



G8 STRATEGIES

Investor Relations & Communications

Capabilities Brochure



WELCOME TO G8 Strategies

G8 Strategies is an award-winning, strategic thinking firm created to activate brand stories and help clients amplify their story to move the needle. We build engaging investor and public relations campaigns specifically designed to tell the stories of our clients in thoughtful, purposeful and innovative ways. Our practice involves investor relations, public relations, strategic communications marketing and strategy for global B2B clients.

A photograph of a line of yellow mining trucks at a quarry. The trucks are parked in a row, receding into the distance. The scene is set during sunset or sunrise, with a warm, orange glow in the sky and on the trucks. The truck in the foreground has the number '42' on its side. The ground is dusty and uneven.

**Communications
is the Voice
of Business
Success**

What We Do



Investor Relations

We work with public companies to engage their shareholders in effective, meaningful ways while creating brand story campaigns to help move the needle.

Brand Storytelling

In concert with your brand and messaging, the story of your company is paramount. G8 uses a holistic approach to generate genuine connections to drive customers and investors.

Global Public Relations

Great business begins with a great story. We help companies find and amplify their voice and create messaging specifically designed to move the needle. We operate in both paid and earned media arenas and use our exceptional skills to tell your company's unique story.

Brand Creation & Revitalization

Your company's brand isn't merely a logo or tagline. It's a promise to your customers, the heart and soul of your firm. We take the time to research and analyze all facets of a brand to ensure you deliver the right message at the right time to the right customers and stakeholders.

World-Class Special Events

We take pride in producing special events that leave lasting impressions and impact. We bring to life the extraordinary, from corporate gatherings to investor days to brand launches to community events.

Social Media Strategy & Engagement

Your online reputation is your distinction. Controlling that reputation is of the utmost importance and G8 treats it that way. Social media today must be strategic and truthful and focus on highly targeted channels. We help you create stakeholder engagement campaigns toward your goals.



Industries We Serve

Hardhats Required!

We are a B2B provider working exclusively in the **Mining, Manufacturing, Industrial, Energy** and **Technology** Sectors.





Our Methodology

INVESTOR RELATIONS + MARKETING + BRAND STORY

We combine traditional investor relations, proven marketing tactics and a vigorous commitment to telling the business story to boost stakeholder engagement.

THE THIRD EFFECT 1+1=3

By blending proven marketing tactics with a well-crafted story, we give rise to a greater result than any single PR move.

DESIGN THINKING FOR OPTIMAL RESULTS

We combine Design Thinking and the RPIE process—Research, Planning, Implementation and Evaluation—for optimal results without analysis paralysis. Brand storytelling is at our core. And we like to geek out a little on the data.



Our Client Impact

"The G8 team has been instrumental in our brand refresh and launch of new website and subsequent marketing materials. They have an outstanding ability to understand our business and distill a plan to move forward with clear and manageable steps, and Ira coaches you through the entire process. I absolutely trust him with our brand; he has been an invaluable resource."

Lindsey Schultz, CEO, MRC Recruiting



"G8 Strategies have been a welcome addition to our investor relations team. Western Exploration, as a newly listed public company, needed a creative and effective retail marketing strategy to help us tell our story and engage with shareholders. G8's expertise across the marketing disciplines provides an exploration company like ours a full marketing and IR department that has "been there and done that". We are extremely happy with the results thus far."

Darcy Marud, CEO, Western Exploration



Western Exploration
A Legacy of Gold Discovery



Global Brands G8 Has Worked With



Western **Exploration**
A Legacy of Gold Discovery





The G8 Team



Ira M. Gostin, MBA, APR, Chief Strategist & President

Amanda Long, Director of Digital Marketing

April Conway, MBA, APR, Senior Writer and Editor

Don Vetter, Senior Writer & Researcher

Erin Gostin, RN, Partner

Kristen Furleigh, Visuals Editor

Strategic Advisors:

David Millar, MBA, PMP, Analyst

Dr. Norman Smith



Our
Professional
Memberships



Our Brag Page

<p>Professional Service Organization of the Year NCET</p> <p>2023</p>	<p>Silver Anthem Awards Community Annual Report</p> <p>2022</p>	<p>IR Excellence The Communicator Awards Annual Report</p> <p>2022</p>	<p>IR Excellence The Communicator Awards Annual Report</p> <p>2021</p>
<p>Gold Award The Bulldog PR Awards Annual Report</p> <p>2022</p>	<p>Communication Strategist of the Year Corporate LiveWire</p> <p>2023 & 2021</p>	<p>AMA Ace Awards Top Marketing Strategy</p> <p>Multiple Awards</p>	<p>PRSA Silver Spike Awards</p> <p>Multiple Awards</p>



Contact Us

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