

The Vant Group (investment bank)

Theme: Authority and Strategic Relationship Building

Engagement Type: JSM Content x Collaboration

Time: 3 Months

Snapshot

- **Scope Window:** May 7 – July 28, 2025
- **Channels:** LinkedIn (organic), YouTube Podcast Series (interviews + shorts), in-person strategic events
- **Focus:** Build authority, reactivate network, and generate qualified conversations via strategic relationships and consistent thought leadership

Objective

Rapidly increase TVG's market visibility with middle-market relationships and organizations, establish a repeatable content engine, and convert sparse relationships into pipeline conversations—without relying on paid ads.

JSM Approach

Content × Collaboration (JSM Pillars):

- **Discovery & Targeting (May):** Identify high-value verticals and 3–5 high-trust influencers; audit legacy content for repurposing.
- **Ecosystem Activation (June):** Launch LinkedIn/YouTube content calendar; convene small, senior-signal influencer events (lunches, mixers, workshops); solicit speaking opportunities.
- **Authority Building (July):** Compile interview insights into multi-format content (articles, reels, decks, report) and standardize the **Quarterly Deal Pulse** podcast series.

Execution & Deliverables

- **COI Convenings:**
 - *2 Luncheons (8 centers of influence):* Texas Capital Bank, SeatonHill, First Horizon Bank, Bridgepoint Consulting, Whitley Penn CPA, Calvetti Ferguson, Folkstone Consulting, Momentum Multifamily.

- *2 Mixers (5 centers of influence):* Regions, Armanino CPA, Blank Rome LLP, Grant Thornton, Comerica.
- **Content Engine Produced:**
- **44 articles**
- **1 Proprietary M&A Outlook Report**
- **9 Episode Quarterly Deal Pulse Podcast**
- **Social Acceleration:** LinkedIn program launched; YouTube interviews and shorts published on a cadence.

Outcomes

- **LinkedIn Lift (May 7 → July 28, 2025):**
 - New followers: **#2** rank in competitor set (steady).
 - Total post metrics: **#9 → #2 (↑7 positions)**.
 - Total engagement: **#9 → #6** with a **6,500% increase**.
 - **5,117 impressions** generated during the period.
- **YouTube Momentum: 14,800 impressions (+233%), 1,200 views, 30 hours** watch time (+122%), **+5 subscribers (+67%)**.
- **Ecosystem Density:** Four high-signal COI gatherings produced warm intros and interview inventory for ongoing distribution and follow-ups.

Why It Worked

- **Curated, Senior-Signal Rooms:** Small formats with known COIs created immediate relevance and high reply rates.
- **Interview-First Content:** “Deal Pulse” podcast generated repeatable assets for LinkedIn + YouTube and fed the M&A Outlook report.
- **Repurposing at Scale:** Turning one conversation into articles, shorts, decks, and a report maximized reach across channels.

By the Numbers

- **44 articles • 1 M&A Outlook Report • 9 episode podcast**
- **4 COI events (2 luncheons, 2 mixers) • 5,117 LinkedIn impressions**

- **14,800** YouTube impressions (+233%) • **30** watch hours (+122%)