

Zimtu Advantage

Marketing Program

Marketing proposal designed to build & maintain investor base & generate awareness in targeted audiences.



Who We Are

Marketing Team



**DAVE
HODGE**

President



**COLTON
GRIFFITH**

Marketing
Manager



**STEPHAN
BOGNER**

Rockstone
Research Analyst



**JJ
PISTAWKA**

Digital
Marketing
Specialist



**MICHAEL
PATIENCE**

Social Media &
Corporate
Communications



**ADAM
EMES**

Investor
Relations
Specialist



**DAWSON
IGNATIEFF**

Investor
Relations
Specialist

PROGRAM OPTIONS

OPTION 1

- All-Inclusive
- 1 Year Program

Bus Trip option at insider price

Most Savings

OPTION 2

- à la carte
- 1-3 Month Programs
- Price Dependant on program
- 1 Payment

Most Flexible

PROGRAM DETAILS

Zoom With Zimtu

- 1 live investor presentation with high value investors looking to learn more about your company.
- Facebook advertising for the event.
- Custom event information website.
- Custom event graphics.
- LinkedIn event.
- Email campaign event invite sent to over 21,000 investors.
- Rockstone Research email promotion.
- Livestream on Youtube, Twitter, Facebook.
- All RSVP contact information will be provided after the event.
- Event recording provided + posted

\$20,000

(1 month of coverage)*

*Includes: **Lead Generation, Weekly Newsletter, Question Period, Video News Release**

Rockstone Research

- 1 in-depth research report in English and German.
- PDF dissemination with research channels like Refinitiv, S&P Global, Factset, AlphaSense, etc.
- Publication on financial websites such as Baystreet.ca, SeekingAlpha, etc.
- Email to Rockstone's German and English lists (5,400 subscribers)
- News distribution with commentary via Rockstone's email newsletter, including events, external articles, etc.
- Posted on Rockstone's Twitter (9,700 followers), Facebook (9,600 likes), Stocktwits (145 followers), LinkedIn (177 followers + 4,000 contacts)

\$40,000

(3 months of coverage)*

*Includes: **Media Dist., Lead Generation, Weekly Newsletter, Blog**

European Bus Trip

- Bus trip though 4 European cities.
- Geneva, Zurich, Frankfurt, Munich.
- Investor presentation in each city.
- European investors present at each event.
- Videographer recording all aspects of trip to produce company highlight video.
- Opening/closing dinner.
- Promotion leading up to event.
- Concierge service for investor meetings.
- Feature stop is Munich International Metals & Commodities Show.



\$25,000

(3 months of coverage)*

*Includes: **Digital Awareness, Lead Generation, Weekly Newsletter**

PROGRAM DETAILS CONT....

Investor Lead Generation

- Paid Lead Generation ads focused on targeting high-value, retail investors in important target markets.

- 100-150 leads per week

\$5,000/month

Phone Follow-up (optional)

- Dedicated investor relations specialist to follow up on lead generation results,
- Answer questions from leads, etc.

\$2,000/month

Digital Awareness

- Custom social media content & scheduling plan designed to engage and educate your audience.
- Paid advertising campaign focused on creating industry awareness on Social Media.
- Posting & support of company Social media activities.

\$5,000/month

Media Distribution

- Distribution of content through top media outlets through email campaigns, website articles, social media, ad campaigns & more.

Provided at cost

Weekly Newsletter

- Weekly newsletter highlighting company updates.
- Sent to over 21,000 with more than 4000 reading per week (~20%)

\$2,000/month

Video News Releases

- Video Interview to highlight company news, updates & more.

\$1,000/interview

Influencer Marketing

- Partnerships with industry influencers to develop video interviews and reach target audiences.
- Influencer discovery, coordination & editing included.
- Views per video campaign range from 3,000 - 50,000 typically.
- Campaigns promoted on social media.
- Analytics provided post campaign.

Provided at cost

Reporting

- Weekly distribution reports on company activities, statistics, etc.

Blog

- Detailed SEO targeted blog post on relevant company commodity.

Question Period

- Live event for investors to directly ask company representatives questions.

LEAD GENERATION PROGRAM

Lead Generation Program Details

- Paid Lead Generation ads focused on targeting high-value, retail investors in important target markets.
- Custom ads developed using company branding & updated frequently with new content.
- A lead is defined as Full Name, Email Address & Phone Number.
- Ads are shown to target markets, most typical are Canada, USA, Germany, UK, Australia.
 - More detailed targeting optional (specific cities, addresses, job titles, etc)
- 100-150 leads per week.
- Leads are deposited automatically in your companies CRM/email list.

Lead Nurturing

- Each lead is sent 3 emails over a 2 week period to establish a relationship with investor.
- 1st email is company presentation.
- 2nd email is info about commodity/product/market.
- 3rd email is a recap of the company and a request for a call to action (call us, email us here, etc).

\$5,000/MONTH

EUROPEAN PROGRAM

\$50,000/3 MONTHS

Rockstone Research

- 1 in-depth research reports in English and German.
- PDF dissemination with European research channels.
- Publication on European financial websites.
- Email to Rockstone's European lists (5,400 active subscribers).
- News distribution via Rockstone's email newsletter, including events, external articles on the company, etc.
- The publication is also published to Rockstone's social media pages.

Media Distribution

- Reports, News, Articles & more are published with top media outlets in Europe.
- Custom distribution options based on needs.

Weekly Newsletter

- Company news, articles & updates are sent to European based email lists.
- News & Updates are presented with short interpretation from Rockstone Research.
- Published in English & German.

European Targeted Ad Campaign

- European targeted ad campaign.
- Generating investor leads from high-value European locations.
- Company information, market data & more sent to each lead.
- Custom ads in English & German.
- Weekly optimization of ads to generate highest returns.
- Leads provided automatically into email list/CRM, or weekly/monthly for import.

PROGRAM OPTIONS

OPTION 1

- All-Inclusive
- 1 Year Program
- \$150,000/year
- Paid Quarterly or Upfront

Bus Trip option at insider price

Most Savings

OPTION 2

- à la carte
- 1-3 Month Programs
- Price Dependant on program
- 1 Payment

Most Flexible

YEARLY COST BREAKDOWN

- Investor Presentation(3): \$30,000
- Digital Awareness (12 months): \$60,000
- Rockstone Research (2): \$80,000
- Lead Generation (12 months): \$60,000
- Video News Release (5): \$5,000
- Weekly Newsletter (12 months): \$24,000
- Media Dist. and Influencer: At cost

TOTAL COSTS: \$259,000

PROGRAM FEE: \$150,000

SAVINGS: \$109,000

Bus Trip option at insider price with full year program