

Getting People to Know & Love Your Brand

ABOUT OUR CLIENT

Our client is a US-based Venture Capital Firm. They invest in market-leading, high-growth technology companies with exceptional products and leaders.

They are committed to supporting groundbreaking, high-growth technology businesses, and they help drive revenue to their portfolio companies and financial returns to their limited partners.

They have invested in over 100+ companies globally, many of which have IPO'ed or have been acquired.

THE PROBLEM

They had an ineffective social media presence when they came to us. With only a few hundred LinkedIn and Twitter followers, they were posting randomly with flat, boring content. The engagement was extremely low, and little interest was being generated.

- They wanted their social pages to showcase their brand and portfolio companies and drive interest.
- They wanted to attract a high calibre audience of potential investments and clients for their portfolio companies.
- They wanted to be positioned as active thought leaders.

HOW WE ACHIEVED THIS

Using a buyer-obsessed approach, we enabled the audience to jumpstart conversations with our client and their portfolio companies.

We did this by identifying and capturing their ideal clients and then taking them on a journey using real-time insights and AI-powered tools. The aim was to educate and enable them to make informed decisions.

KEY RESULTS

- Increase in followers by 930%
- Increase in engagement by 470%
- A significant volume of sales opportunities activated
- A surge in quality investment interest



“When you think back to before we worked with Synch, our social engagement was just something we did to tick the box; now, it’s a phenomenal asset for us. It helps to drive sales for our portfolio companies, which is the lifeblood of any startup. It has also helped drive brand recognition across the market, which has resulted in a significant uplift in high-quality inbound investment interest.

When you think of the multiplier we can achieve from just one investment; it makes what we are doing with Synch one of our best investment decisions!”

Partner

Venture Capital Firm