

# FRACTIONAL MARKETING & STRATEGIC ADVISORY

FOR THE MIDDLE MARKET

  
Alinea Growth  
ADVISORS

## ABOUT US

Alinea Growth Advisors provides bespoke part-time Fractional Marketing and Strategic Advisory Services to middle market clients, which allow them to receive Best-in-Class marketing and strategic counsel at a fraction of the cost of a full-time Analyst. Our services are especially helpful to those companies having challenges growing or those looking to incorporate a formal Marketing function for the first time. In addition, we help those companies anticipating a future capital raise or sale of their business to ensure they are well positioned to achieve the best pricing and terms possible.

## OUR CLIENTS

PRIVATE COMPANIES | PRIVATE EQUITY FIRMS

FAMILY OFFICES | INVESTMENT BANKS

## OUR FRACTIONAL SERVICES

### ➤ MARKETING AUDITS

A 29-step functional assessment of all your marketing practice areas along with recommended and prioritized improvements and estimated budget implications.

### ➤ RETAINED FRACTIONAL MARKETING SERVICES

15-25 Hours per month of service including the strategy, management, and execution of the entirety of a company's marketing efforts. Can also manage both internal and external marketing resources, if appropriate.

### ➤ NEW FUND LAUNCH SERVICES

For inaugural funds, follow-on funds, or for Emerging Managers (first funds) attempting to differentiate themselves in the middle market to increase deal flow and investor connectivity. Our services can commence prior to, during, or after a fund raise.

### ➤ BUSINESS ASSESSMENT FOR CAPITAL RAISES OR EXIT/SALE

For companies considering both near-term and longer-term capital raises or exits, we provide an assessment of how institutional investors will evaluate your business and recommendations for improvement. Increases the likelihood of a successful capital raise and/or a maximum exit value.

### ➤ SELLING TO PRIVATE EQUITY

For companies either planning to, or who currently, sell into the Private Equity community. Includes both Marketing Audit and GTM strategies and execution plans.

### ➤ STRATEGIC ADVISORY

Strategy consulting services to ensure growth and accelerated market share. Can also include representation on a company's Board of Directors (non-voting), if appropriate.

# ALINEA GROWTH AD HOC PROJECTS

Various standalone projects may arise from time-to-time requiring the need for an experienced Marketing professional. These projects can be executed on an individual basis or can be rolled into the firm's Fractional Marketing Services relationship with Alinea. Some examples of these projects include, but are not limited to, the following:



Marketing Brainstorming & Planning Facilitation



Proprietary Content Creation & Distribution



Website Overhaul or Update



Press Release Drafting & Distribution



Collateral Development & Redesign



Conference & Event Planning & Production



Corporate Identity



LinkedIn Optimization & Management



Branding & Rebranding



Customer/Client Intelligence Studies



Marketing Resource Evaluation



Boards of Directors Participation



Selection & Management of Internal &/or External Marketing Resources



CRM Selection, Implementation & Optimization



Video Design, Production & Distribution Campaigns

## OUR FOUNDER

### “A Marketer with an Investor’s Mindset”

- 17-Years as Private Equity CMO—one of the industry’s first.
- 25-Years total middle market Private Equity experience investing in middle market companies.
- Corporate sales & marketing and global strategy consulting.
- Evaluated over 6,000 private companies for potential institutional investment.



Alinea Growth  
ADVISORS

📞 1+203.349.6274

🌐 [www.AlineaGrowth.com](http://www.AlineaGrowth.com)

📧 1+804.432.4294

✉️ [Info@AlineaGrowth.com](mailto:Info@AlineaGrowth.com)

