

Maven Case Study: Corporate Launch: Blood Sweat & Capital, LLC

Challenge

Maven Communications was approached by Blood Sweat & Capital, LLC (BSC), a health care venture capital firm, to promote the launch of the firm and raise awareness among health care entrepreneurs. Additionally, Maven was tasked with gaining attention for the firm's series of "Gray Papers," BSC's take on business opportunities in the health care industry. The challenge therefore was to create buzz for BSC in a very difficult economic environment as well as differentiating a boutique VC firm amongst a sea of major players.

Strategy

To officially launch BSC and introduce the firm to the venture capital and health care industries, Maven utilized a three pronged strategy of media relations, social media and an email outreach campaign. The media relations campaign targeted specific venture capital and health care trade publications as well as nation and regional media. Once key reporters were targeted, Maven set up exclusive one-on-one interviews with reporters and key BSC executives to help tell their story. The social media campaign engaged several movers and shakers in the VC industry, including influential finance bloggers. Additionally, Maven designed and distributed an email campaign to BSC's targeted list to increase exposure for the launch.

Results

The launch campaign generated nearly 10 million print and online media impressions, including feature stories in The Wall Street Journal, Dow Jones, Venturewire, The Philadelphia Inquirer and Reuters. Leading venture capital blog peHUB also wrote a feature on the story, resulting in significant online coverage and chatter on social networking sites like twitter. As a result, traffic to BSC's website increased 77% from previous traffic reports according to Google Analytics, resulting in new business leads for the firm and multiple downloads of their first "Gray Paper."

Future

Since the launch in June, Blood Sweat & Capital has received a number of strong candidates for new innovative health care ideas. Stay tuned for the release of the BSC's next "Gray Paper" and other company news.