

NEWS USA[®] case study



Content marketing as customer support tool: Biotechnology company reaps investment benefits by showcasing its support of business partners

Challenge:

Start-up “microbiome mining” biotechnology company sought visibility to drive investor interest.

Solution:

With a series of mat releases focused on the beneficial impacts of its novel technology, Biosortia built visibility, credibility and drove considerable traffic to its investor platforms such as Fundable and Localvest.

Reach:

- 2,400 media placements of each mat release, with a link and screengrab for every placement.
- 170 million average monthly audience reach

Impact:

Biosortia’s mat releases included a hyperlink to its investor page on Fundable.com. BioSortia shared its NewsUSA syndicated stories with Fundable and showed the boost in traffic to its page, which increased visibility for the Fundable platform overall and added thousands of permanent new media backlinks to the site. Appreciative of the exposure, Fundable gave Biosortia a top slot in a featured section of its website. In this way, Biosortia was able to show how it was supporting one of its key business partners, and in return, gained a prominent value-add placement that drove even more traffic to their page.



“Our series of syndicated features was initially intended for visibility for our company to attract and expand our investors. Yet, we quickly learned the value of these features as a customer support tool and as an important way to differentiate ourselves among our stakeholders. The syndicated articles not only provided value, visibility and traffic to Biosortia, but also to the investor platforms we are hosted on. It is a win-win. Now, we have additional investor platforms proactively reaching out and courting us because they see how our investment in media articles brings value to them too.”

– Ross Youngs, Founder & CEO, Biosortia

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