



**METIS**  
COMMUNICATIONS  
*Agents of Influence™*

CASE STUDY

# Content and storytelling helps investment firm propel women entrepreneurs

## 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

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.

## Golden Seeds

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

**Industry:** Venture capital

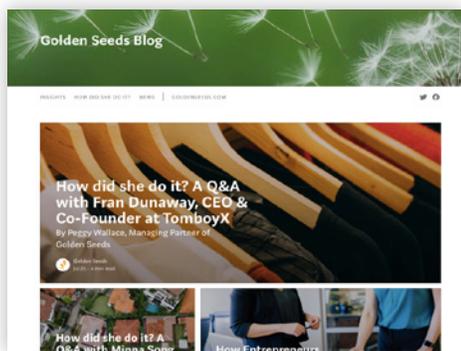
**Location:** New York, NY

**Website:** [www.goldenseeds.com](http://www.goldenseeds.com)

**“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

## Highlighted campaign examples



**AUTHORITY MAGAZINE**

**“Women started arriving in large numbers and excelling at their work. That’s hard to ignore.” with Loretta McCarthy and Tyler Gallagher**

*I had the pleasure of interviewing Loretta McCarthy, a Managing Partner, responsible for the Golden Seeds angel network nationwide, including member cultivation, orientation and engagement. Prior to Golden Seeds, she was Executive Vice President and Chief Marketing Officer at Oppenheimer Funds, as well as Vice President of Marketing at American Express. She brings to this role deep experience in marketing, product development, public affairs and corporate communications. She has extensive experience serving on boards of directors of corporations and non-profit organizations. Ms. McCarthy holds an MBA from the University of Colorado and a BA from the University of Arizona.*

**WOMEN/Entrepreneur**

**How a Board of Directors Can Springboard Startup Success for Women Entrepreneurs**

*Women entrepreneurs face extraordinary challenges compared to their male counterparts -- and a board can help.*

**Prize Vidler**  
Managing Director, Golden Seeds

You're getting your startup off the ground. You know you've got to create your first-ever board of directors, but there are so many urgent tasks to handle. When are you going to have time to select board members, get to know them, plan for meetings?

Women entrepreneurs **face extraordinary challenges** compared to their male counterparts -- and a board can help. So make the time. You don't want to rush the process, or bring in the wrong people, but this group of executives can springboard your startup to success. The following are just a few of the many reasons to embrace creating a strong board.

**How Entrepreneurs Can Turn Investors into Champions**

**Golden Seeds**  
Jun 20 • 6 min read

By Barbara Yastine, Managing Director of Golden Seeds

Fundraising takes hard work and a lot of time. So, it is no surprise that once the checks clear, entrepreneurs are eager to get back to building their businesses. Their investors want that, too. However, once the money is in the bank, some entrepreneurs may forego building stronger, broader and deeper relationships with investors by skipping on communications.

## Results



**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 and engagement** with female founders and angel investors