



# WEBSITE DEVELOPMENT

Do you think of web design and development as a commodity? We don't.

A website is so much more than attractive design and competent programming. SunStar Strategic understands the mutual fund and ETF business, what advisors and investors want, and the intricacies of navigating compliance. Our web development includes Value-Add Phases, ensuring your site will work now, and have a comprehensive plan in place for the future.

## SUNSTAR STRATEGIC VALUE ADD

### MESSAGING

- Facilitate workshop with key managers
- Uncover unique story and differentiators
  - Incorporate your firm goals



01

### CONTENT

- Edit or write and design content
  - Create custom graphics
  - Produce video/audio
- Program multiple data feeds for performance, NAV, holdings, premium/discount and more



03

### COMPLIANCE

- Engage compliance along the way.
- Experienced working with distributors
- Work directly with compliance on your behalf



05

### LEAD NURTURING

- Engage with fresh content.
- Manage advisor outreach programs
- Hubspot partner for inbound marketing



07

## PLUS TRADITIONAL PHASES



### PLAN

- Identify purpose, audience, time-line, budget and responsibilities
- Develop navigation, wire-frames

02



### DESIGN

- Custom html, Joomla or Wordpress, designed for ease of use, attractive formatting
- Ensure responsive-ready

04



### DEVELOPMENT

- Create and manage digital content on a CMS platform
- Employ best practices for programming and initial SEO

06



### DEPLOY

- Deliver beta and live sites
- Host the site in a data center with physical and cyber security
- Manage administrator feeds for NAV+
- Manage technical and content updates

08