

# Navigating Tariff Turbulence: Strategic Actions for Mid-Market Public Companies to Thrive Amid Market Volatility

written by Michael Astone | April 3, 2025

*“The recent tariff announcements by the Trump administration have unleashed significant volatility in global equity markets, creating both uncertainty and strategic openings for mid-market public companies. It’s critical that CEOs proactively communicate with investors, recalibrate their business plans, and actively engage in strategic opportunities such as mergers and acquisitions to build resilience and capitalize on market disruptions. Complacency in times of volatility is not an option—decisive, well-informed actions today will define corporate success tomorrow.” – Michael Astone, CEO, [ArcStone Securities and Investments Corp.](#)*

The recent announcement of sweeping tariffs by the Trump administration has sent shockwaves through global equity markets, leading to significant volatility and raising concerns about a potential recession. These measures aim to address trade imbalances and protect domestic industries.

For public companies with market capitalizations between \$25M and \$500M, this evolving landscape presents both challenges and opportunities. With approximately 60 days before the traditionally quieter summer months in capital markets, it is imperative for CEOs to proactively strategize and implement measures to navigate this period effectively.

## Key Recommendations:

1. **Enhance Shareholder Communication:** Maintain transparent and consistent dialogue with your investors. Clearly articulate how your company plans to address the implications of the new tariffs and outline strategic and tactical initiatives aimed at sustaining growth and profitability.
2. **Refine Business Plans:** Reassess and adjust your business strategies to mitigate potential tariff impacts. This may involve exploring alternative supply chains, diversifying product offerings, or identifying new market opportunities to offset increased costs.
3. **Implement Robust Investor Relations (IR) Strategies:** Develop and execute comprehensive investor relations campaigns to ensure your company's vision and plans are well-communicated, understood, and operationalized. Effective engagement can help maintain investor confidence and support during periods of market uncertainty.
4. **Consider Strategic Mergers and Acquisitions (M&A):** Evaluate potential M&A opportunities to streamline operations, achieve cost synergies, and strengthen your market position. Consolidation can be an effective strategy to enhance resilience against tariff-induced pressures.

At [ArcStone Securities and Investments Corp.](#), we are actively collaborating with clients to implement these strategies. Our comprehensive services include:

- **Equity Teach-Ins with Kingswood's Institutional Sales Team:** Leverage the expertise of Kingswood's seasoned professionals to gain insights into market trends and

investor expectations.

- **Access to Kingswood's Network of 450+ Retail Brokers:** Utilize this extensive network to broaden your company's reach and enhance capital-raising efforts.
- **Roadshows:** Participate in targeted roadshows across various states such as NY, FL, TX, TN, CA, and others to engage directly with potential investors and stakeholders, showcasing your company's value proposition.
- **Access to a Proprietary Database of Over 10,000 Investors and Industry Contacts:** Expand your outreach and connect with a diverse pool of potential investors.
- **Organization of Non-Deal Roadshows and Investor Events:** Facilitate direct engagement with potential stakeholders to build relationships and communicate your company's vision.
- **Utilization of Our Digital Media Platform, InvestorNews.com:** Amplify your company's message and reach a broader audience through targeted digital campaigns.
- **Utilize our branding and public relations platform, ArcStone Branding Inc.:** To help your company navigate creating brand awareness and customer acquisition across various industry verticals.
- **Expertise from Leading Corporate Finance Professionals Specializing in M&A:** Receive guidance through complex transactions and negotiations to achieve strategic objectives.

During economic volatility, complacency is not an option. Proactive and decisive actions are essential to navigate these challenges and position your company for sustained success.

We encourage you to contact our team to discuss tailored strategies aligned with your company's objectives and market dynamics.



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