

## **Share Prices Rise 183% With an ROI of Over 650%**

**Location:** New York City, NY

**Market:** B2B / B2C

**Industry:** Financial Consulting

### **Challenge:**

Interdependence was called upon to improve the client's investor relations, public relations, and overall brand awareness. The client is a consultancy firm that focuses on financial and business development for small-to-medium scale organizations in the U.S. The organization also provides early stage financing for mid-to-large scale businesses. In addition to improving the client's overall brand image, the Interdependence team was tasked to strategize and execute tactics for conducting effective outreach to increase stock prospects and market awareness.

### **Solution:**

The project management team at Interdependence initiated a strategy designed to increase the client's stock value via targeted PR support and investor management initiatives. Investor outreach was ultimately achieved through strategic placements in some of the most highly respected financial publications in the world, including The New York Times, Forbes, New York Business, and many other prestige periodicals.

### **Results:**

In addition to executing an advertorial campaign with articles written by the client and optimized by the Interdependence team, Interdependence was able to leverage valuable media relationships to have profiles and interviews published and broadcast in prestigious media properties. The campaign yielded an increase in share prices by over 183 percent, and a return-on-investment of more than 650 percent for the client.