



# **10 Key Steps to Marketing Success**

**Hedge Fund Start-Up &  
Business Development Forum**

**Thomas Walek  
President**

12 May 2003

# Agenda

## I. Competitive Environment

## II. Marketing Strategy

A Closer Look: Hedge Fund Media

## III. 10 Key Steps to Marketing Success

# Agenda

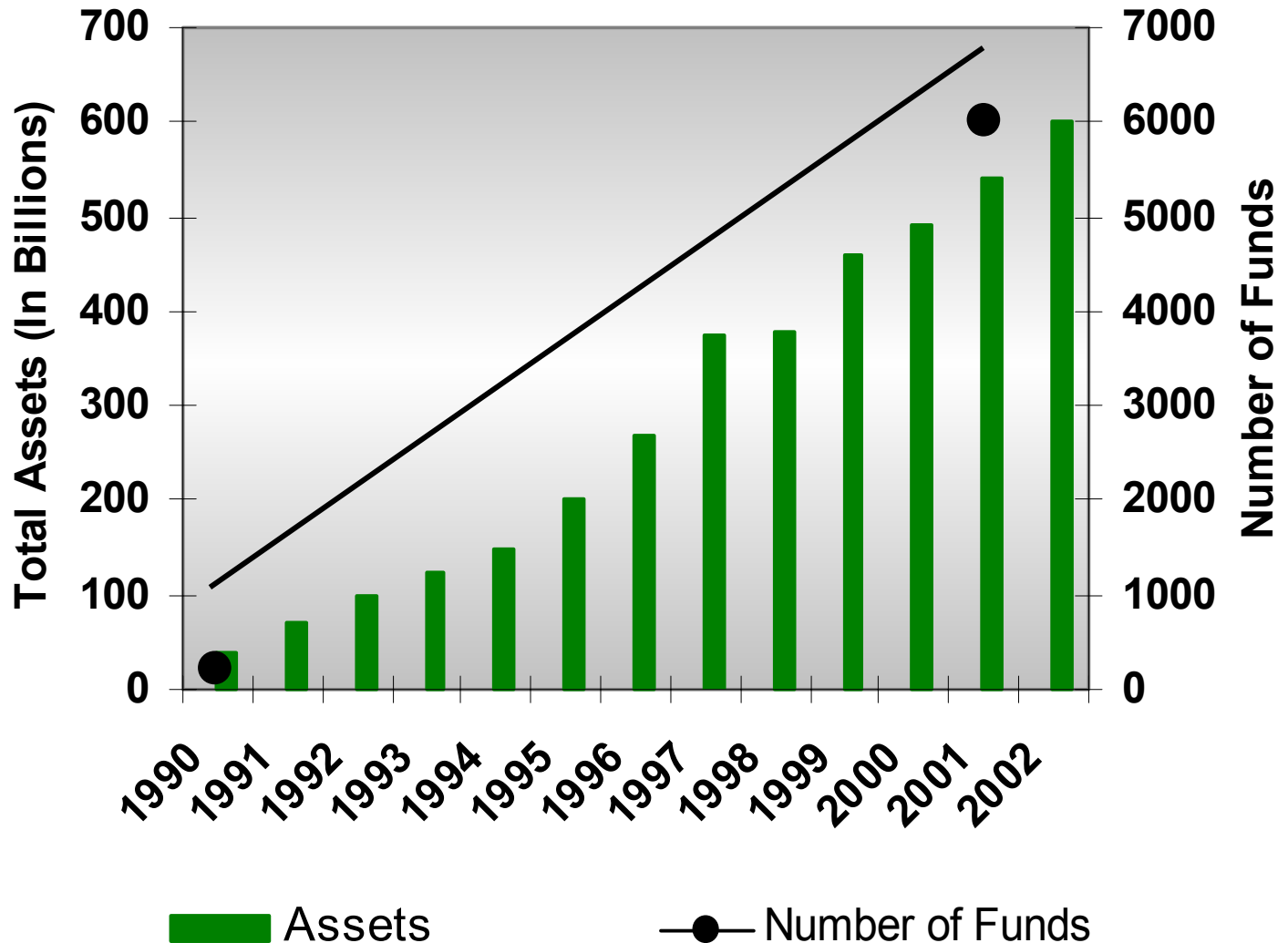
## **I. Competitive Environment**

## **II. Marketing Strategy**

**A Closer Look: Hedge Fund Media**

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# Growth in AUM, Funds





# US Registered Public Funds

**Bank of America**

**Lazard Asset Management**

**Bank of New York/Ivy Asset Management**

**Man Investments**

**CIBC World Markets Corp**

**Oppenheimer Funds/Tremont**

**Citigroup**

**UBS/PaineWebber**

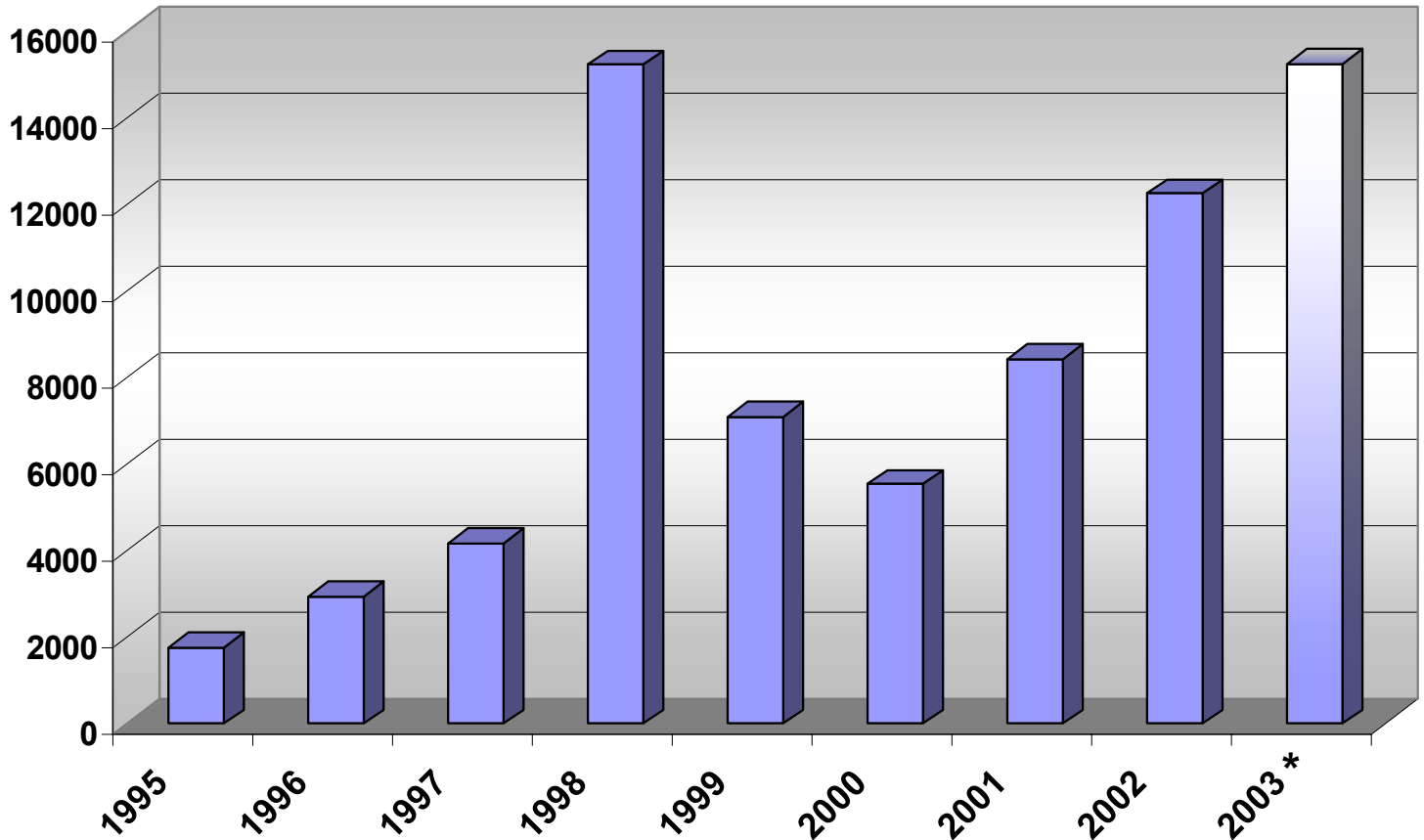
**Deutsche Bank**

**United States Trust Company**

**Global Asset Management**

**Wachovia/Evergreen**

# Growth of Media Coverage



Media Mentions

\*Projected based on Q1 03

# Agenda

## I. Competitive Environment

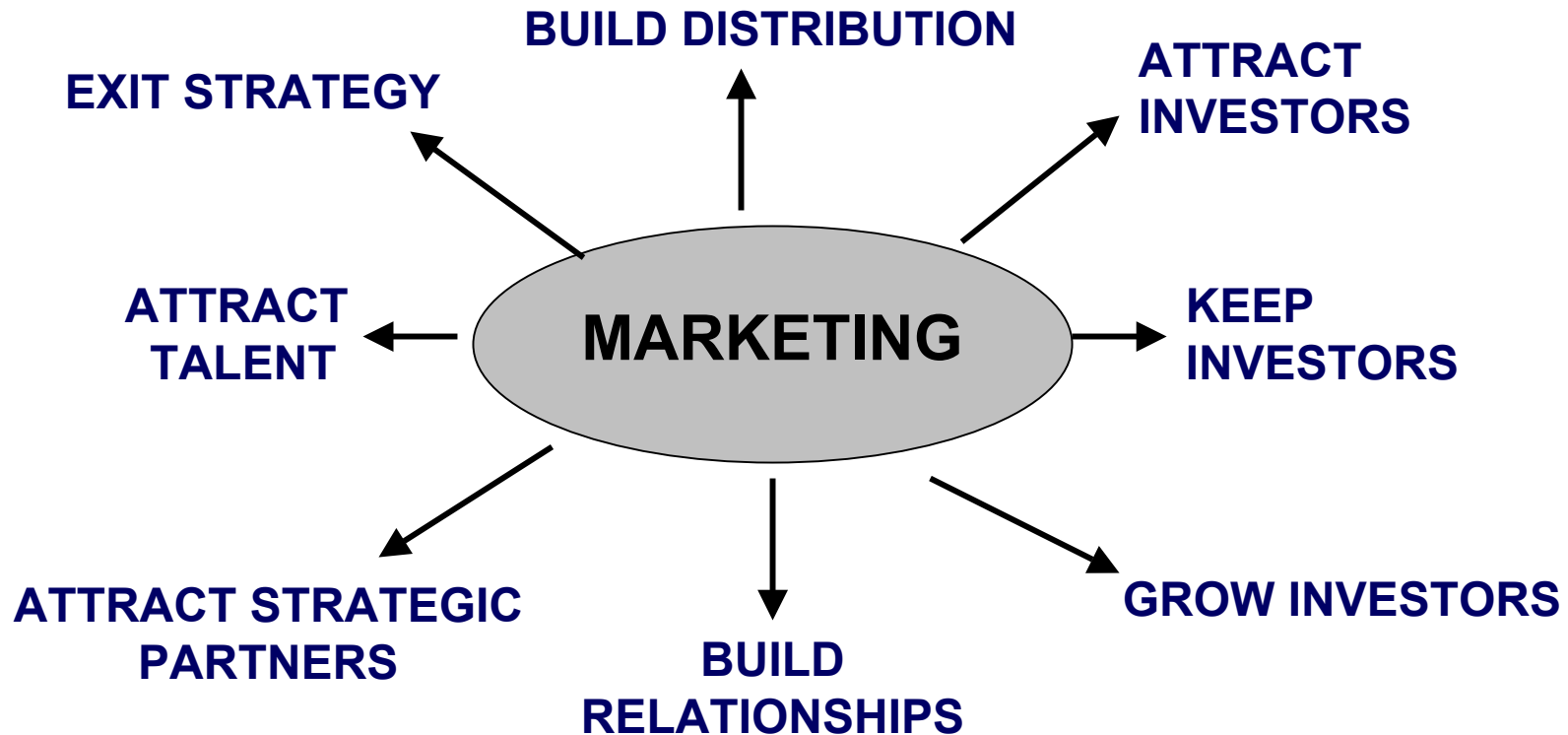
## II. Marketing Strategy

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# Marketing To Build Your Business





**Marketing => Visibility => Assets**

**W A L E K &  
A S S O C I A T E S**



**Cut Through the Clutter**

**W A L E K &  
A S S O C I A T E S**



**Differentiate**



# Set Goals, Set Budgets



**Don't Build a Fund, Build a Business**



**Communicate Directly**

**Leveraged Communications**



**Inspire, Be Clear,  
Be Concise, Look Sharp**

# Agenda

## I. Competitive Environment

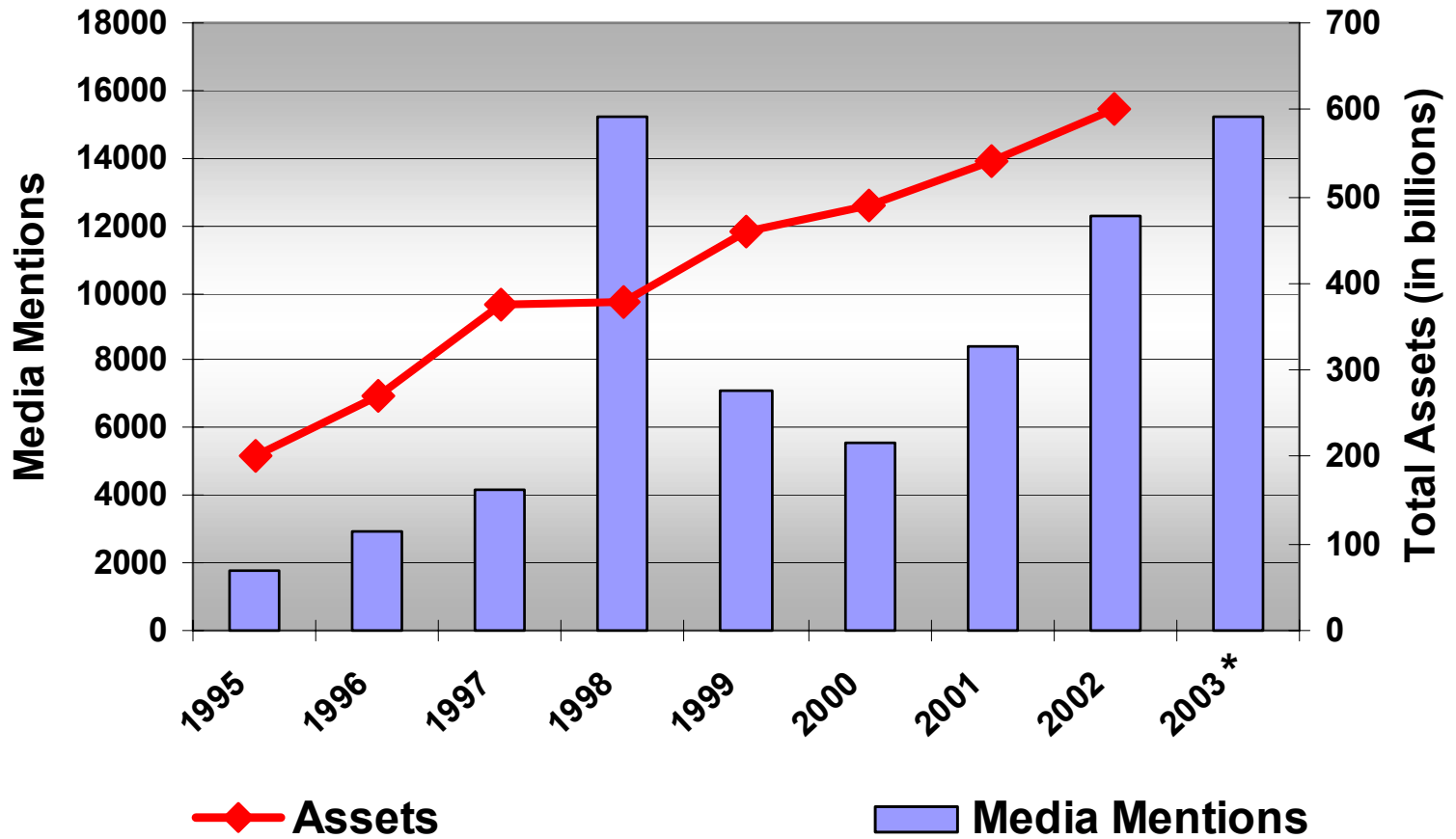
## II. Marketing Strategy

**A Closer Look: Hedge Fund Media**

## III. 10 Key Steps to Marketing Success



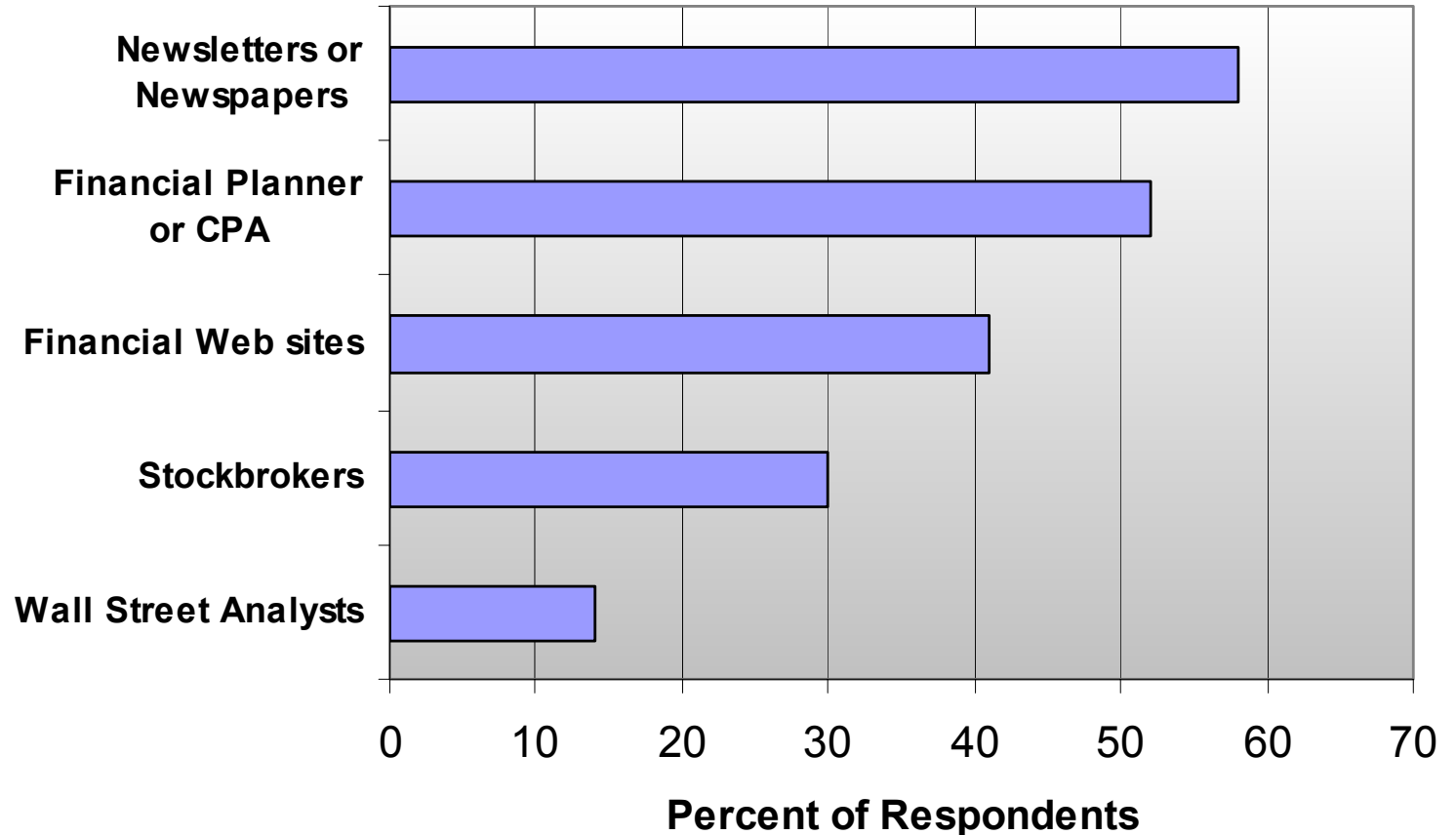
# Media Coverage & AUM



\*Projected based on Q1 03



# Tools Investors Use to Make Decisions



Source: Quicken Fiscal Literacy Survey  
Margin of error +/- 5 percentage points

# The Media's Perspective

## Hedge Funds: A Media Perspective on Major Issues & Trends

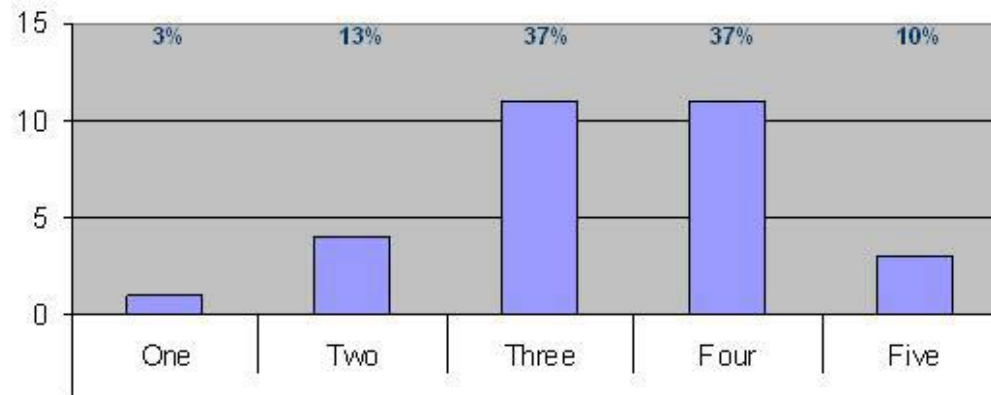
*Global Capital Practice*

Walek & Associates  
6 East 39<sup>th</sup> Street, Suite 500, New York, NY 10016  
212.889.4113

# The Media's Perspective

## Hedge Fund Media Survey

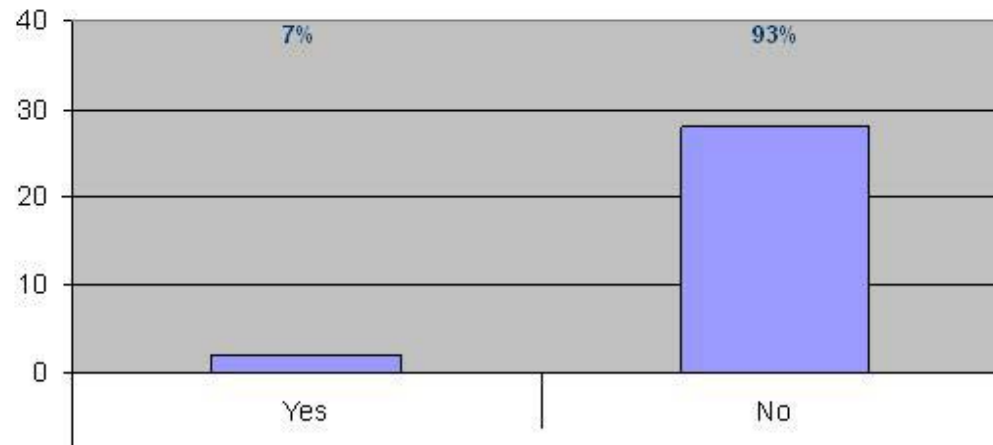
On a scale of 1-5 (5 being highest), how would you rank your understanding of hedge funds?



# The Media's Perspective

## Hedge Fund Media Survey

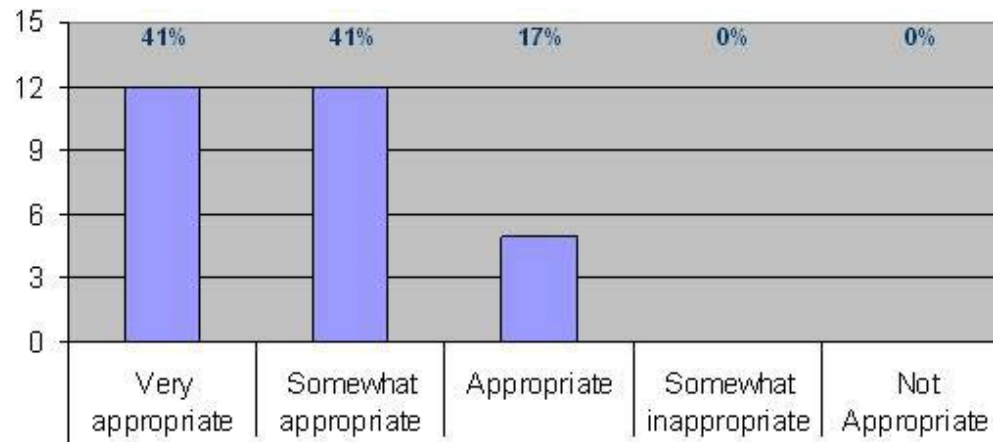
Do you believe that most investors understand hedge funds?



# The Media's Perspective

## Hedge Fund Media Survey

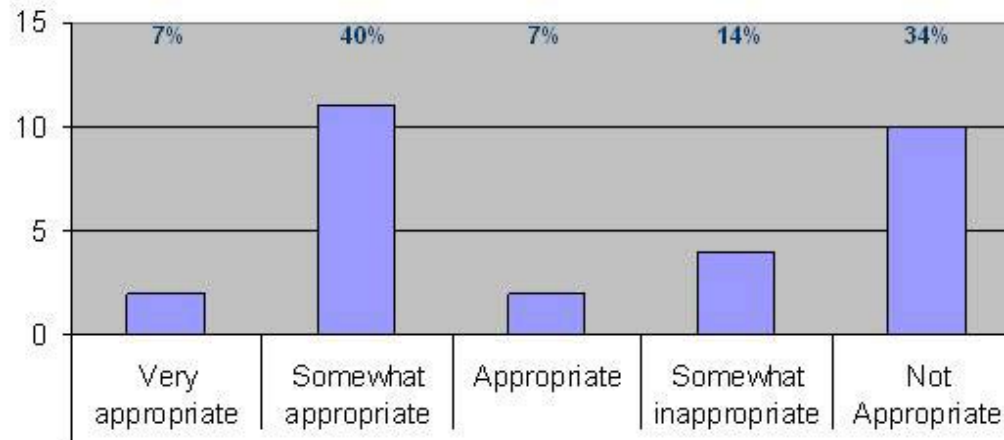
How appropriate are hedge funds for high net worth investors?



# The Media's Perspective

## Hedge Fund Media Survey

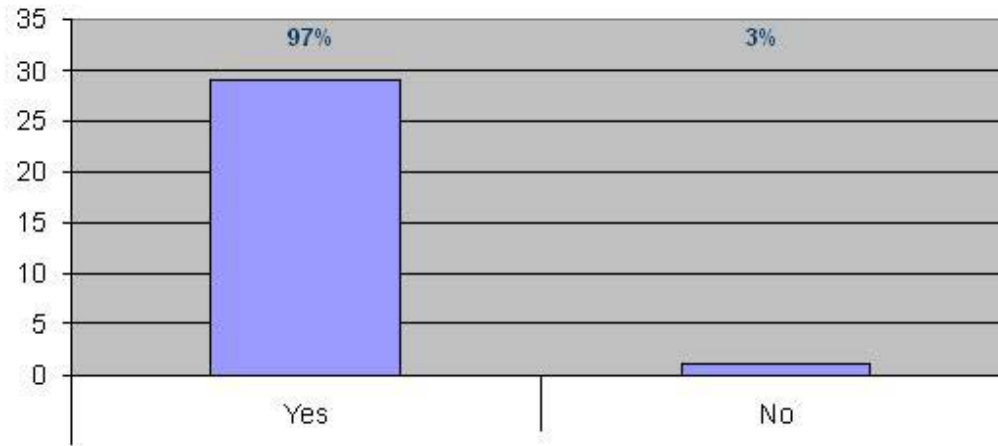
How appropriate are hedge funds for retail investors?



# The Media's Perspective

## Hedge Fund Media Survey

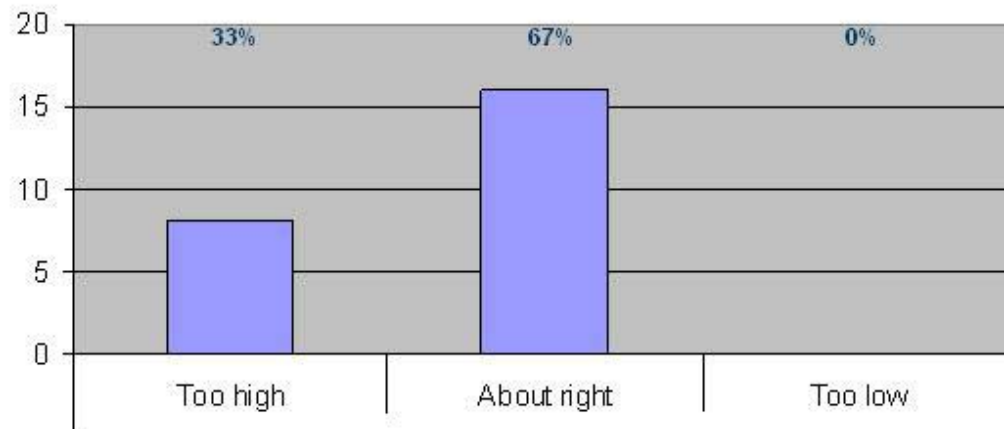
Do you believe that growth in the hedge fund industry will continue?



# The Media's Perspective

## Hedge Fund Media Survey

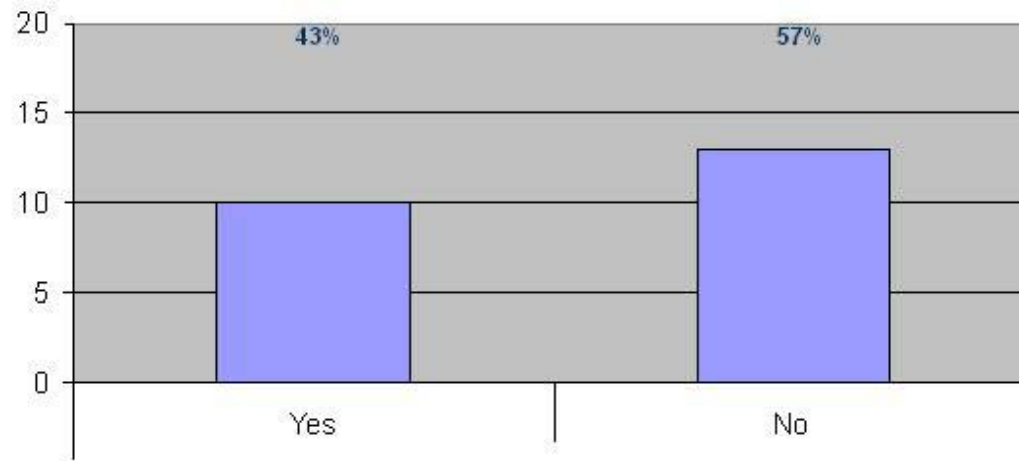
Do you believe that hedge fund expenses are:



# The Media's Perspective

## Hedge Fund Media Survey

Are hedge funds adequately regulated?



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# 10 Key Steps

**#1**

**Branded for Life**



# 10 Key Steps

**#2**

**You Are Your Message**



# 10 Key Steps

**#3**

**Target – Keep Your Eye on the Ball**



# 10 Key Steps

**#4**

**POWERpoint Presentations**

# 10 Key Steps

## Presentation Elements

- **The Firm**
- **The Product**
- **The Strategy**
- **Risk**
- **Performance**



# 10 Key Steps

**#5**

**Maximize Return on Capital  
Introduction**



# 10 Key Steps

**#6**

**Direct Communications**



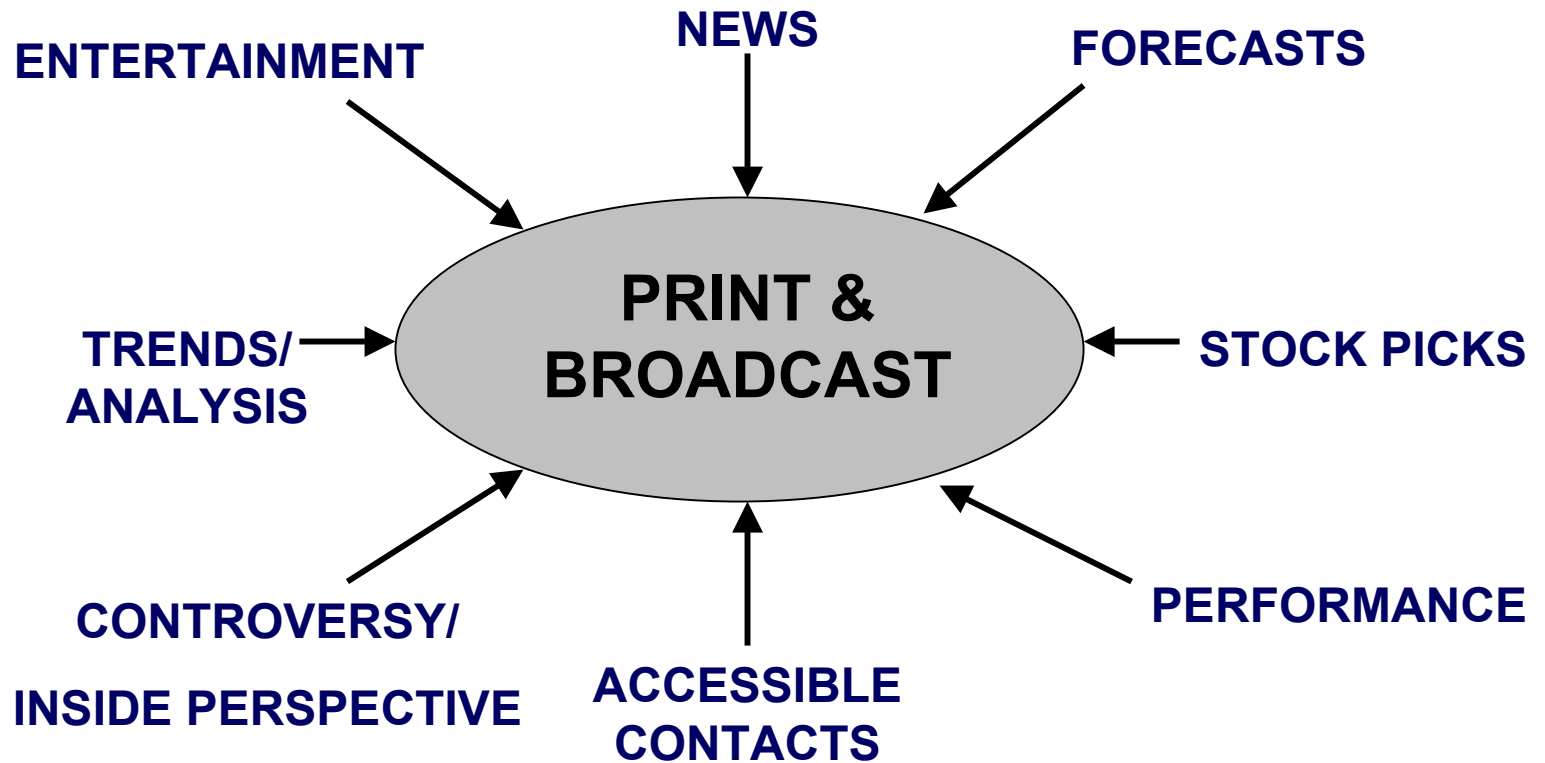
# 10 Key Steps

**#7**

**Your Name in Lights**



# What the Media Want From You





# 10 Key Steps

**#8**

**“10 Floors – 30 Seconds”**



# 10 Key Steps

**#9**

**Consistent Client Communications**



# 10 Key Steps

**#10**

**Use Your Relationships**

**Speak/Sponsor**

**Host**

**Entertain**

**Attend**

**Carry business cards**

**Buy lunch**



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