

An Allocator's View on Effective Hedge Fund Marketing

The challenge of raising capital has vexed smaller to mid-size hedge fund managers for years. The question is even more pressing today due to the increasing costs and break-even asset levels required to stay in business. Many managers struggle to make it past the \$500M mark, and for them, the question comes down to marketing. How do you get the word out? How do you run effective prospect meetings? More importantly, how do you differentiate yourself and clearly articulate your value proposition?

In this article by two former investors, Novus will show that a clear message and hard evidence are key for managers who want to take their fund to the next level.

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