

Salesforce Ventures: Elevating the Cloud 100 Experience

Overview Kate Talbot Marketing collaborated with Salesforce Ventures for the Cloud 100 event, crafting a comprehensive social media strategy for pre-event, event, and post-event engagement. The role included developing content, refining social media copy, designing visuals, and providing feedback on video assets—leveraging the advantage of reviewing pre-recorded event content in advance.

Challenge As an annual event, Cloud 100 required a fresh approach to maintain engagement while staying within the established brand framework. The challenge was to introduce innovative content strategies that resonated with the audience while building on past successes.

Results The partnership resulted in a seamless rollout and high-impact execution. Kate Talbot Marketing developed over 60 content pieces that effectively highlighted Salesforce VC partners' insights and showcased portfolio founders in a visually compelling manner.

Key Social Media Highlights:

- [Pre-event Cloud 100 tweet - utilizing influencer. Alexis Gay](#)
 - [Cloud 100 event tweet](#)
 - [Cloud 100 event partner tweet](#)
 - [Cloud 100 event video tweet](#)
 - [Cloud 100 post-event tweet](#)
-

Flybridge: Driving Community Engagement

Overview Kate Talbot Marketing partnered with Flybridge and its General Partners to enhance their social media presence and thought leadership initiatives. A key focus was working closely with GP and Harvard Business School Professor, Jeff Busgang, to edit and launch the *Community Playbook* eBook, positioning it as a vital resource for founders in the community-driven space.

Challenge The *Community Playbook* was launched during the pandemic, when digital interactions were at their peak, making it crucial to cut through online noise and leverage innovative digital marketing tactics. The goal was to ensure the eBook reached key influencers and founders while driving inbound interest aligned with Flybridge's investment thesis.

Results A proactive social media strategy set the stage for the eBook's success:

- A viral Flybridge Twitter engagement campaign generated a list of 200+ community founders, fueling deal flow and targeted outreach.
- Strategic eBook promotion across multiple platforms, including [Medium](#), [Flybridge Twitter](#), [Jeff's Twitter](#), [Jeff's LinkedIn](#), and Flybridge LinkedIn.

- Influencer engagement with industry leaders such as [Lolita Taub](#), [David Spinks](#), and [Alexander Taub](#) amplifying reach.
- The launch of Jeff Bussgang's LinkedIn newsletter, [Bussgang's Bullets](#), which now boasts 25K+ followers and 15K+ subscribers.
- A high-impact [LinkedIn Live](#) session featuring Instagram's Bailey Richardson, one of the case studies in the eBook.

The campaign's success led Flybridge to extend its engagement with Kate Talbot Marketing across its additional funds—XFactor, Graduate Syndicate, and the launch of The Community Fund.

Plexo Capital: Amplifying DEI Thought Leadership in Venture Capital

Overview Kate Talbot Marketing collaborated with Plexo Capital and its Founding Managing Partner, Lo Toney, to build the firm's brand through strategic social media and content marketing. This included the time frame of Summer 2020 and the civil unrest. This pivotal moment allowed Lo to be positioned as a thought leader at the forefront, providing actionable insights for the venture capital and tech ecosystem on supporting the Black community.

Challenge With a lean team consisting of just Lo and Kate, they needed to maximize impact through highly targeted, compelling content. Lo's *Medium* article was a cornerstone of this strategy, requiring an emotionally resonant title to drive engagement.

Results The article, titled "[I Am a VC but Still a Black Man in America.](#)" went viral across Medium, LinkedIn, and Twitter, driving unprecedented engagement:

- Plexo Capital's Twitter impressions surpassed 1.1 million in 2020, with the article serving as a major catalyst.
- \$20M+ in inbound fundraising from LPs, including Alphabet and Ford Foundation, contributing to a significantly higher-than-expected Fund #2 raise.
- Media features in [TechCrunch](#), [Forbes](#), [The Information](#), and [CNBC](#), leading to Lo's appointment as a full-time [CNBC Contributor](#)
- Lo's recognition as a [LinkedIn Influencer](#) in the *Black Voices to Amplify* initiative. His following grew from 5K to 123K+ and numerous posts earned 200K+ post views.
- High-profile speaking engagements, including Fortune Brainstorm Tech and Milken Institute panels, as well as podcast features on [20VC](#) and [SALT Talks](#)
- National Venture Capital Association DE+I Impact Award recognition.

This campaign not only solidified Lo's thought leadership but also reinforced Plexo Capital's position as a leader in inclusive investing.

Plexo Capital Videos

[GPx emerging fund manager accelerator launch video](#)

[AGM interview with Lo Toney and Y Combinator's Michael Seibel](#)

[AGM intro with Lo Toney about George Floyd](#)

[Plexo Capital Brand Sizzle Reel](#)

Deck Creation

[Girls Who Invest Deck](#)