

# ECBF's growing brand awareness with a Sifted partnership



## Cornelia Mann

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Sifted are genuinely interested in helping us achieve our goals — I never feel that I'm sitting in a sales pitch. The implementation of campaigns is very professional and organised, and the team is highly adaptable should there be any complications. Sifted do a great job!

## Objectives

In partnering with Sifted, ECBF set out to achieve several key objectives:

- **Increase visibility** within the European startup ecosystem
- **Connect and engage with their target audience** of startups, scaleups, investors and corporate VCs
- **Build brand awareness** and position ECBF as a venture capital growth investor in the sustainability sector
- **Be positioned as a thought leader** within the circular bioeconomy sector
- **Educate their target audience** about the latest innovations within the industry
- Unlock access to **new investment opportunities**

## Solutions

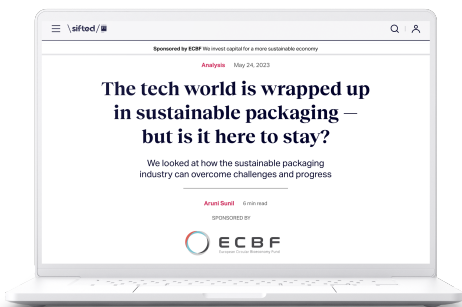
ECBF chose a partnership with Sifted as we are one of the most important information sources for the company. Sifted offers an extensive reach to ECBF's primary target audience of startups, scaleups, investors and corporate VCs, providing an opportunity to increase their visibility in the dynamic European startup scene.

ECBF's partnership with Sifted involved two key initiatives:

### Climate tech newsletter sponsorship

Sifted's climate tech newsletter provided an ideal opportunity for ECBF to connect with its target audience, with messaging that aligned with their overall campaign objectives. Their logo featured as the header image of the newsletter, accompanied by a dedicated callout directing readers to their investment page in order to drive website traffic. This strategic placement ensured maximum visibility and engagement among newsletter readers.

## Solutions



### Branded content article series

Sifted collaborated closely with ECBF in order to truly understand their objectives and goals for each branded content article, thus aligning the articles messaging effectively. All branded content articles were promoted across Sifted's social media channels — boasting a combined follower count of over 100k. Additionally, they were featured in our flagship newsletter to ensure maximum readership and exposure.

## Results

ECBF have noticed an increased awareness of their brand since partnering with Sifted.

The heightened visibility can be attributed, in part, to the editorial and sponsored articles across the Sifted website, giving the brand greater visibility among their target audience.



## About ECBF

The first venture capital fund exclusively dedicated to the circular bioeconomy. ECBF aims to catalyze the transition towards a sustainable future. They build pan-European market leaders by investing in growth-stage companies with high potential for innovation.

<https://www.ecbf.vc/>

## Want to partner with Sifted?



We connect brands with the most influential audience in Europe's startup ecosystem, to help you position your business as a thought leader, gain valuable connections and meet your business goals.

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