



Rockspring Capital

Rockspring Capital | ROI Through Local, Trade & National Media

CHALLENGE

Rockspring Capital is a leading Texas real estate investment firm focused on bringing lasting value and results to its investors. In an effort to expand its investor base on a global scale, the firm needed to advance its media profile. To accomplish these goals, Rockspring relied on Pierpont Communications.

OBJECTIVES

Understanding that Rockspring lacked awareness in the media landscape, Pierpont conducted media outreach to local and regional real estate trade and business outlets regarding its land tract investments, and in doing so, establishing the firm's credibility and brand as the Texas Land Experts.

APPROACH

Pierpont used Rockspring's name recognition to build presence regionally and conduct outreach to on a more national scale utilizing stories associated with Texas' prospering economy and the current real estate impact in the state's four major markets.

RESULTS

Several profiles were secured in top trade outlets such as GlobeSt.com and regional papers such as the Houston Chronicle and Austin Business Journal. Pierpont's efforts brought the firm into the national and international investment spotlight with placements in Dow Jones' Private Equity Analyst, The Wall Street Journal online and several feature segments on the renowned FOX Business' Opening Bell for Rockspring's CEO, Jim McAlister. In addition, Pierpont helped write and secure a contributed article for McAlister about the Texas economy, with a specific spotlight on the city of Houston, on Forbes.com, which has received more than 90,000 views. This strategic messaging and design successfully attracted Rockspring's key audiences and increased website visitor session length. Site traffic has increased more than 30 percent since the launch, and the SEO campaign garners the interest of targets that were previously unaware of Rockspring.

BY THE NUMBERS

30%

Increase in website traffic

90+

Views on Forbes.com