

ACCELERATING PORTFOLIO COMPANY GROWTH THROUGH SMARTER MARKETING

Strategy and execution that strengthen marketing performance,
support sales, and build more scalable growth.



WE'VE BEEN DOING THIS SINCE BEFORE IT WAS CALLED "DIGITAL"

SmartFinds was founded in 1987, long before search engines, social media, or AI.

We've navigated every major shift:

The early web

The rise of search

The explosion of digital marketing

And now, the move toward AI-driven discovery

Through it all, one thing hasn't changed:

MARKETING ONLY WORKS WHEN IT DRIVES REAL BUSINESS GROWTH.

WHEN GROWTH OUTPACES MARKETING INFRASTRUCTURE

Portfolio companies can reach a point where growth expectations exceed their existing marketing capabilities.

- Sales has grown faster than marketing.
- Marketing is fragmented across teams, brands, or acquisitions.
- The business needs more pipeline, but the internal team is already stretched.
- Marketing activity is happening, but it's difficult to see what's driving results.



**THERE'S A
DISCONNECT
BETWEEN
MARKETING
AND REVENUE.**

WHERE SMARTFINDS FITS

MARKETING AS A VALUE- CREATION RESOURCE



SALES
MARKETING
OPERATIONS
TECHNOLOGY
FINANCE



**SMARTFINDS FILLS THE
MARKETING GAP WITH STRATEGY,
INFRASTRUCTURE, AND EXECUTION
BUILT AROUND GROWTH.**



WE HELP PORTFOLIO COMPANIES BUILD REPEATABLE GROWTH SYSTEMS.

- A website that converts
- Messaging that connects
- Campaigns that reach the right audience
- Data that shows what's working

Everything we do is tied back to growth.

THREE WAYS WE ENGAGE

The right level of marketing support depends on what the portfolio company already has, and what's missing.

1 **AUGMENT THE
EXISTING TEAM**

Add strategy, expertise, or execution capacity where the internal marketing team needs support.

2 **OPERATE AS THE
MARKETING DEPARTMENT**

Provide strategy, creative, technical, and execution support when a complete internal marketing function isn't in place.

3 **START WITH
A DEFINED PROJECT**

Address a specific marketing or growth challenge with focused expertise, clear objectives, and measurable outcomes.

**GET THE CAPABILITIES YOU NEED WITHOUT
AUTOMATICALLY ADDING PERMANENT HEADCOUNT.**

MARKETING CAPABILITIES BUILT AROUND GROWTH

Revenue Growth

Strategy, positioning, campaigns, lead generation

Marketing Infrastructure

Websites, technology, automation, content systems

Demand Generation

SEO, paid media, content, email, targeted campaigns

Conversion

CRO, landing pages, UX, testing, lead nurturing

Visibility & Authority

Search, AI visibility, thought leadership, PR, social

Measurement & Optimization

Analytics, attribution, reporting, testing, ongoing improvement



**DEPLOY WHAT THE
PORTFOLIO COMPANY NEEDS,
WITHOUT BUILDING EVERY
CAPABILITY INTERNALLY.**

A PRACTICAL, PROVEN APPROACH

We don't add complexity for the sake of it.

UNDERSTAND

Assess what's already working, what's missing, and where marketing is limiting growth.

BUILD

Strengthen the infrastructure, messaging, technology, or capabilities that need attention.

ACTIVATE

Put the strategy into motion through campaigns, content, visibility, outreach, and sales support.

REFINE

Measure performance, identify opportunities, and continuously improve.

**START WITH WHAT
THE BUSINESS
ACTUALLY NEEDS,
NOT MORE SPEND
OR HEADCOUNT BY
DEFAULT.**



FOCUSED WAYS TO GET STARTED

SMARTPRESS

Build visibility and authority through strategic press release development, distribution, amplification, and reporting.

SMARTSIGNAL

Strengthen the digital signals that help a company get found, understood, and represented accurately across today's search and AI-driven discovery environments.

CONVERSION RATE OPTIMIZATION

Identify where websites and digital experiences are losing opportunities, then test and improve the path from visitor to lead.



**START WITH A DEFINED NEED.
EXPAND WHEN THE BUSINESS CASE SUPPORTS IT.**

EXPERIENCE IN ACTION

Real business challenges. Measurable marketing outcomes.

* **+34%** Increase in Website Leads

* **80% SHORTER** Buying cycle

* **3 MONTHS**
To measurable improvement



**VIEW THIS
CASE STUDY**

**EXPLORE MORE
CLIENT SUCCESS
STORIES**

This comprehensive CRO program combined technical SEO, conversion optimization, journey-based CTA personalization, AI conversion tracking, and ongoing testing to improve lead generation and accelerate the buying process.

OUR LEADERSHIP TEAM

Supported by a cross-functional team of marketing, creative, technical, and content professionals.



Melih Oztalay
CEO



Melissa Fisher
Vice President



Kelsey McCormick
Marketing Director



Rose Suau
Communications Specialist



WHERE SMARTFINDS FITS BEST

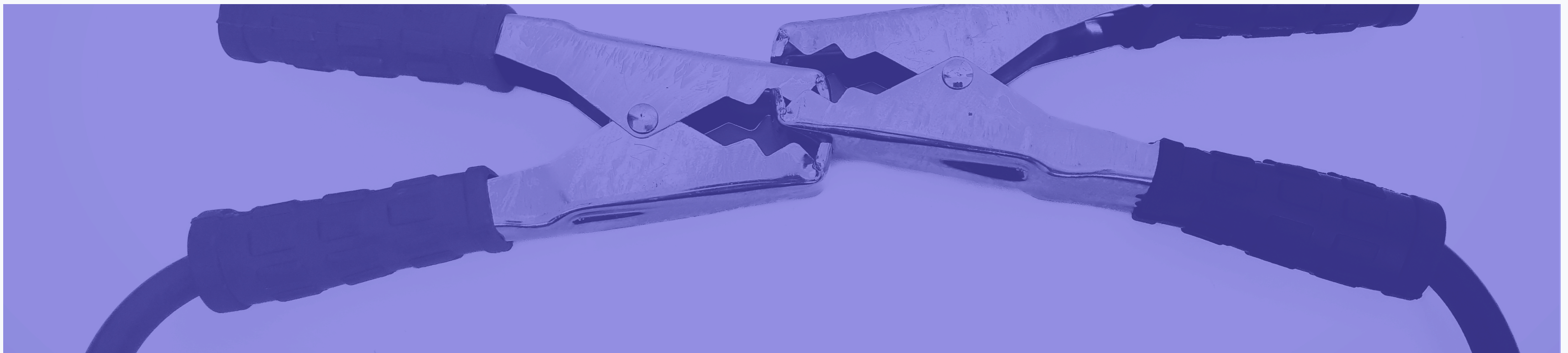
SmartFinds is a strong fit for portfolio companies that:

- Have clear growth objectives but limited marketing capacity
- Need stronger marketing support for an established sales organization
- Have a lean or incomplete internal marketing team
- Need capabilities that don't justify additional full-time hires
- Have a defined marketing challenge that needs immediate attention
- Value strategy and execution working together

**THE MODEL ADAPTS TO THE BUSINESS,
NOT THE OTHER WAY AROUND.**

HAVE A PORTFOLIO COMPANY THAT NEEDS STRONGER MARKETING PERFORMANCE?

LET'S TALK ABOUT WHERE SMARTFINDS CAN HELP.



APPENDIX | COMPREHENSIVE CAPABILITIES

SmartFinds operates as an extension of your team, providing strategic, creative, technical, and marketing support wherever it's needed most.

Strategy & Research

- Marketing Strategy
- Brand Positioning
- Competitive Analysis
- Audience Research
- Market Research
- Go-to-Market Planning
- Analytics & Reporting
- KPI Development
- Conversion Analysis

Sales Enablement

- LinkedIn Profile Optimization
- Executive Branding
- Social Selling
- Outreach Messaging
- Lead Nurturing
- Contact Management
- Database Hygiene
- Sales Support Campaigns

Content, Creative & Campaigns

- Content Strategy
- Copywriting
- Blogging & Articles
- Email Marketing
- Sales Collateral
- Graphic Design
- Branding & Identity
- Video Production
- Photography
- Presentation Development
- Google Ads
- LinkedIn Advertising
- Meta Advertising
- Display Advertising
- Retargeting Campaigns
- Lead Generation
- Marketing Automation
- Social Media Management
- Influencer Outreach
- PR & Press Distribution

Technical & Infrastructure

- Website Maintenance
- Hosting & Infrastructure
- Technical SEO
- Performance Optimization
- Security Management
- Data Validation & Assurance
- Live & Development Testing

Website Development

- Website Design & Development
- WordPress Development
- WooCommerce & Shopify
- UX/UI Optimization
- Conversion Rate Optimization (CRO)
- Landing Pages & Microsites
- Accessibility Compliance

AI, Data & Emerging Technology

- AI Audience Modeling
- AI-Assisted Marketing Strategy
- Predictive Targeting
- Journey-Based Advertising
- Automation Workflows
- Emerging Technology Consulting
- Data Intelligence & Insights

And when the need changes, we adapt.

That flexibility is part of what makes SmartFinds a long-term strategic partner.