

Simple Ways Investors Can Have a Big Impact on Portfolio Companies' PR

Financial support is often just the tip of the iceberg when it comes to the benefits that investors can bring to their portfolio companies. Public relations, however, is one area that often goes overlooked.

It shouldn't be: positive brand awareness in the form of media coverage, influencer relationships, awards and other activity builds not only credibility but also drives business growth.

Here are 5 easy ways you can help your portfolio companies with PR:



Advise executives on when PR makes sense

Through your valuable, unbiased perspective on the broader interest of a company's milestones and fund allocations.



Make connections to the media you know

Foster introductions via email, consider setting up a lunch meeting or name drop who you think a journalist's readers should know—and why.



Provide social reinforcement

You and your firm can support getting a company's messages out to the masses by consistently retweeting, sharing, liking and engaging with the content they post.



Nominate them for awards

The "seal of approval" from their VC and angel can give a competitive edge in hot company and entrepreneurial awards.



Offer the firm's PR expertise

Consider allocating a portion of in-house PR resources to the needs of your portfolio companies.

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