

Client snapshot

IVC-backed security SaaS company that went public via SPAC in 2021, then engaged WTMC that same year to build a credible, industry-leading social presence from the ground up.

Key outcomes



18%
follower increase
within 4 months



5.2%
average LinkedIn
engagement



+84%
X engagement rate



500K+
organic impressions in
4 months



8.3K → 35K+
total followers



Growth-Driven |
Creative | Transparent



Marketing, Content, and Social
Media Leadership



whitetulipmarketingco.com



Denver, CO and across the U.S.

Challenges

- Newly public, needed post-SPAC credibility and category leadership.
- Fragmented social efforts across LinkedIn and X.
- No clear framework to connect social to business goals.

Solutions

We built and executed a full social program, then handed the engine back to the team with clear guardrails.



Strategy
Build



Execution &
Engagement



Transitional
Playbooks



“The impact of WT’s efforts on our brand’s reputation and evolution cannot be overstated.”
– Marketing & Communications Director

IMPACT

1

Category Leadership

Established the brand as a leading voice in next-gen security screening.

2

Above-Benchmark Performance

Sustained engagement rates above industry averages across channels.

3

Scalable Social Engine

Left the internal team with a proven, ready-to-scale social program.