

CASE STUDY

Urgent digital marketing consultant for entire portfolio

INDUSTRY: Manufacturing, Technology: software

BUSINESS TYPE: B2B & B2B2C

CHALLENGE

A PE VP of Operations came to us with a critical need for a digital marketing consultant for their entire portfolio. Each company within the firm's portfolio was experiencing similar problems around communicating digital marketing spend. They saw this as an opportunity to bring in a team that could conduct a portfolio-wide digital marketing assessment and consult the portcos on their current processes, if they were good or bad, where to spend their budget, & more. Given the importance of digital marketing in today's world, they were looking for an team that was available to start that same month.

RESULT

Quickly after the initial scoping call, the PE firm and portfolio company were introduced to a select few digital marketing consultancies that specialized in working with PE-backed companies to get their digital marketing up to snuff. The client selected their ideal choice. The PE firm was able to assess the digital marketing capabilities across the portfolio and provide them with the resources they needed to roadmap a plan for improvement.

SOLUTION

Leveraging our founder's 20 years in private equity, we have extensive frameworks for assessing PE-grade digital marketing needs. BluWave utilizes technology, data, and human ingenuity to pre-map, assess, monitor, and maintain deep pools of digital marketing consultancies that uniquely meet the private equity standard. We interviewed the PE firm to understand their specific key criteria and then connected the client with the select prevetted digital marketing consulting team from our invitation-only Intelligent Network that fit their exact needs.

“ The PE firm came to us with a similar need for all of their portfolio companies that required varying levels of specialties and skills. We were able to quickly connect them to a consultancy in our network that had individuals for each of their specific needs.

- BluWave Senior Director