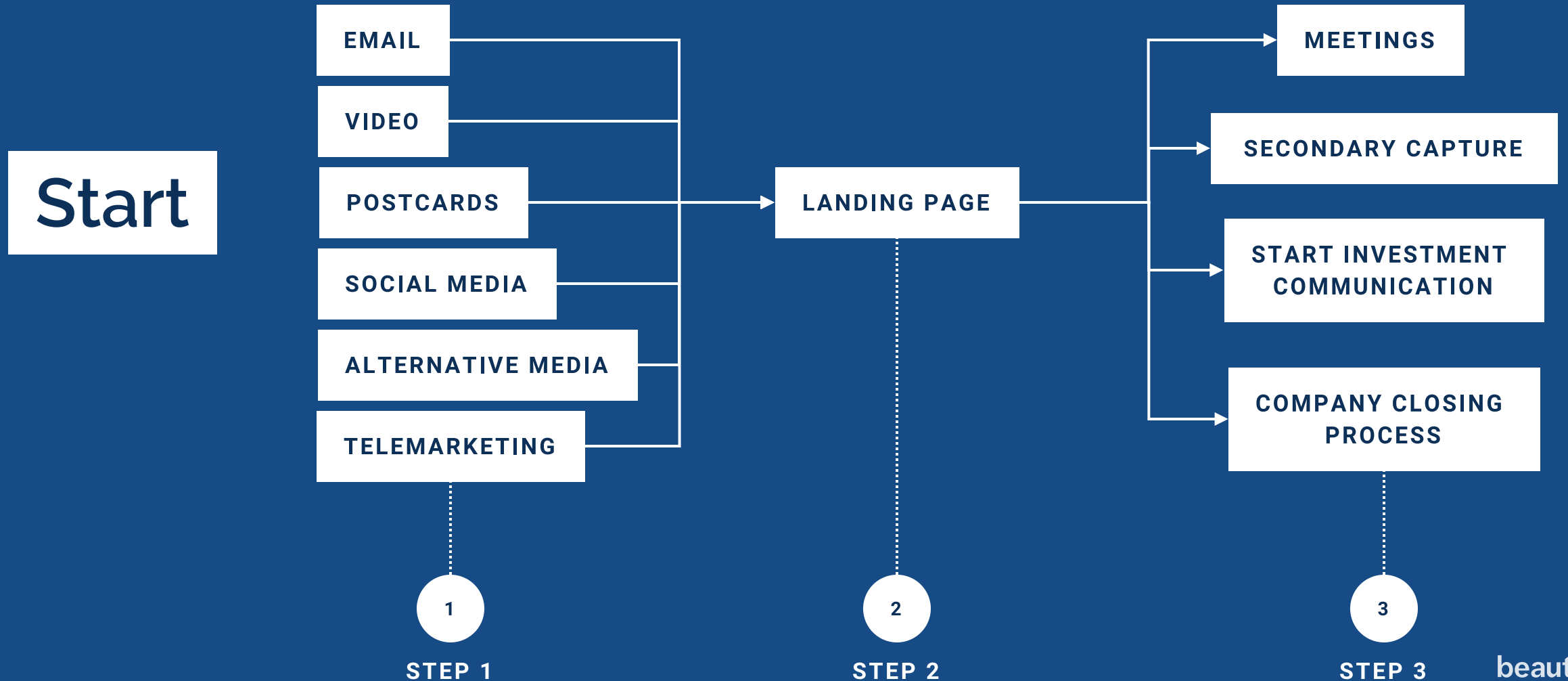


## ACTIVATE IT

Create conversion based materials to provide a seamless investor experience.

**Be Smart. Use Experts.**

# Investor Journey



# A VX Global Effort.



## Advantage One

A sophisticated team with over 25 years of experience in the disciplines of investment, market communications, graphic design and data collection. A turn-key solution that is provided “Day 1.”



## Advantage Two

Pre-digested and cataloged data that is criteria driven. Monitored operational oversight into the data delivery system to ensure high hit ratios and performance. Fully integrated.



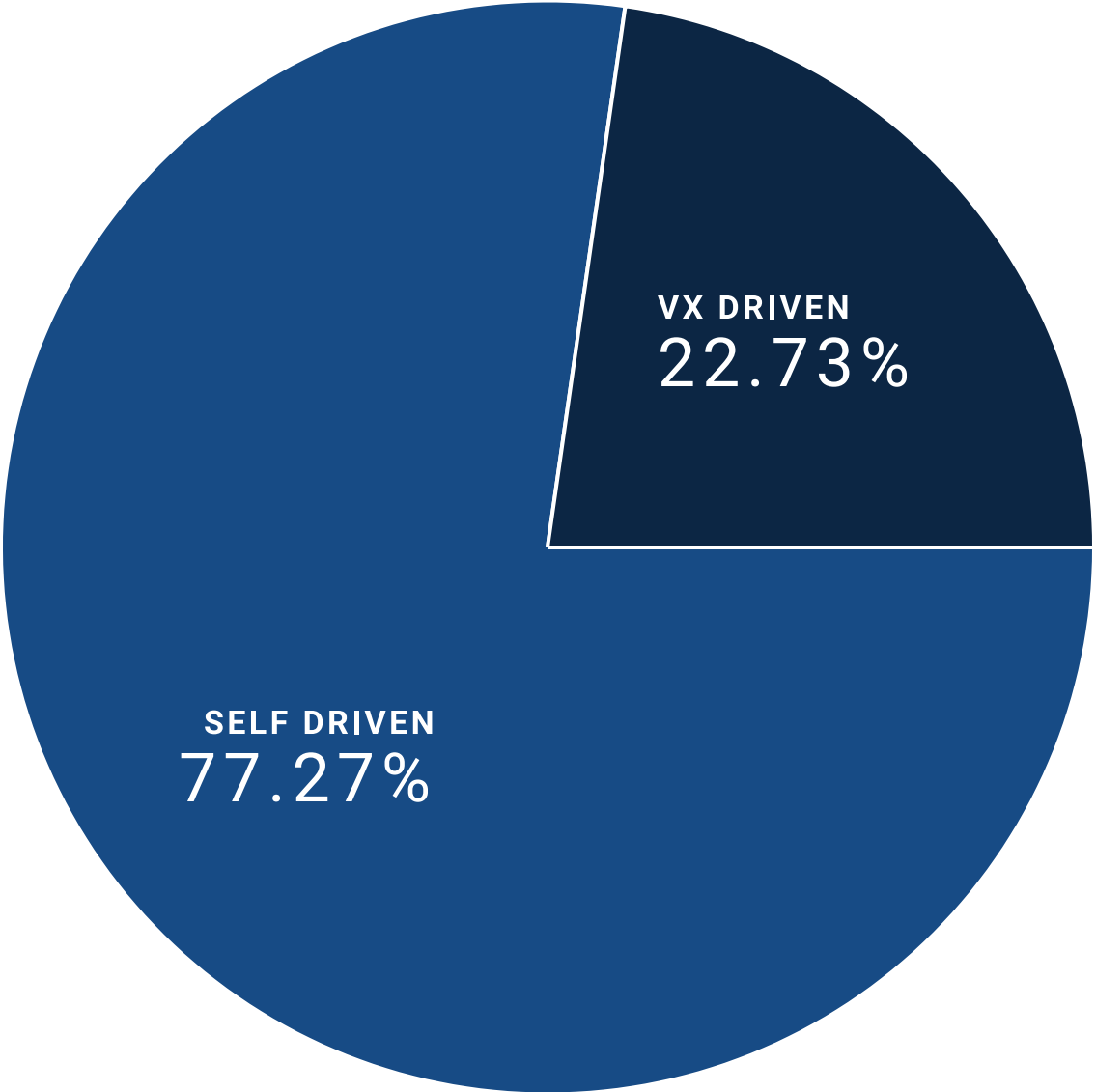
## Advantage Three

Deep insight into the campaign success processes for the investor journey, collection and call to action flow through with fast track modifications. Multi-Media options.

# SELF DRIVEN COSTS VS VX GLOBAL INC

A Self Driven capital raise can cost a fortune. We can reduce those costs substantially. Delivering what you can't.

“THAT'S A NO BRAINER.”



# Phase I

**PRESENTATION:** We create compliant marketing and advertising material that will actively communicate your value proposition.

- **LANDING PAGES**
- **EMAIL CREATIVES**
- **SOCIAL MEDIA PAGES**
- **VIDEO'S**
- **ADS AND AD COPY**

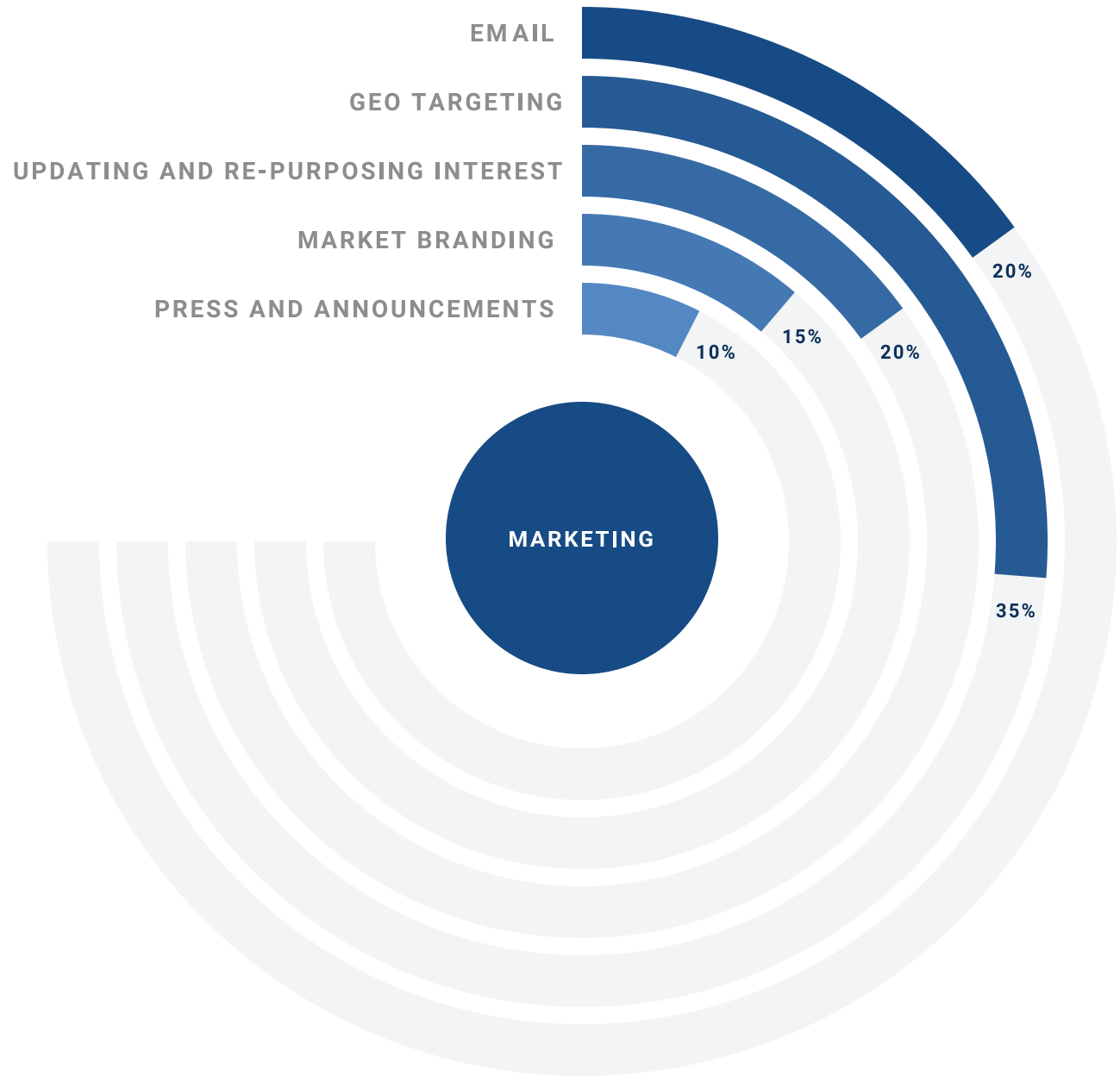
# Phase II

**INTEGRATIONS:** We integrate our process and intake funnel to instantly deliver active leads to the CRM of your choice.

- **API KEY INTEGRATION**
- **VISITOR CAPTURE**
- **FULL FUNNEL SILO**
- **CHAT ROBOT**
- **DIRECT DELIVERY OF LEADS**

# Phase III

**MARKETING:** We perform a calculated criteria based push. All of the initial strategies you elected will be deployed.



# How to Get Started

- MUTUAL FIT DISCUSSION
- DETAILED OVERVIEW
- GENERAL COST ASSESSMENT

