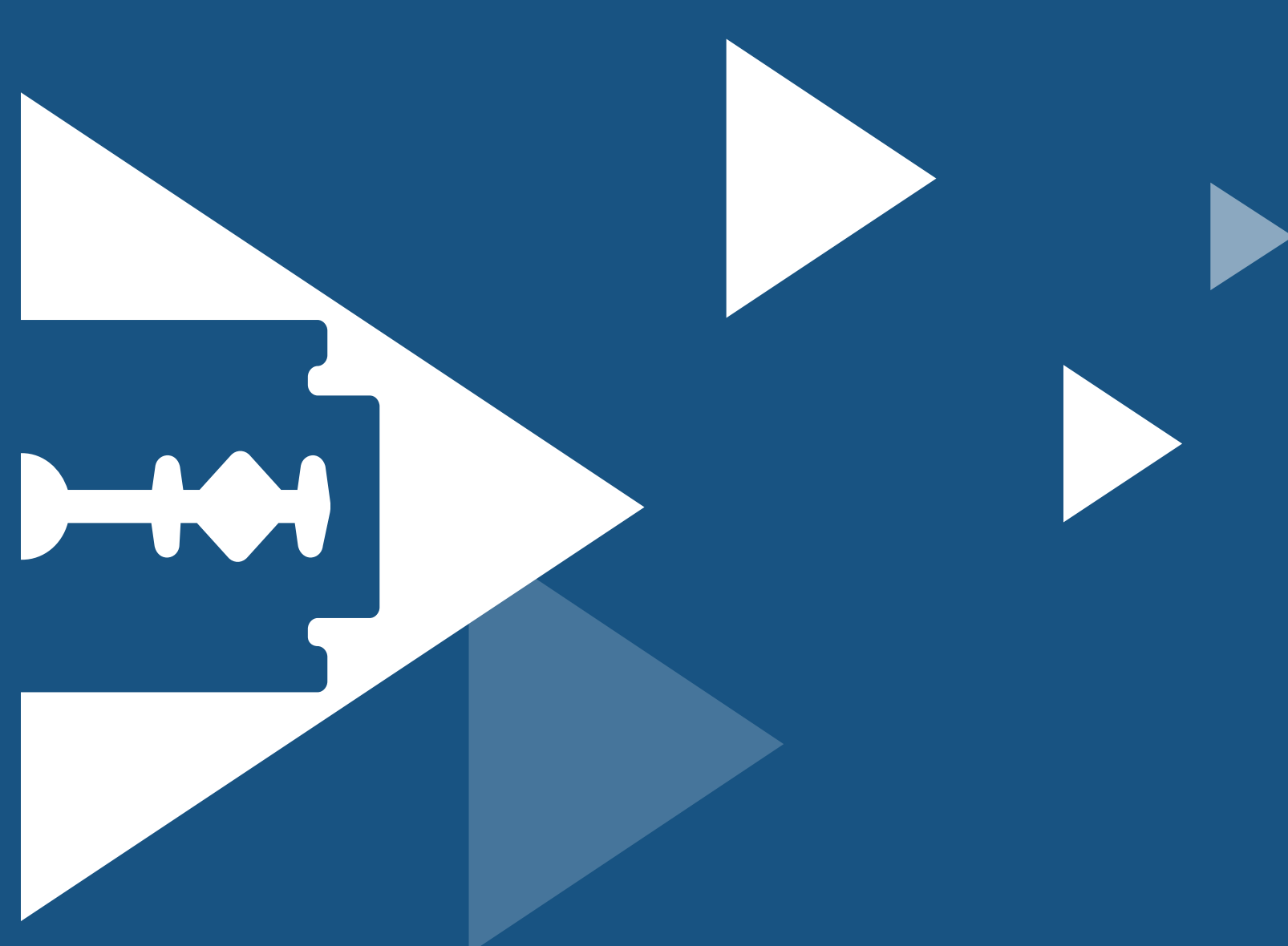


Understanding the Investor's Journey

And the Decision Making Process



Meet Joe...

Joe is an investor looking for opportunities.



Joe discovers you exist

- | Word of mouth
- | Press Releases
- | Social Media
- | Investor Conferences
- | Investment Forums
- | Advertisements (CTV, Podcast, Display)
- | Newsletters



Joe is intrigued

Joe's emotions are caught between fear of missing out (FOMO) and the fear of loss. The stronger emotion dictates if Joe Buys or Bounces.



Joe starts his due diligence process

Joe is searching for evidence to support his investment thesis.



Joe uses:


- | Google
- | News Reports
- | Online Brokers
- | Company Website
- | Filings/Press Releases
- | Industry Reports

Based on what Joe finds, he buys or bounces.



Want more shareholders?
Help Joe on his journey.

Call us today

 585.507.8652