



ValueSetters Digital Marketing Services

ValueSetters is the leading expert in marketing private company capital raises. We offer a full range of digital marketing services, including the latest innovative targeting techniques, designed to expand your audience of potential investors.

ValueSetters' services include marketing campaign set up, management, and analytics. We can also produce your ad creative to specifically attract potential investors and boost your brand and message.

Social Media Marketing



LinkedIn: ValueSetters will set up highly targeted advertising to relevant individuals and groups based upon industry, job title, company name, geographic location, and other attributes pertinent to your company. ValueSetters monitors all social media campaigns on a daily basis to ensure maximum click-through rate.



Facebook: ValueSetters will set up targeted advertising to individuals based upon stated interests. Campaigns are monitored on a daily basis to maximize ad spend.



Twitter: ValueSetters will set up Twitter website clicks/conversion campaigns leveraging Twitter cards to target users based on specific interests, keywords, or online and offline behavior.

Search Engine Marketing



Google AdWords: ValueSetters will set up custom Google AdWords campaigns based upon search words and terms that will maximize traffic to your offering page.

Retargeting



Website Visitor Retargeting

For sites with higher levels of traffic, ValueSetters will work with a trusted remarketing partner to display ads to users who have visited your site in the past. This requires the placement of a cookie on your site. ValueSetters will work with your team to place the cookie and set up and manage the campaign.



Email Address Retargeting

ValueSetters can set up retargeting campaigns on Facebook, Twitter, and Google to target display ads to a custom audience comprised of the email addresses you provide us. If your list is smaller than 1,000, then we recommend leveraging Lookalike Audience Targeting in conjunction with your custom audience.

Lookalike Audience Targeting



ValueSetters will leverage the lookalike audience capabilities of Facebook, Twitter, and Google to target ads to customers whose behavior is similar to those of your email list on those networks. Lookalike audiences are created from your email list. On Facebook we can also create a lookalike audience from your company's Facebook page fan base.

Content Syndication



ValueSetters will find relevant publications including online newsletters and publishers to send highly customized emails to their lists. These are long-format messages that allow for a greater level of detail than other forms of digital advertising.

Email Marketing



ValueSetters will write and deliver custom messaging to our own list of potential advisors and investors. Building on our team's extensive networks, we have built a unique network currently over 100,000 individuals.