

Case Study

Need Critical digital marketing expert needed to execute go-to-market strategy

Industry Food & beverage

Business Type B2B2C

Challenge

A middle-market PE fund came to us with a critical need for digital marketing expertise for a snack food manufacturing company they had an LOI with. Knowing that digital marketing was going to play a key role in their go-to-market strategy, they urgently needed a PE-grade digital marketing expert who had proven expertise in the industry to come in and take their digital marketing to the next level, with the ultimate goal of helping the company grow post-close.

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 resources that uniquely meet the private equity standard. We interviewed the PE fund to understand their specific key criteria, and then connected the client with select pre-vetted digital marketing agencies from our invitation-only Intelligent Network that fit their exacting needs.

Result

Within 24 hours of the initial scoping call, the PE firm and portfolio company were introduced to two PE-grade digital marketing agencies that specialized in the food and beverage space. The client selected their ideal choice. The PE fund was able to confidently drive an excellent outcome without wasting time and opportunity cost and the portfolio company was able to quickly fill this critical need and execute their aggressive growth strategies post-close.

Within days, BluWave connected us with two fantastic options - both of which perfectly aligned with our specific needs. We then selected our vendor-of-choice and hit the ground running. Within weeks the new marketing team was onboarded and driving value at our newly acquired portfolio company.

- Partner at PE Fund