

# Using Thought Leadership Content to Help Generate Executive Leads

Generously sharing their network's expertise helped LLR Partners significantly increase their database and their visibility to target audiences.

## LLR Partners

### INDUSTRY

Financial Services

### SOLUTION

Content Creation >

### HIGHLIGHTS



Showcased LLR's focus on **value creation**



Helped **expand the LLR database by 82%**



Influenced **17 new investment opportunities**

LLR Partners is a private equity firm committed to creating long-term value by growing its portfolio companies. The firm invests capital for growth, recapitalizations, and buyouts of lower middle market technology and services companies.

### Challenge

For LLR and its investors, success hinges on the ability to attract and grow high-potential companies, but the competition for these investment opportunities is fierce.

LLR needed to differentiate themselves and communicate their expertise to high-growth companies so that when they were ready to bring an investor on board, LLR would be part of that conversation.

"A commitment to sharing knowledge has always been a part of our culture," said Kristy DeMuto, VP of Strategic Marketing at LLR. "We needed to find a way to scale the knowledge sharing so that we could amplify our voice and reach a wider audience."

DeMuto knew that the expertise offered by LLR's team, its portfolio companies, and its network was incredibly valuable to their target audience of entrepreneurs and executives striving to grow their businesses. But these subject matter experts were busy professionals with very limited time. How could LLR tap into that expertise and turn it into meaningful, shareable content?

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# Approach

LLR and DemandLab collaborated on a solution that would generate thought leadership content while minimizing the impact on the time and energies of their SMEs.

First, LLR identified a short list of high-value contributors and topics. Next, DemandLab conducted 60-minute interviews with each featured contributor to collect their insights. The interviews were then transcribed and structured into long-form articles, which were posted to LLR’s library of content, GrowthBits.

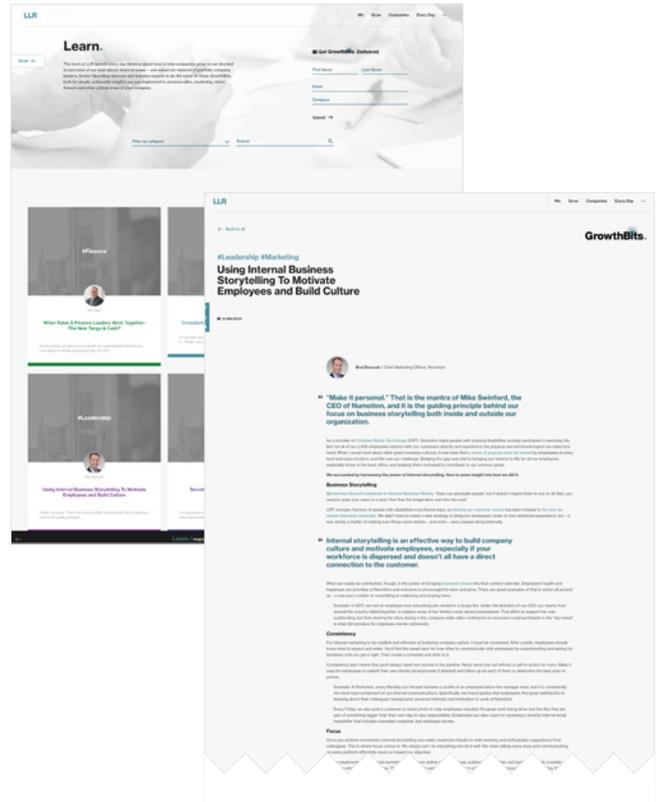
By making the knowledge-sharing process nearly effortless, LLR was able to entice even the busiest executives—including CEOs, CMOs, CTOs, and board directors—to contribute.

GrowthBits officially launched in 2017 and has become a recognized resource for growth-focused companies. By carefully selecting contributors with a proven track record and senior leadership experience, LLR succeeded in producing content that C-level executives were motivated to read and share.

# Result

In the first year, GrowthBits helped to expand LLR’s database of growth companies by 82%, increase its reach on LinkedIn by 62%, increase levels of engagement with its content by 32%, and convert site visitors to the newsletter at a rate of 18% month over month throughout the year.

Most importantly, LLR is being proactively contacted by companies looking for private equity investment, and these are opportunities that the firm may not have learned about otherwise. In today’s competitive market for quality deal flow, this is a testament to the quality of the content and the impact it has on the firm’s visibility and brand differentiation.



▲ “GROWTH BITS” ONLINE RESOURCE

## Proof Points





## 2018 LLR Growth Guide

Real-world growth strategies from LLR's experts, portfolio company leaders and industry network

**LLR Partners**  
www.llrpartners.com/grow  
@llrpartners

▲ "GROWTH BITS" EBOOK

## Building on Success

LLR was so happy with the impact of GrowthBits, they decided to go one step further and repurpose the material into a new "big rock" ebook.

The LLR Growth Guide rolls an entire year's worth of valuable resources into a flagship ebook that will be published annually. The format is designed to give their target audience a magazine-style experience during their commute, in the airport lounge, or wherever they have the luxury of time to "binge read."

The feedback has been overwhelmingly positive, with executive readers taking the time to voice their appreciation to LLR in person, on LinkedIn, and by email.

*"Working with DemandLab has enabled us to showcase our expertise and generate new leads through content marketing."*

Kristy DeMuto, VP of Strategic Marketing, LLR Partners

"Knowledge has always been our key differentiator. Now we can share it with a thriving community of entrepreneurs, influencers, and visionaries."

**demandlab**

DemandLab helps enterprises leverage the power of martech, data, and content to enhance the customer experience and revenue performance. Learn more at demandlab.com.

## PROJECT INSIGHTS

- **Be generous.** LLR shared the same valuable insights on the blog as those they rely on to accelerate growth for their own portfolio companies — no gates and no holding back.
- **Reuse and repurpose.** Repurposing their content in a "big rock" ebook format helped LLR see even more engagement and a bigger audience.
- **Make it easy.** High-value contributors are often those with the least amount of time. Finding ways to make it easy for them to contribute their expertise is the key to success.

#Marketing

### 3 Things No CMO Can Afford to Ignore, Delegate or Outsource

 Corinne Stack / CMO, Digital Guardian

If you're a CMO, chances are you're feeling stretched. In the 2018 CMO Survey from DemandLab, more than four out of five CMOs (87%) reported that marketing's role has broadened in their organization. And if you're a CMO at a growth-focused organization, you're stretched even further as you try to keep pace with the rapid evolution of both your company and your responsibilities.

Being smart about delegating and outsourcing is key, and many CMOs are too shy about both—especially those in smaller companies. Believing you need to do everything is an easy trap to fall into: the truth is that many functions can be outsourced, in whole or in part, very successfully—content creation, SEO management and campaign reporting, to name a few.

But there are some CMO responsibilities that no CMO can afford to give away. Having led marketing efforts at several early- and late-stage tech businesses, I've learned that while many responsibilities can (and should) be pushed off the CMO's desk, these three should always be front and center.

**Strategic imperatives**

Early-stage companies tend to have a "git 'er done" attitude, with founders at every hour willing to their careers and getting to work. It's a good quality to have, but not if it elevates ad-hoc strategy.

“Within a set of CMO responsibilities, your strategic imperatives are your North Star: they keep everyone on the marketing team moving in the right direction.”

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