

B2B INVESTMENTS – CASE STUDY

THOMPSON STREET CAPITAL PARTNERS



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B2B INVESTMENTS – TSCP.COM

Focused on founder-led businesses.

Creating value by supporting growth.

The Company

Thompson Street Capital Partners is private equity firm focused on investing in founder-led middle market B2B businesses.

The Ask

TSCP was struggling to get the attention of founder-led B2B businesses and was in need of messaging that could be used in deal origination efforts.

In addition they needed to be able to better track marketing efforts and lead behavior allowing them to be better informed on their prospects, prioritize and close more deals.

They asked us to help in creating a presence that would generate more traffic from their target businesses and implement a strategy to track their behavior so they could better prioritize deal origination efforts.

The Solution

To solve this problem we...

Uncovered that the founder audience was motivated by building the business with vision and were less motivated by optimizing capital-raising efforts. By positioning TSCP as a strategic partner and making it clear that these founders were continuing to “steer the ship”, the origination team achieved higher response rates, set more meetings and gained more event attendees.

We also enabled Thompson Street with a toolset that included granular behavior tracking, which delivered insight into how prospects engaged with their sales efforts. The deal origination team was then able to act in the moment and engage with prospects real-time.

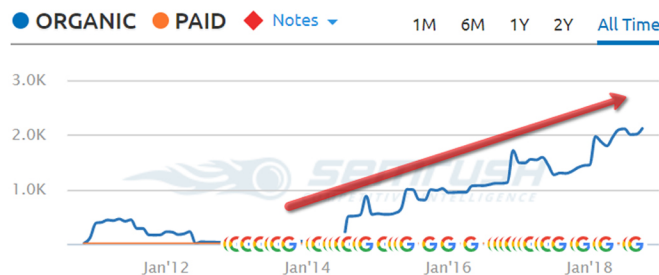


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The Result

Thompson Street was able to generate more phone calls +25%, meetings +37% and increase the number of prospect attendees to their events +33.50%, which deepened their relationship with these prospects and led to meeting their goal on closed deals.



PHONE
CALLS

+25%



BOOKED
MEETINGS

+37%



EVENT
ATTENDEES

+33.50%

B2B INVESTMENTS – TSCP.COM

**WANT HIGH ROI & NEW INVESTORS
FROM YOUR DIGITAL MARKETING?**

CONTACT US TODAY

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