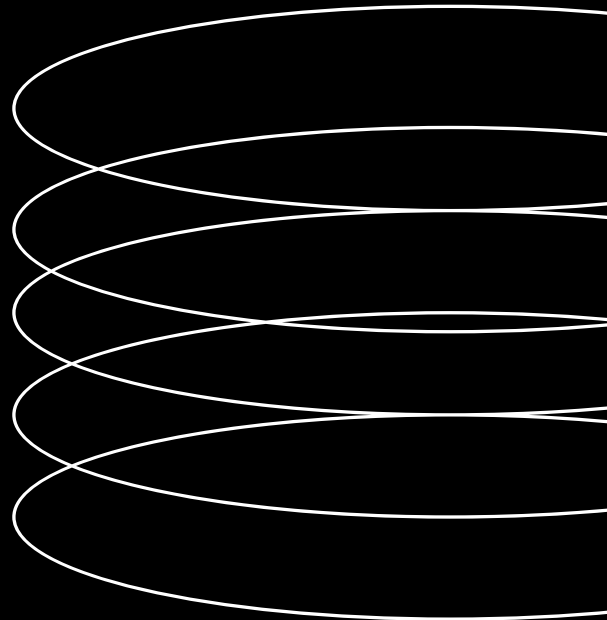


How to Run a Fundraise Announcement



A STEP-BY-STEP GUIDE

Sharing our exact playbook for how we generated 885 meetings and \$25M in pipeline during our Series B Announcement.





885 meetings

\$25M pipeline

THE FUNDRAISE ANNOUNCEMENT PLAYBOOK

Your fundraiser can be one of your best marketing campaigns of the year.

In July 2025, we announced **Unify's \$40M Series B** and **booked 885 meetings** worth **\$25 million in pipeline** in just one month.

This wasn't luck. We've done this three times and have cracked the code on how to turn a funding announcement into meetings booked.

Fundraise announcements are often treated like a one-off announcement. But when done right, they can be a major pipeline generator, credibility booster, and growth catalyst.

Ride the wave as long as you can. Here is how.

MORE ON [UNIFYGTM.COM](https://unifygtm.com)



JANUARY 2024. OUR SEED ROUND

We had a hunch we could make some noise on social. We posted to LinkedIn and Twitter. The posts went semi-viral in our corner of the internet and meetings started flooding in.

Result: 420 meetings

OCTOBER 2024. OUR SERIES A

We refined our playbook. We spent three months planning everything: our product launch, social content, and press coverage. We ran a creative “Happy Meal” campaign and sent warm leads (cookies) to our prospects and customers. The campaign received a lot of praise, and we knew we were on to something.

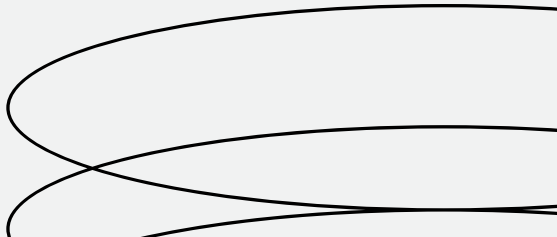
Result: 497 meetings and \$6.6M in pipeline

JULY 2025. OUR SERIES B

We went even bigger.

We intentionally timed our Unify for Reps product launch two weeks before the announcement. We refreshed our entire website, case studies, home page video, and demo. We filmed a production-grade announcement, secured press coverage, and got our whole team to post on LinkedIn. We spent \$13,954 on Cameos and ran Unify on top of all this to book an additional 149 meetings.

Result: 885 meetings and \$25M in pipeline



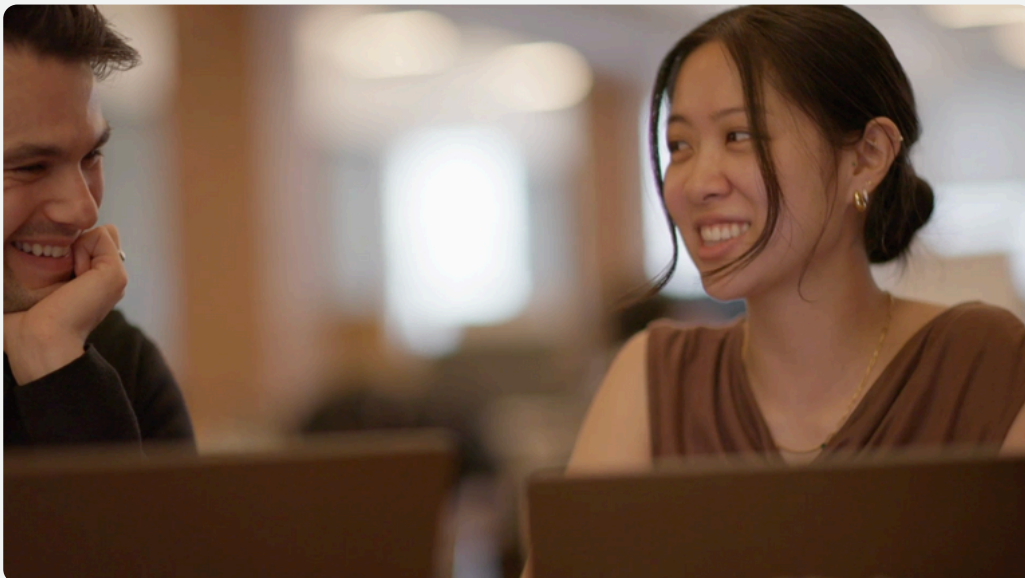
The Series B Play: Step by Step

Successful fundraise announcements require running 25+ strategies in parallel to create a movement. Our advice? Go as big as you can given the size of your team. Plan months in advance.

Think big and think as creatively as possible. Creativity goes a long way!

Here is exactly what we did for our Series B Announcement.

- S.1 LAUNCH A PRODUCT BEFORE THE ANNOUNCEMENT
- S.2 SECURE PRESS COVERAGE
- S.3 GENERATE WORD OF MOUTH
- S.4 GET THE WHOLE TEAM TO POST ON SOCIAL
- S.5 AUTOMATE OUTBOUND DURING THE SURGE
- S.6 RUN AN ANNOUNCEMENT DAY WAR-ROOM
- S.7 KEEP THE PARTY GOING



STEP 1

launch a product before the announcement



Sharing our exact playbook for how we generated 885 meetings and \$25M in pipeline during our Series B Announcement.

launch a product before the announcement

1. LAUNCH A PRODUCT TWO WEEKS OUT

We timed our biggest product launch ever, Unify for Sales Reps, two weeks before the fundraising announcement. This was intentional, as we wanted to reset the narrative around what Unify is and who we sell to before the announcement goes live.



2. GET THE MOTIONS DOWN

Running a new product launch beforehand not only gave us the opportunity to fully refresh the website beforehand, but it also gave us a practice round to start going through the launch motions together, as a new and fast growing team.

3. TACTICS

We leaned into brand and storytelling and worked with Ellis Hamberger over the span of a few months ahead of launch to tune up the language we use around the product to keep it fresh.

We also refreshed our home page with a new demo video, a new Navattic demo, and added new case studies featuring our customer's success.

STEP 2

get press coverage



Sharing our exact playbook for how we generated 885 meetings and \$25M in pipeline during our Series B Announcement.

get press coverage



1. LEARNINGS

Confession: Securing press coverage for the Series B was a bit harder than we wanted it to be.

Reality is, if you want to get into mainstream publications, they'll tell you you need to raise an amount like \$100M or more to be “interesting”. But don’t give up.

2. WHAT WE GOT

We kept pitching, and we ended up getting connected with Alex Konrad.

Alex is a former writer at Forbes who's since gone on to found Upstarts Media. We were excited to partner with him and support Upstarts early, and to be able to work with such a talented writer to tell our story.

We are stoked about the write-up we ended up with. Check it out [here](#).

3. MORE TACTICS

We also went on TBPB, which was a big credibility booster. We asked our investors to get us a Times Square Moment, took a photo, and wrote a LinkedIn post about it.

Finally, we got some supporting pieces in The Signal and the Go To Market Fund Podcast. These were good knock-on press pieces to put out, and it was helpful to get longer-form narrative assets out there along with our other press coverage.

STEP 3

generate word of mouth with a creative campaign



Sharing our exact playbook for how we generated 885 meetings and \$25M in pipeline during our Series B Announcement.

the cameo play

“THIS MADE MY WEEK”

“THIS IS SUPER CREATIVE MARKETING”

“I LOVE THIS.”

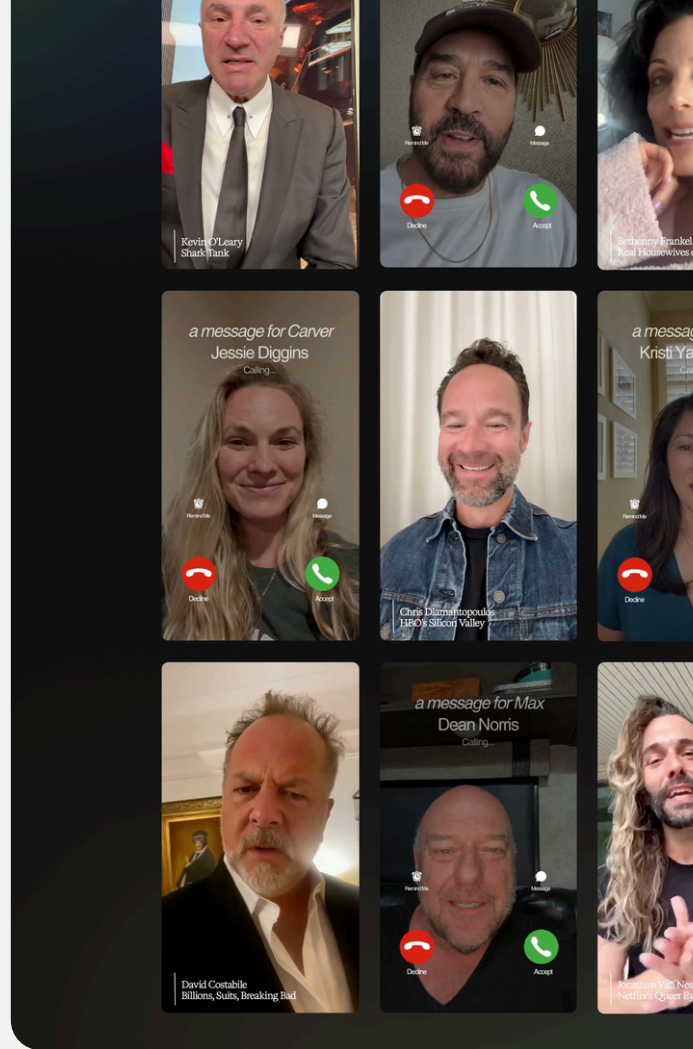
“EVEN UNIFY’S FUNDING ANNOUNCEMENTS FEEL PERSONAL”

“KNOCKED IT OUT OF THE PARK.”

“I’M GOING TO LOOP THIS VIDEO UNTIL MY AIRPODS QUIT”

“BRILLIANTLY EXECUTED”

“UNREASONABLE HOSPITALITY VIBE”



1. WE SPENT \$13,954 ON CAMEOS

One of the most fun parts of running our fundraising announcement was our Cameo Play. We always try to pair the traditional press of a fundraiser announcement with a fun, creative activation.

We wanted to delight our customers and make it attractive for them to post about us. We also wanted to do it on a shoestring budget to force us to be more creative.

2. THE IDEA

We thought of this idea of “B-list celebrities for the series B” and ran with it.

In total, we crafted 23 personalized Cameos from people like Kevin O’Leary, Chris Diamontopoulos (Tres Coma Guy), and Bruce Buffer.

3. THE RESULT

17 cameos were shared organically on LinkedIn and X.

The big learning there was to make it attractive for people in-network to help amplify your announcement. The Cameos were funny and delighted the recipients, so they felt excited to post them on our behalf.

the happy meal boxes



1. WE SENT 300 HAPPY MEAL BOXES

This creative campaign was part of our Series A, but worth sharing. We wanted to delight prospects with something unique. We surprised 300+ prospects with personalized Unify happy meal boxes. It catalyzed a TON of word of mouth.

2. HOW WE DID IT

We explored a bunch of different prototypes of what the happy meal and cookie boxes would need to look like to perfectly represent our brand and excite prospects.

The boxes included: warm cookies (...for warm outbound of course) from Levain and Baked Bear, Unify branded aprons, and personalized handwritten notes.

The night before the announcement, both our SF and NYC teams were in the office past midnight folding, packing, and making sure everything was good to go for delivery.

3. WHAT OUR CUSTOMERS SAID

“THE WAY PEOPLE SWARMED THE HAPPY MEALS AT THE FOUNDERS DINNER WAS UNMATCHED”

“THIS IS DOPE.”

“GOOD B2B MARKETING IS THE PATH”

“HEY AUSTIN - LOVED THE HAPPY MEAL CAMPAIGN, FULL TRANSPARENCY I'M GOING TO STEAL IT IN SOME WAY.”

“HAPPY MEALS ARE HEAT 🔥”

“FUN UNIFY SURPRISE BOXES. CAUTION: WARM LEADS. CONTACT MAY CAUSE SIZZLING PIPELINE 🔥”

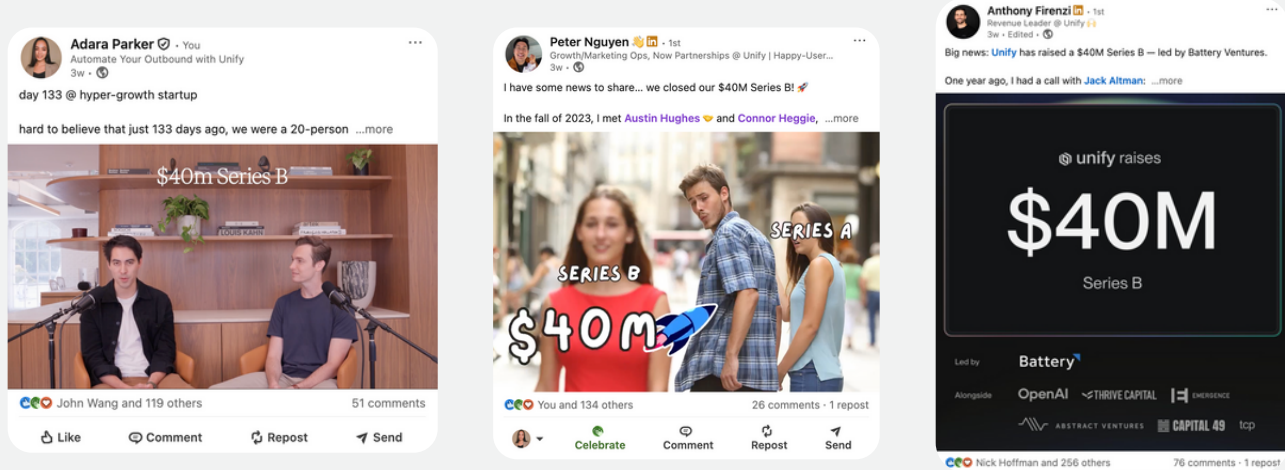
STEP 4

get your whole
company to post
on social



Sharing our exact playbook for how we generated 885 meetings and \$25M in pipeline during our Series B Announcement.

get your whole team to post on social



1. HAVE EACH PERSON SHARE THEIR STORY

3 weeks before the Series B launch, we asked our 50-person team to spend 1-2 hours thinking + writing a social post.

We encouraged personal and authentic stories that would resonate with each person's respective audiences. We importantly did **not** give any canned company messaging to say. Throw that all away.

From Adara's "day XXX at hyper-growth startup" series to Peter sharing his unique story about going from a customer to joining our team (along with a 10/10 meme) to Anthony sharing how he built the revenue team over the past year, each shares a story unique to each team member.

2. WHAT WE LEARNED

Engagement on the announcement post—especially in the first 30-60min after it goes live—has a big impact on the performance of the content. Make it as easy and low-friction as possible for people to engage. Be proactive in letting them know what and when to post.

3. TACTICS

As a new addition with the Series B announcement, we built a dedicated called Amplify Unify on our site with links to all our social posts for the day, making it as **easy** as possible for supporters to engage with our content.

We also incentivized this engagement with swag giveaways.

STEP 5

the announcement war room



Sharing our exact playbook for how we generated 885 meetings and \$25M in pipeline during our Series B Announcement.

the announcement war room



1. BEFORE THE ANNOUNCEMENT

The morning of the announcement, we had a team-wide calendar invite for when our posts would go live. We all came into the office in person for donuts and coffee.

Our Upstart exclusive dropped at 7:30am PST. Minutes later, all of our posts went out on LinkedIn and X.

Then our whole team began feverishly amplifying each other's posts.

The inbounds started to roll in.

Every few minutes, our #website-demo-booked Slack channel would go off. It was exhilarating.

2. WHAT WE LEARNED

One pro-tip I learned from Tommy Clark at Compound is to repost on your own LI post later the same day, 6 hrs after the original post is published. You can get more juice out of one post this way. Sometimes your followers will even get an alert that you reposted. The little things add up.

3. THE RESULT

We created over 1.5 million organic social impressions from our coordinated social content alone, which drove a meaningful percentage of the demos requested.

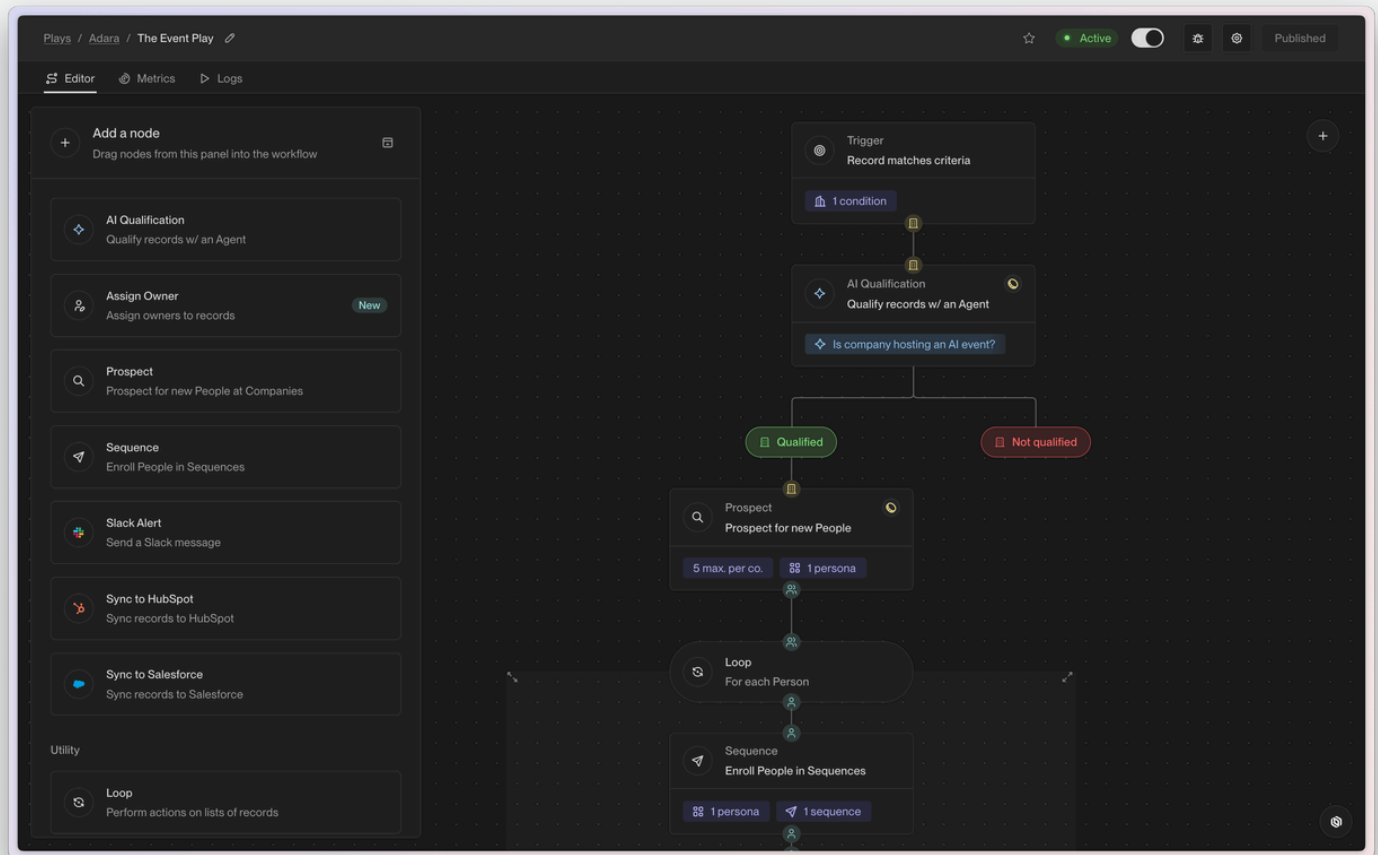
STEP 6

automate outbound during the surge



Sharing our exact playbook for how we generated 885 meetings and \$25M in pipeline during our Series B Announcement.

automate outbound during the surge



1. AUTOMATE OUTBOUND

During the Series B announcement, we had Unify working in the background to send automated outbound using engagement signals and website intent.

When you have a major announcement like this, you'll naturally get a ton of social engagement and traffic to your site. But many of those folks won't book a demo on their own. So, without automation in place to act on those intent signals, you're leaking pipeline.

2. TACTICS

Important note here: we **also** cast as many lines in the water as we could before the announcement, so they could capitalize on the bump.

We also went after a ton of Closed Lost opportunities that we now had a bunch more features and functionalities for.

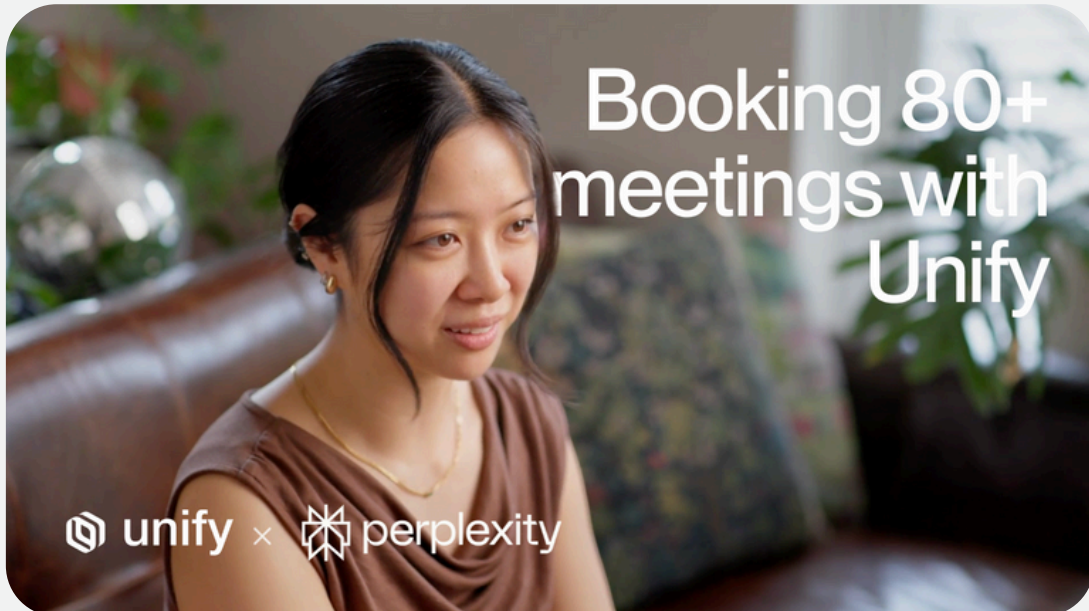
STEP 7

create a follow-on moment after



Sharing our exact playbook for how we generated 885 meetings and \$25M in pipeline during our Series B Announcement.

create a follow-on moment 48 hours later



1. 48 HOURS LATER

Something we learned back during our Series A announcement — there’s a halo effect post-fundraise where everyone is excited about you and your vision. We wanted to ride that wave of excitement as long as possible.

Here are the three posts we shipped within 48 hours:

A results recap 48 hours after announcement (455 likes)

A 'we're hiring' post to capitalize on the fundraise momentum (249 likes)

A recap of our Cameo marketing play. (98 likes)

2. ONE WEEK LATER

We launched a high production customer case study video with one of our best customers.

In a way, we got lucky. We were going to launch this video anyway but we happened to do it the week after the launch.

3. TACTICS

We ran a full “product launch motion” around the video and it was so well received, it alone generated an additional 110 meetings booked in 24 hours.

We share the exact playbook here.

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