

G8 STRATEGIES

Investor Relations & Communications

Your Story Drives Business Growth & Success



MINING



MANUFACTURING



INDUSTRIAL



HEALTHCARE



ENERGY



G8 Strategies is an award-winning, strategic-thinking communications firm. We create engaging communications strategies specifically designed to tell our clients' stories in thoughtful, innovative ways.

The best way to reach shareholders and prospective clients is to tell a great story. Psychological studies illustrate that well-told stories resonate and drive action 22 times more than facts and figures alone.

Our practice involves investor relations, public relations, marketing and strategy for global

"G8 Strategies helped Astra Exploration build up our investor relations strategies from our IPO until we hired someone full-time in the IR role. They focused on telling our story and helping us connect with shareholders via social media, monthly newsletters and a variety of marketing tools. G8's expertise and creativity in delivering investor relations was very helpful during the time that Astra was just getting started as a company."

—BRIAN MILLER, PRESIDENT, CEO & DIRECTOR, ASTRA EXPLORATION

clients. We activate brand stories and help clients amplify their story to move the needle.

Investor Relations

Keeping investors and stakeholders informed while staying within regulatory guidelines is one of the most important components of the IR toolset. From pitch decks, investor collateral, analyst engagement strategies, collateral design and investor events, we are experienced in creating the correct solution to achieve your shareholder communications goals. Our expertise is

in creating retail marketing campaigns to grow the retail shareholder base and create liquidity and enhanced shareholder engagement.

Global Public Relations & Marketing

Consumers are bombarded with over 5,000 visual messages per day. Add in auditory and passive messages, and the number is overwhelming. But people still respond to a good story. Telling your company's story should be a top priority, however, it is often overlooked. Communicating a business's story through earned media and PR are

cornerstones of the marketing toolbox. We combine the polished story with the best marketing and digital marketing tactics to garner the desired results.

Brand Creation and Revitalization

We define a brand as a company's promise to its customers. It's not just a logo or a tag line, though these are elements of a brand. Your brand is the heart and soul of your company and should be strategically planned to ensure you are sending the right message.

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