How TransparentBusiness reached the Right Investors on LinkedIn Pre-IPO

Context

TransparentBusiness is a remote workforce productivity platform with solutions that help to prevent overbilling, enable workplace monitoring, and provide real-time information on cost and status of projects.

Challenge

The team at TransparentBusiness is currently preparing for their IPO in one of the most saturated markets in history. They needed an innovative approach to generate as much brand equity and awareness as possible. Specifically, they sought to drive $100M in investor capital before December 2021. In an effort to differentiate their brand and reach broad audiences, they branched into a new venture. Enter: Unicorn Hunters, a reality television series that debuted in early 2021.

On the show, founders of highly scalable startups pitch millions of investors around the world (as well as the panel of judges), seeking to raise funds for further expansion. The judges include Apple cofounder Steve Wozniac, *NSYNC singer Lance Bass, and former US Treasurer Rosa Gumataotao Rios (in addition to TransparentBusiness cofounding executives Alex Konanykhin and Silvina Moschini, and Chief Transparency Officer Moe Vela).

Jesse Anema, Head of Paid Social at TransparentBusiness, explained, “Unicorn Hunters democratizes access to wealth-creation by providing individual investors with visibility into the next possible billion dollar pre-IPO business.” The companies that pitch on the show go through a rigorous review process to qualify.

Unicorn Hunters was a unique approach (and a big bet) for TransparentBusiness to reach a wider audience of potential investors. Their marketing goal was to create expansive digital brand reach in advance of TransparentBusiness’s IPO, aiming to boost valuation of the company through a goal of 25 million views per episode.

“Our presence on LinkedIn had a direct and significant impact on our ability to raise capital, given the platform’s high-quality network and our ability to reach high-net-worth individuals.”

Jesse Anema
Head of Social
Helping investment companies follow the blueprint on LinkedIn

TransparentBusiness has a vested interest in helping all the featured businesses succeed. Startups on the show receive step-by-step guidance on marketing to investors on LinkedIn. “Part of what we are offering to the companies selected for Unicorn Hunters is to help them build their digital presence targeted at investors, because we already have a roadmap of what we’ve done successfully,” Jesse said. The digital campaigns they ran delivered outstanding brand visibility that spread quickly; they reached an initial group of the right investors, who then referred other investors in their network interested in the opportunity. “The digital campaigns were the definitive drivers of our success,” Jesse shared.

Amplifying this impact leading up to the IPO

On the global private offering side for TransparentBusiness, the team took a data-driven approach to understanding which marketing programs drove the most investment. “We investigated what raised the most capital, which are the best networks, and what are the most effective campaign types. We’re now rolling that out at a larger scale and accelerated pace.” The team is also partnering with LinkedIn’s B2B Institute as a member of the “Brand Edge” Program. They’ll be measuring and maximizing the impact Unicorn Hunters can have, based on the Institute’s long-standing principles.

Jesse closed with, “We’re shaking up the industry in a new way, and really marching towards our mission of democratizing access to wealth creation.”