

Leverage Marketing



*Improving Digital Outcomes For
Private Equity Portfolio Companies*

*"Give me a lever long enough and a fulcrum on
which to place it and I will move the world"*

- Archimedes

Leverage Marketing[™]

Leverage Marketing works with Private Equity firms to develop digital marketing centers of excellence for your most important portfolio companies to draw on, learn from and build bridges to revenue growth.

Leverage Marketing



At our core, we are entrepreneurs and tech savvy digital marketers with a proprietary process for examining your brands digital infrastructure, and improving your digital outcomes.

Our leadership has been through every phase of business growth and development. We bring a viewpoint and mindset focused on winning outcomes.

- **Tech Entrepreneurship**
- **Digital Native**
- **SMB Ownership**
- **Award winning**

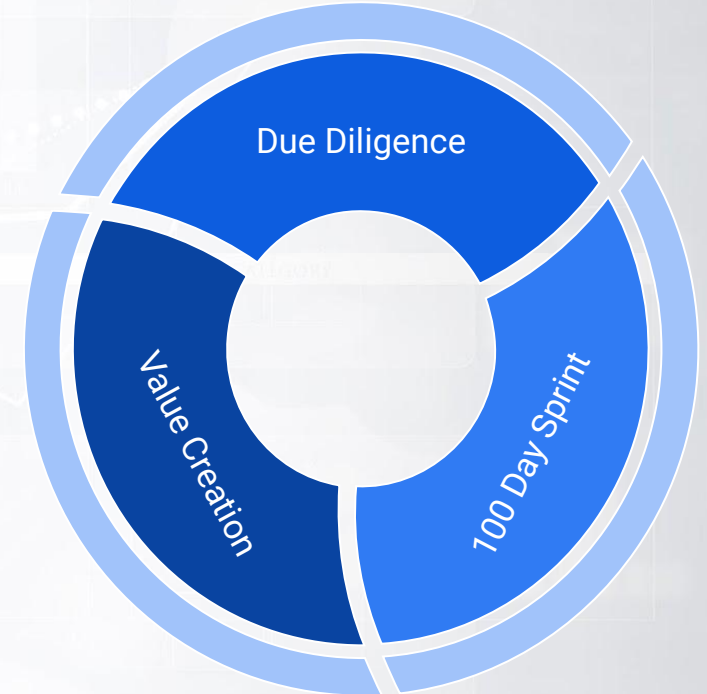


Our Approach



Leverage Marketing has a multi-disciplinary approach to the marketing challenges of your portfolio companies for each phase of your portfolio company's lifecycle. From initial due diligence to 100 day sprints and value creation through final investment exit, Leverage deploys a shared services model and works cooperatively with in-house and partner agencies to perform in the most capital efficient manner. Our flexible model allows us to expand and contract with project needs maximizing the value of all collaborative resources.

- **SHARED SERVICES**
- **CAPITAL EFFICIENT**



Our Core Competence Since 2003



Digital Discovery

Search Engine Optimization

Earned Media & Content Marketing

Paid Media (Search & Social)

Email Marketing Automation

Web Development

Analytics, Attribution Modeling and Dashboard Reporting

Emerging Competencies: Interactive & Multimedia Content, Branding & Engagement Strategy, Influencer Marketing, Amazon Strategy & Paid Media, Account Based Marketing, Customer Data Tech Stacks, Predictive Analytics

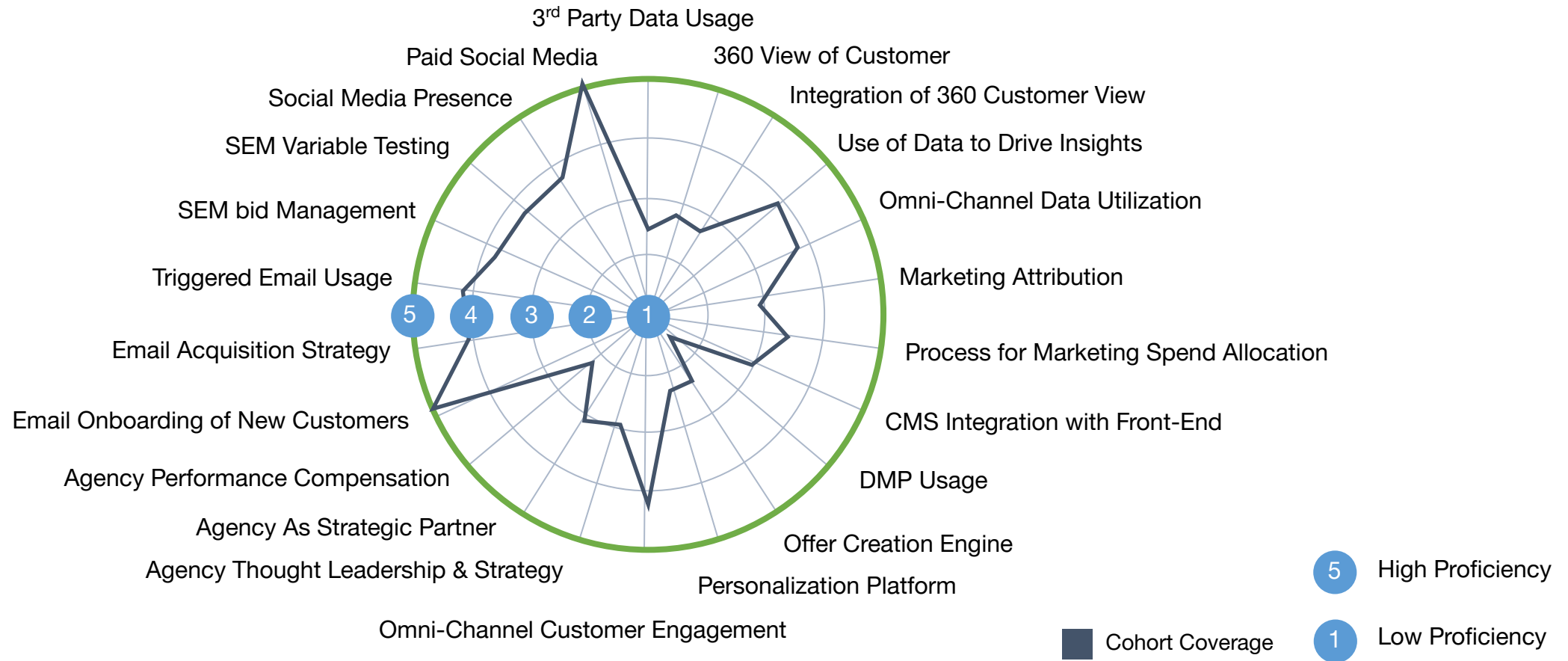
We Are A Google Premier Agency



Top 2% of Google service providers



A Typical Port Cos Self Reported Perceived Proficiency





Our Value to Private Equity

Our **digital discovery** analysis offers **unparalleled visibility** into your portfolio companies' digital marketing potential and closes **proficiency gaps**. Minimally, we deliver the **assurance** that your company (or prospective company) is using best in class digital marketing tactics to drive growth and increase value.

If there are opportunities for improvement, we deliver a plan to optimize revenue growth driven by digital marketing. Finally, we can supply the digital expertise and talent to complement and supplement your digital marketing teams. Our shared services model is cost effective, allowing you to deliver services to your portfolio companies efficiently.

- Gap analysis
- Deep insights
- Actionable research
- Performance driven
- Focus on growth
- Impact on EBITDA

Sample Work



Chemical Analytics Firm Due Diligence

Hired by PE firm in Chicago to do due diligence prior to an acquisition. The company had a significant high six-figure marketing budget. The goal with our analysis was to determine if the existing budget was efficient and profitable. We looked at Paid Search, Search Optimization, Email Marketing, CRM Process Review, and Web Site Design and Development. Our analysis determined that a large portion of the budget was inefficient and the firm needed to place a greater focus on organic search results. We also determined that one of the biggest issues the company was having was a lack of tracking and accountability for the large PPC budget. Our PE client decided to engage Leverage Marketing to work with their internal team on an ongoing basis.

“Our analysis determined that a large portion of the budget was inefficient”



Accounting Software for the Trucking Industry

Hired by PE firm in North Carolina to perform due diligence

pre-LOI. Our goal was to determine the potential to increase revenue via digital marketing post-acquisition assuming a larger investment in digital. Leverage Marketing performed our analysis with a focus on Social Media, Paid Search, Organic Search, and Email Marketing. Our analysis determined that increasing the digital spend would not result in a significant increase in revenue. Digital media could not reach the target market in a cost-effective way from any of the channels we researched. We also found digital marketing had very little impact on the buyer journey. For this and other reasons not related to digital marketing, our private equity client elected to not make the investment.

“Our private equity client elected to not make the investment”



Multi-Location Orthodontics Practice

Hired by PE firm in Chicago to thoroughly review prospective acquisition's entire social media presence. The umbrella brand presented themselves as doing social media very well and valued their company higher as a result. Our PE client was interested in knowing just how well the umbrella brand and all locations were doing with their social media --including the frequency and reach of their posts, the sentiment of public conversations, and the star rating of public reviews. We evaluated all publicly available posts on Facebook, YouTube, Twitter, Instagram, and Pinterest, as well as all reviews on Yelp and Facebook, and benchmarked against four competitors identified by the PE. We found that the practice had a mix of nice positives but also some negatives as well as a myriad of opportunities to improve and take away market share from the competition. Our PE client used this information to amend their LOI.

“Our private equity client used this information to amend their LOI”



Multi-Location Seafood Restaurant and Caterer

Hired by the Port Co's Director of Marketing. The restaurant came to us concerned with ***slower than desired growth*** and a lack of local presence online. We prepared our comprehensive evaluation of their efforts and opportunities and presented what we identified as their most efficient means for the most growth. Our plan focused on increasing their social presence in the local markets, increasing brand awareness, driving foot traffic, and establishing an online community. We proposed and executed Social Media Marketing, Paid Web Ads, and Reputation Management. As a result, the restaurant experienced higher than anticipated growth in all goal areas.

“The restaurant experienced higher than anticipated growth in all goal areas”



Building Bridges To Revenue Growth

Centers of Excellence

- We provide expert outside advisors
- Extend your firm's capabilities with centers of excellence
- Available to your partners and portfolio companies to learn and draw from when needed

Digital Discovery

- Unparalleled, objective visibility, assurance & confidence
- Understand the digital marketing potential of both portfolio and prospective companies
- Why customers buy & their buyer journey

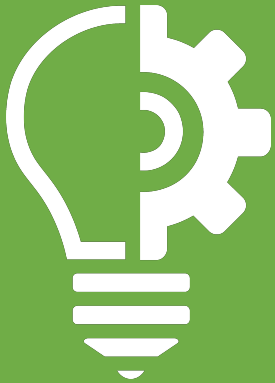
Implementation

- Supply proven talent where needed
- Speed of execution
- Shared services model to deliver services across your port cos
- Capital efficient

Knowledge Sharing

- Memorialize successful outcomes
- Share knowledge with your other portfolio companies in a regular fashion

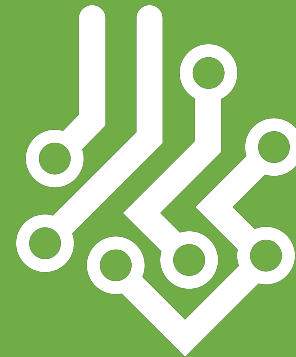
Our Core Values



Innovate



Do no harm



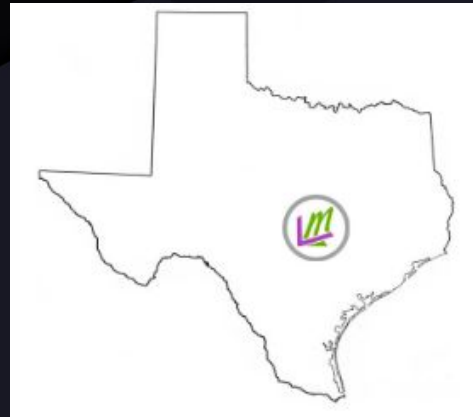
**Leverage
Technology**



Be Transparent

Next Steps

Leverage our expertise to increase the value of your portfolio.



Leverage Marketing

www.theleverageway.com

