

RICHEY MAY

# CAPITAL EDUCATION SERIES

*A value-add educational series brought to you by the  
alternative investments experts at Richey May & Co.*

## WHAT'S IN YOUR MARKETING TOOLKIT?

PREPARE FOR SUCCESS BEFORE  
YOUR NEXT INVESTOR MEETING

 **HS MARKETING**  
*Communication Alpha<sup>®</sup>*



# July 14 webinar program overview

## Welcome & Introduction

Stephen Vlasak, Richey May  
Partner, Alternative Investments Practice

## Marketing discussion & FAQs

Facilitator: Felicia Mullison, Richey May  
Chief Marketing Officer

Guest speaker: Holly Singer, HS Marketing  
Founder & President

## Answering your questions

# Today's Speakers:



Featuring Holly  
Singer, HS  
Marketing  
Founder &  
President



And Felicia  
Mullison, Chief  
Marketing Officer  
at Richey May



Think  
holistically.

Act  
strategically.

Be creative.





Marketing is emotional and personal.

How do you articulate your edge?

Tell your story.

Why?

How?

When?

What?



# What's missing from your marketing toolkit?

Logo/design elements

Marketing deck

Tear sheet(s)

Website

Elevator pitch

LinkedIn profile

Thought leadership

DDQ

.....

When were  
your  
marketing  
tools last  
updated?

Why bother?





Your website  
& social media  
presence:

Are they  
current?  
Compliant?





.....

# Verbal delivery & Meeting preparation



Thought  
leadership:  
an integral  
marketing  
tool





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## Q&A



**UC HS MARKETING**  
*Communication Alpha®*



## Holly Singer

<https://hsmarketing.com>

<https://www.linkedin.com/in/hollysinger>



Communication Alpha® is a registered trademark of HS Marketing LLC.

Holly Singer is president and founder of [HS Marketing LLC](#), a marketing communications and public relations firm specialized in the alternative investment community. Having served approximately 150 clients among managers, allocators, and service providers within this space, HS Marketing offers a flexible team approach. Holly's professional experience since she founded the business over two decades ago has been dedicated to helping clients articulate their capabilities, improve branding, and raise visibility.

Holly has been a speaker at numerous industry programs, authored various articles focused on marketing advice, and served in elected and appointed leadership roles for several industry organizations including New York Alternative Investment Roundtable ([NY-AIR](#)), The Hedge Fund Association ([HFA](#)), Mid-Atlantic Hedge Fund Association (MAHFA) and Managed Funds Association (MFA). Holly earned an MBA in Finance from NYU's Stern School of Business and a BA in Political Science from Trinity College in Hartford, CT.

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## Don't miss our other sessions!

- IRA Custodian Money – Additional Ways to Raise Capital
- Rule 506B vs 506C: Which One is Right for You?
- And more! See them all on our website:  
<https://richeymay.com/richey-may-capital-education-series/>

\*More topics to be announced over the coming months.  
Reach out to [Steve Vlasak](#) to make sure you're on our list!

Please take our survey at the end of this presentation to suggest additional topics to be covered as a part of this series.

## Richey May & Co. Contact Information



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