

M&A DEAL FLOW

WITH HUEBNER MARKETING



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M&A DEAL FLOW VALUE CREATION

WITH HUEBNER MARKETING

1

DUE DILIGENCE

- **Brand Equity Audit:**
Assess and enhance brand value of a target company.
- **Brand Positioning Study:**
Conduct research to understand market positioning and develop a report to guide strategic marketing decisions.

2

GO-TO-MARKET

- **Investment Thesis Video Teaser:**
Create a compelling video to articulate the strategic rationale behind the deal.

3

BID PROCESS

- **Presentation Design:**
Create visually engaging presentations to effectively communicate the company's value proposition.
- **Stakeholder Engagement Strategy:**
Develop and execute communications strategies to engage key stakeholders and build support for the transaction.

4

FINAL NEGOTIATIONS

- **Transition Communications Strategy:**
Develop communication plans to support cultural and operational changes, ensuring transparency and trust for all stakeholders.

5

POST-ACQUISITION & INTEGRATION

- **Brand Architecture Development:**
Structure new and existing brands for cross-pollination and growth.
- **GTM PR Kit:**
Develop a comprehensive PR package including press releases, media kits, and community engagement strategies to generate interest and visibility.
- **Full Service Marketing Support:**
Web development, graphic design, videography, digital marketing, PR, brand development.

6

EXIT (PE SALE)

- **Exit PR Strategy:**
Craft a PR strategy to maximize visibility and appeal to potential buyers.
- **Legacy Brand Strategy:**
Develop a strategy to ensure brand legacy and value are maintained through the exit process.



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