

MVP PortcoProSM

Prepare your Portfolio Company for Short-term Exit or Long Term Growth at Scale with our with our Cost-Effective Digital Marketing & Brand Transformation Program

The MVP PortcoProSM Brand Transformation Premise

IN SYNC WITH BDO MARKET PREDICTIONS: TOP DIGITAL PRIORITIES FOR FINANCIAL SERVICES

34%

Developing a digital transformation strategy

22%

Optimizing business efficiencies and operations across the supply chain

19%

Investing in innovative digital capabilities for anticipated business needs

16%

Addressing customer experience

9%

Implementing change management for digital adoption in the workplace

Source: BDO Digital Transformation Survey

Be a Brand Champion and Realize both Short and Long-Term Results Today!

Private Equity firms and portfolio company CEOs often neglect investments in branding and marketing, viewing them as discretionary expenses. And valuation research tells a different story:

“Branding can attribute as much as 20% of Market Capitalization for Capital Goods Manufacturers.”

Kantar-Milward Brown (2019)

The MVP PortcoProSM program offers PE firms and their portcos an affordable and demonstrated Digital Brand Transformation approach to achieving increases in Marketing Return on Investment (MROI) and future EBITDA and Exit Value multiples.

How MVP Optimizes Portfolio Company Brands

MVP expertly leverages marketing strategy, website design and development, content development and a variety of digital tools, such as such as SEO, PPC and Inbound marketing to bring your portco's brand to life while generating digital transformation results:



MARKETING & BRAND STRATEGY

The MVP BrandMate[™] process delivers the strategic, verbal and visual scaffolding that provides a road map to success and energizes your portco to make the journey



WEBSITE DESIGN & DEVELOPMENT

Specializing in award-winning custom branded and eCommerce WordPress websites, integrated business process applications and third-party integrations, we bring new life — and generate increases in Google rankings, leads and revenues — to B2B and B2C products and services brands



CREATIVE & CONTENT DEVELOPMENT SERVICES

Copywriting, Photography and Videography help make a tangible difference in the way in which customers perceive, interact and respond to your brand messaging



SEARCH ENGINE OPTIMIZATION & MARKETING

From Organic SEO to Google Ads (PPC), MVP has demonstrated success for both national brand CPG manufacturers and B2B products and services companies



INBOUND MARKETING

If your portco has a complex and costly product or service with a long sales cycle, our experience with HubSpot[™] and Pardot by Salesforce[™] enables us to create, promote, track and measure lead-generating content marketing campaigns — and we've achieved as much as **10X** and **4X** increases in leads and sales for both a prominent EdTech and industrial products manufacturing company, respectively. See back of page for details.



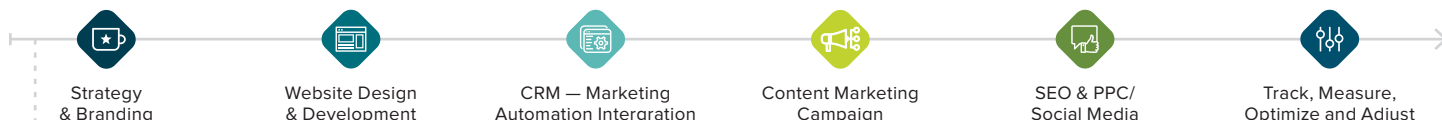
SALES MATERIALS

Digital Web Banner Ads, Landing Pages and Literature to help our customers close the sale.

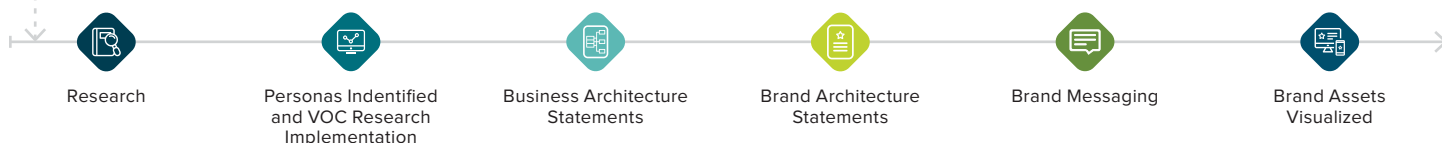
Make the Intangible Tangible through MVP Growth Driven Marketing + Design

From Strategy & Branding to Promoting & Measuring, give them the brand they need and the sales they deserve while you realize increased gains in Marketing Return on Investment (MROI) and EBITDA.

THE MVP GROWTH DRIVEN MARKETING + DESIGN MODEL



BRAND REVITALIZATION THROUGH THE MVP BANDMATE™ PROCESS



“MVP did an outstanding job in redesigning our website, providing lead-generating SEO, and helping us increase sales and profits pre-and post-sale. They’ve been a Most Valuable Partner to the Roadtrek brand since they undertook our site redesign in 2016 and continue to serve us today under our new parent company Groupe Rapido.”

Karyn Torcoletti, Head of Marketing & Communications, Roadtrek, a Subsidiary of Groupe Rapido and a former IOP Portfolio Company

Experience Digital Transformation Results Like These:

CLIENT	INITIATIVE	RESULTS
Shoreview Capital MINNEAPOLIS, MN — One of Minnesota's largest Private Equity firms	Private Equity firm website redesign with implementation of built-in SEO techniques	100% increase in Two-year Organic Site Search Traffic due to SEO best practices implementation
IOP — Industrial Opportunity Partners EVANSTON, IL — And it's former Roadtrek (Cambridge, ON) portfolio company	Roadtrek (the “Leader in Class B Motorhomes”) Portfolio Company Website Redesign and supplemental SEO program	Successful Roadtrek Sale to Erwin Hymer Group. And 22-variable “Build Your Own” Roadtrek tool is but one of 12 site add-ons since original sale
Insight Venture Partners NEW YORK CITY — And its Achieve3000 (Lakewood, NJ) EdTech holding	Redesign of A3K's (the “Leader in Differentiated Instruction”) website and branding with addition of SEO and Pardot Salesforce Inbound Marketing support	10X increase in Y-O-Y leads upon site launch as a result of website redesign, SEO and Inbound marketing campaign
Mold Craft WILERNIE, MN — Leading independent Medical Device mold maker	Redesign of Mold Craft website and complementary SEO program	New site and SEO program generated a 374% Increase in Organic Sessions, 562% Increase in Unique site Visitors — and \$1 million sale
Aztech Locknut Company AURORA, IL — A leading independent provider of engineered locknuts for industrial applications	Inbound (HubSpot) Content Marketing Campaigns to promote products and services directly to parts specifying engineers instead of distributors	HubSpot campaigns produced a 4X increase in RFPs; 337% increase in Contacts and a 102% increase in Customers in a three-month period

Convenient Payment Plans:

The MVP PortcoPro[™] program offers PE firms flexible payment plans for either short-term exit or long-term growth objectives

- Plans with Website redesign and hosting plus a choice of three or more projects including brand positioning (visual and verbal), logo and literature redesign, SEO/PPC and/or Inbound Marketing receive a 15% across-the-board project discount
- Optionally, extend monthly payments for up to two fiscal years and still receive a 10% website discount

A Most Valuable Partner to PE Firms and their Portfolio Companies for 20+ years

MVP Marketing + Design is an award-winning digital marketing communications and technology firm established in 1985. Our 20-person team serves divisions of the "Fortune" 50 such as 3M (Consumer, Industrial and Healthcare divisions) as well as numerous Private Equity, M&A and Sub-debt firms, and leading SMBs in B2B and B2C products and services markets.

"Demonstrating a deep knowledge and understanding of PE industry communications and our business and marketing requirements, MVP lived up to their reputation as the 'PE MVP'."

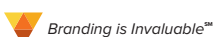
David Schnadig, Managing Partner, Cortec Group

Serving Private Equity firms and Portfolio companies throughout North America



Become your company's MVP and make Exit Profitable

CONTACT US TODAY



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