

Case Study 12



CLIENT DETAILS

Title
Co-Founder

Tenure
5 years

Followers
5,626K

COMPANY

Industry
Venture Capital

No of Employees
47

Funding
\$21M

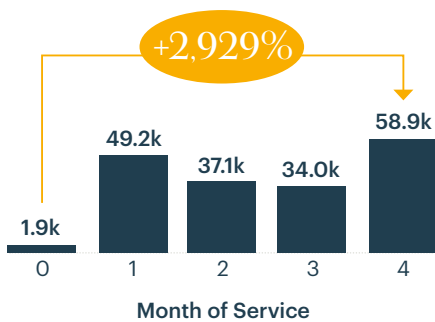
Founded
2018

GOALS

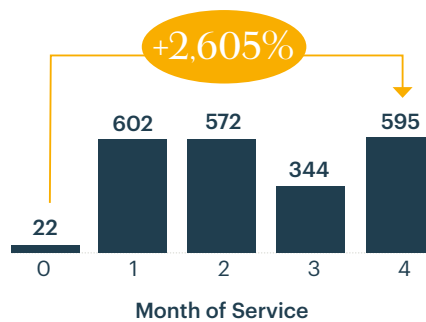
- Build brand and visibility
- Radical Transparency and access – building the new network in venture
- Stay ahead of the game as an emerging fund

FIRST 4 MONTH KPIs

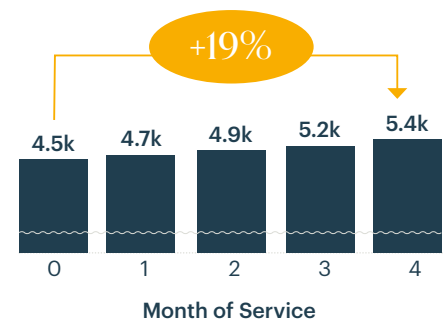
VIEWS



LIKES



FOLLOWERS



* These metrics are calculated as a rolling average of the previous 3 months, to best show trends over time

OUTCOME

- Has utilized LinkedIn to bring awareness to the need for diverse founders and funding teams
- Increased connection and conversation with target audience, gaining insight to their needs and experience in today's market
- Increased engagement by over 400%

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“I’m impressed – but not surprised – that this is such a well-oiled machine”