**Alinea Growth Advisors**

**Fractional Marketing Services for Private Equity Funds, Family Offices & Investment Banks**

**Fractional Marketing Services: *The Alternative to a Full-Time Marketing Staff***

Hiring a full-time corporate marketing staff, or even a single marketing employee, can be an expensive proposition. **Alinea Growth Advisors** provides **Part-Time Marketing Services** to middle market clients, which allow them to receive best-in-class corporate marketing at a fraction of the cost of a full-time Analyst or Associate, or even an entry-level Marketing Coordinator. **Fractional Marketing Services** have been used for years for **Private Equity** portfolio companies, but only recently have they been made available to **Private Equity Funds** themselves, **Family Offices**, and **Investment Banks**. When selecting a **Fractional Marketing Services** resource, prospective clients should ensure their **Fractional Chief Marketing Officer** (**CMO**) has broad firsthand **Private Equity** and **Banking** experience in the areas of Marketing, Business Development, Fundraising, and Principal Investing, which can be leveraged to quickly create differentiated marketing strategies and tactics, along with 21st Century tools to increase lead generation, deal flow, and stakeholder satisfaction.

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| **Fractional Marketing Services** | | |
| **Monthly Retained Marketing Services** | | **Marketing Audit & Planning Services** |
| Up to 20-Hours/Month | | **Assessment Areas** |
| **Strategy, Management & Execution** | | * Website & Traffic Analysis |
| * Press Release Drafting & Distribution | | * SEO & SEM |
| * Email Campaigns & Drip Marketing / Lead Nurturing | | * Social Media (e.g., LinkedIn, etc.) |
| * Digital Marketing & Advertising | | * Email & Other Digital |
| * Content Development & Collateral Management | | * Press Releases |
| * Website Analysis, Updates & Remarketing | | * Collaterals |
| * SEO & SEM | | * Content Management / CMS |
| * Dashboard & KPIs | | * ChatGPT and A.I. |
| * Vendor Tool Selection & Implementation | | * Advertising (if applicable)—all channels |
| * List Management | | * Full-Funnel Evaluation |
| * Go-to-Market Strategy | | * Biz Dev & Marketing Integration |
| * LinkedIn Enhancement & Lead Gen | | * CRM & Data Integrity |
| * Other Social Media | | * Creative Assessment |
| * Offline Activity Management | | * Strategy, Messaging & Marketing Plan (optional) |
| **Special Projects** | | |
| * Branding & Rebranding | | * CRM Selection, Design & Transition |
| * Website Overhaul | | * Customer Intelligence Studies |
| * Corporate Identity | | * Marketing Brainstorming & Facilitation |
| * Data Cleansing | | * Marketing Resource Evaluation |
| * Video Production & Management | | * Boards of Directors |
| **New Fund Launch Services** | | |
| For Inaugural & Follow-on Funds | * Includes all Fractional Marketing Services (above) * Plus: Website creation or overhaul * Plus: CRM design & implementation * Plus: Corporate identity work * Plus: Social media & digital launch * Plus: Marketing Audit for follow-on funds * Plus: Business development and GTM strategy | |
| 6 & 12-Month Projects |
| Limited Availability |
| Fees based on fund size, number, stage & complexity |
| **New Fund Launch Services can commence before or during fundraising** | | |

**With Alinea Growth Advisors Fractional Marketing Services, you can:**

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| * Receive B**est-in-Class Marketing** strategies & tactics for a fraction of the cost of an Analyst | * No benefits or payroll taxes | * 100% remote, with onsite work from time-to-time and at your discretion |
| * Leverage the experience of a 17+ year middle market Private Equity Chief Marketing Officer | * No need to stay knowledgeable on marketing and lead generation tactics, which change daily | * Receive LP-friendly reports to prove your differentiation and ensure their satisfaction |

**Our Reasons for Being**

Today’s increasingly competitive environment for middle market **Private Equity Funds,** **Family Offices,** and **Investment Banks,** has left little time for those entities to focus on their marketing strategies, tactics, and execution. At best, a Business Development executive is forced to take on a **Marketing** role as a part-time, almost side job, taking valuable time away from their in-person deal origination responsibilities. At worst, a GP whose primary focus is on deal evaluation and execution, is forced to give up hours of their time trying to perform tasks in which they are not trained or updated in 21st Century marketing tactics. Marketing goes beyond Business Development but should work with it in an integrated manner to ensure a seamless connection between funds and their three primary target markets: Investors, Private Company Owners, and Deal Sources.

**Alinea Growth Advisors** was created to bring **Fractional Marketing Services** to **Private Equity Funds** and **Family Offices** and the **Intermediaries** and **Counselors** who serve them. For years, the **Fractional Marketing Services** concept has been leveraged in **Private Equity,** but only for **Portfolio Companies**, with little **Corporate** **Marketing** attention given to the funds themselves. Finally, **Private Equity Funds**, **Family Offices**, and **Investment Banks** are realizing they are too busy competing to win the next deal and enhancing Portco equity value to be able to focus on a **Marketing** and **Lead Generation** system that is dynamic and ever-changing. At **Alinea Growth Advisors**, we believe that roughly 1/3 of the skills required to be a successful B2B financial services marketer 10-years from now haven’t even been identified yet. Why not leave the execution of your critical marketing function to a firm that lives and breathes **Private Equity, Family Office,** and **Investment Bank Marketing** full-time? Contact us immediately for a **no** **obligation** discussion at **1.804.432.4294** or [**PhilC@AlineaGrowth.com**](mailto:PhilC@AlineaGrowth.com).

**A person sitting at a desk using a computer

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**Principal & Founder**

Phil Curatilo has over 25 years of **Private Equity** experience, 17 of which have been spent as Chief Marketing Officer (CMO) for middle market **Private Equity** funds. As a past **General Partner**, his knowledge of **Private Equity** marketing, business development, fundraising, principal investing, and portfolio company enhancement, positions him unlike any other in the middle market: ***“A Marketer with an Investor’s Mindset,”*** Phil has experience in buyouts, non-control/mezzanine, growth equity, ABL, and venture capital asset classes. Unlike agency experienced marketers who operate without firsthand **Private Equity** empathy, **Alinea Growth Advisors** brings firsthand **PE** experience and knowledge of what GPs must accomplish with their marketing efforts to satisfy their three primary target markets: Investors, Company Owners, and Deal Sources.

*“****A Marketer With An Investor’s Mindset”***

* 17-Years as Private Equity Chief Marketing Officer—one of the industry’s first
* 25-Years total Private Equity experience, including Marketing, Business Development, Fundraising & Principal Investing
* 40-Years total Sales and Marketing experience, including Corporate and Global Strategy Consulting
* Experienced in most asset classes, including Buyouts, Growth Equity, Mezzanine, ABL and Venture
* More deal, business development, and marketing experienced than any Analyst or Associate, typically assigned to these roles
* Arguably, the most experienced middle market Private Equity marketer in the U.S.

**Contact us now:** [**PhilC@AlineaGrowth.com**](mailto:PhilC@AlineaGrowth.com) **♦ 1.804.432.4294**