



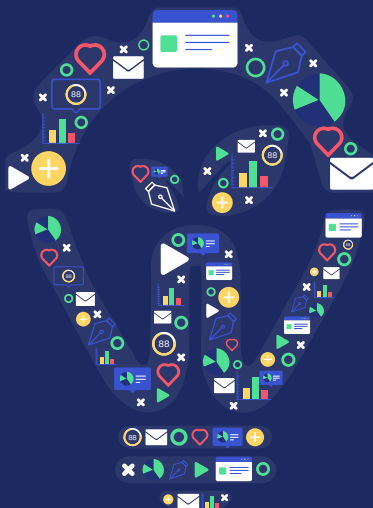
SmarkLabs

SmarkLabs is an award-winning full-stack marketing agency that helps brands in the financial services industry scale efficiently through on-demand services that blend **tech, creative, and strategy**. With SmarkLabs, businesses and marketing teams can deploy campaigns up to 50% faster and see dramatic improvements for their return on marketing spend.



Why SmarkLabs?

- We have years of experience working with investment funds, compliance teams, and exchanges.
- We understand how marketing and compliance are an integrated part of the production process.
- We're dedicated to studying and implementing innovative marketing strategies and tactics unique to the financial services industry.



**GROW WITHOUT
THE GUESSWORK**



Our Offerings:

SmarkLabs gives you the playbook and team to go big. We help you assess and define your needs, and offer flexible service models that scale with you.



Strategic Messaging

- Positioning Development
- Value Propositions
- Boilerplate Messaging



Marketing Strategy

- Market Research
- Content Strategy
- Go-To-Market Planning
- Campaign Planning
- MarTech Strategy



Website Development

- Design and Development Services
- Web Support
- Prototypes
- Feeds & Integrations
- UI/UX Strategy
- Analytics



HubSpot Services

- Implementation
- Cleanups
- Migrations and Integrations
- Support and Training
- Portal Management



Digital Marketing

- Digital Marketing Tactics
- PPC and Paid Social
- SEO
- Conversion Rate Optimization (CRO)
- Marketing Automation
- Content Marketing
- Analytics and Growth Experiments



Creative Services

- Copywriting and Editing
- Branding
- Visual Design
- Print and Digital Design
- Video and Motion Design
- Fund Collateral



Video Production

- Animated Explainer Videos
- Brand Videos
- Product and Demo Videos
- Case Study Videos
- Video Editing Services
- Podcast Editing Services