

# Content and storytelling helps investment firm propel women entrepreneurs

## THE RESULT



**700+** social shares of first article in an ongoing contributor opportunity with Entrepreneur.



Established **ONGOING CONTENT STRATEGY**, wrote and published multiple in-depth articles per month



**STEADILY INCREASED** blog views, reads and engagement since launch



Grew firm's **AWARENESS & ENGAGEMENT** with female founders and angel investors

## CHALLENGE

Golden Seeds, an early-stage investment firm focusing on women-led businesses, wanted to share its organization's expertise and find a way to showcase the strong, female-founded portfolio of companies it has invested in. The firm tasked Metis with increasing awareness and engagement among angel investors, women entrepreneurs and many other players in the startup ecosystem through a content marketing program.

**Metis worked with Golden Seeds to launch a company blog, which focused on three areas:**

1. Highlighting female entrepreneurs within the Golden Seeds network and how they've built their companies
2. Sharing advice and expertise from the firm's leadership team on growing successful startups and fostering female entrepreneurship
3. Conveying the firm's announcements, milestones and successes



**COMPANY:** Early-stage investment firm focusing on women-led businesses

**INDUSTRY:** Venture Capital

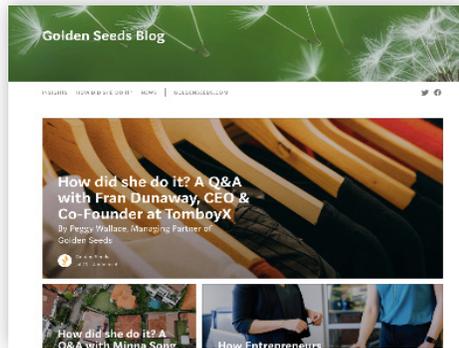
**LOCATION:** New York, NY

**WEBSITE:** goldenseeds.com

Metis created the strategy, developed an editorial calendar and worked closely with the Golden Seeds team and network to write compelling posts featuring the entrepreneurs' incredible stories and experiences.

Next, Metis helped Golden Seeds establish a content distribution strategy. Metis worked with Golden Seeds to launch a monthly newsletter and advised on organic social media activities, both designed to engage the firm’s network with company news, industry trends and, of course, the latest content. To attract new audiences to the blog, website and newsletter, Metis secured earned media placements and ongoing contributor opportunities for the Golden Seeds leadership team in top business and entrepreneurial publications.

## HIGHLIGHTED CAMPAIGN EXAMPLES



*Metis has been instrumental in establishing our content strategy and helping us bring it to life. We are so proud of what we’ve created as we’re able to showcase the work we’re doing and celebrate the successes of women entrepreneurs.*

**- LORETTA MCCARTHY, MANAGING PARTNER, GOLDEN SEEDS**