



## Seed Equity uses LinkedIn targeting, Dynamic Ads, and Sponsored Content to attract startup investors

*“Dozens of investors are joining our community every day, thanks to LinkedIn.”*



**Todd Crosland**  
CEO  
Seed Equity

### Reaching the right investors at the right time

**Seed Equity** is a registered broker dealer providing investment banking services to startups and growth companies. As a new player in the equity crowdfunding space, they - needed to spread the word about investment opportunities to the right audience: accredited investors who want to support entrepreneurs in their new ventures. However, finding and marketing to these potential investors required some detective work—their interest in investing is often not reflected in their job titles or companies. “Our investors might be CEOs, or they might be angel investors,” says Todd Crosland, CEO of Seed Equity. “We’re reaching out to people with specific skill sets and interest in investing, not job titles.”

### Challenge

- Raise profile of new equity crowdfunding platform and investment bank
- Drive signups for investor social community
- Connect angel investors to investment opportunities

### Solution

- Dynamic Ads
- Sponsored Content

### Results

- **1,205%** increase in new investor signups
- **43%** increase in Company Page followers
- Dynamic Ads CTR **5X** LinkedIn benchmarks
- Sponsored Content engagement **3.4X** LinkedIn benchmarks
- Expanded member base to **33** new countries

## Targeting prospective investors by expertise and interest

To encourage potential investors to register for Seed Equity's social investing community, its agency, Dean Media, developed messaging for LinkedIn Dynamic Ads and Sponsored Content. Precise targeting of LinkedIn members with investment expertise in their member profiles, plus targeting to members of LinkedIn Groups for venture capital and private equity, helped Dynamic Ads and Sponsored Content reach the right investors.

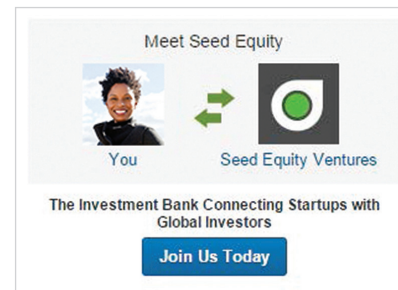
Seed Equity's Dynamic Ads called out targets' interest in investing as a way to encourage them to click through and sign up for the Company's social community. "Because Dynamic Ads pull in a LinkedIn member's profile image, they draw attention—more than you'd receive from the typical display ad," says Crosland. "They allow you to call out LinkedIn members personally, and offer a call to action that will be meaningful to them."

Sponsored Content also helped introduce Seed Equity to investors by touting the opportunity to invest in early-stage startups. "We can raise awareness of our company in several places at once on LinkedIn," Crosland says of using both Sponsored Content and Dynamic Ads. "It improves the chances that our targets will see our messages." LinkedIn members who clicked on Sponsored Content arrived at a Seed Equity landing page to sign up for the Company's social community.

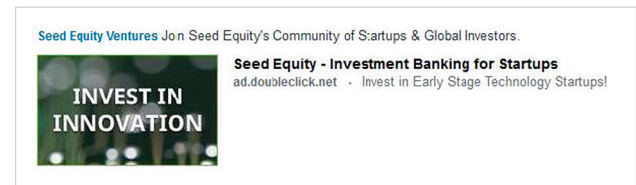
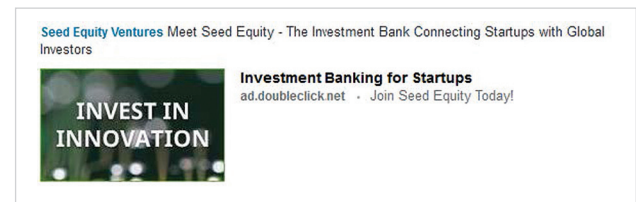
## Achieving growth of investor community

Seed Equity's LinkedIn campaign drove a 1,205 percent increase in new registrations for the Company's social investing community, and also attracted members from 33 new countries. In addition, its LinkedIn Company Page grew its followers by 43 percent. "As we reach more investors and they join Seed Equity, we'll be able to connect them to many more startups that need investor help to succeed and thrive," Crosland says.

Dynamic Ad



Sponsored Content



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