

## **MARKETING & INVESTOR RELATIONS MEDIA KIT**

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### **ABOUT**

Daniels & Company is a leading corporate development firm that specializes in bridging the gap between brands, consumers, companies and investors. Our team consists of designers, journalists, programmers, financial professionals and business strategists that strive to bring your vision to life and create awareness of your company through highly effective investor relations and print & digital marketing campaigns.

### **CAMPAIGNS**

All of our marketing and investor relation campaigns are individually tailored and customized for each company we work with. Every business has different needs and requires a unique set of tools to achieve their next set of goals. Listed below are the services we can provide to help your company move towards its next phase of growth.

- Original content creation, PR editing and distribution to 200,000+ print & digital news outlets.
- Investor presentation (electronic press kit) creation in PDF and PowerPoint format.
- Electronic press kit distribution to institutions/investment firms and local presentations in the Tri-State Area (NY, NJ, CT).
- Fielding IR inquiries (calls/emails) and distributing requested information along with forwarding new prospective investor contacts to executive management.
- Research report creation and distribution to entire database of subscribers.
- Audio or video interview with company CEO or other executive of choice for online, radio & podcast distribution.
- Social media management including new content creation, user engagement, and cross marketing with industry related brands.
- Custom video production- commercial, behind-the-scenes, or documentary format.
- Digital design- corporate logo and SEC compliant website (including mobile) creation or revision.
- Mobile application development- loyalty programs, customer relations, user engagement.
- Blog/streaming RSS network creation for increased traffic and SEO performance.

All services are done in-house with oversight from executive management, working with your company hand-in-hand until there is complete satisfaction from both parties. Our campaigns are conducted in 3, 6 and 12-month terms along with your choice of either weekly or monthly progress reports.

If you are currently exploring your options regarding any type of business development and would like a free consultation, please contact Anthony W. Licausi, V.P. of Corporate Development/Head of Investor Relations, directly at 631.806.9956 or by email at [Anthony@dcodevelopment.com](mailto:Anthony@dcodevelopment.com).

We look forward to working with you as an extension of your current team and helping you to attain your goals!