

Video Script - Investor Presentation

MarketingPlatform - Complete Narration Script (18-20 minutes)

Format: Pre-recorded video or webinar

Audience: Investors, partners, stakeholders

Script Timeline

Section	Time	Content
Introduction	0:00-1:00	Hook, problem setup
Problem Statement	1:00-2:30	Market pain points (3 problems)
Solution Overview	2:30-4:00	MarketingPlatform intro, 3 pillars
Product Features	4:00-12:00	Dashboard, Contacts, Workflows, Campaigns, Analytics, Compliance
Technology	12:00-13:30	Architecture, security, scalability
Market & Competition	13:30-14:30	TAM/SAM/SOM, competitors
Business Model	14:30-16:00	Revenue streams, unit economics
Investment Ask	16:00-17:30	Funding details, use of funds
Vision & Roadmap	17:30-18:30	Future plans, exit strategy
Closing	18:30-20:00	CTA, next steps

Full Narration Script

Section 1: Introduction (0:00-1:00)

Visual: Title slide with MarketingPlatform logo

Narration:

"Hi, I'm [Your Name], CEO of MarketingPlatform. Thank you for watching.

Over the next 20 minutes, I'll show you a \$50 billion market opportunity in marketing automation—and how we're disrupting it with a better, more affordable solution.

MarketingPlatform is an all-in-one SMS, MMS, and email marketing platform with enterprise-grade automation, compliance, and analytics. We have 47 paying customers, \$14,100 in monthly recurring revenue, and 210% month-over-month growth.

We're raising \$3 million Series Seed to accelerate growth and capture market share. Let's start with the problem we're solving."

Section 2: Problem Statement (1:00-2:30)

Visuals: Problem slides (Fragmentation, Compliance, Automation)

Narration:

"Modern marketing is broken. Here's why:

First, fragmentation. The average business uses 7-10 different marketing tools. These don't talk to each other—62% of marketing data is siloed. Marketers waste 40% of their time on manual tasks. Companies overpay \$15,000-\$50,000/year for redundant tools.

Second, compliance is a nightmare. GDPR fines reach €20 million. 58% of companies struggle with opt-in/opt-out tracking. We've seen six-figure settlements for TCPA violations from sending texts to opted-out contacts.

Third, automation is too basic. Current tools offer simple if/then logic. Businesses need sophisticated customer journeys—welcome series, abandoned cart recovery, re-engagement campaigns. 67% of marketers want visual workflow builders, but most platforms charge \$3,000+/month for this feature.

So businesses are stuck with fragmented tools, compliance risks, and limited automation. This is a massive, painful problem."

Section 3: Solution Overview (2:30-4:00)

Visuals: Solution slides, architecture diagram

Narration:

"We built MarketingPlatform to solve these problems.

It's an all-in-one platform that unifies SMS, MMS, and email with enterprise-grade automation, compliance, and analytics. One login, one billing, one source of truth.

Built on three pillars:

Pillar One: Unified Multi-Channel. Not email with bolted-on SMS. True multi-channel from day one. Shared contact database, coordinated sending, unified analytics.

Pillar Two: Intelligent Automation. Visual workflow designer as powerful as \$5,000/month platforms, included in our \$299 plan. Drag-and-drop interface with branching logic, triggers, and A/B testing.

Pillar Three: Compliance-First. Automated opt-in/opt-out, time-zone aware sending, complete audit trails. GDPR, CCPA, TCPA compliance built in.

Now let me show you the product."

Section 4: Product Features (4:00-12:00)

Dashboard (4:00-4:30):

"This is the MarketingPlatform dashboard. Real-time metrics, campaign performance, audience insights—everything at a glance. Clean, intuitive, powerful."

Contact Management (4:30-6:00):

"Import 50,000 contacts in 2 minutes via CSV. Create dynamic segments with 20+ criteria—location, tags, purchase history, engagement. Segments update in real-time.

Unlimited custom attributes per contact. Complete history for every contact—every message, campaign, workflow.

Suppression lists automatically prevent messaging opted-out contacts across all channels."

Workflow Designer (6:00-8:30):

"The visual workflow designer—our killer feature.

[Build abandoned cart workflow live]

Drag-and-drop nodes. Set triggers, delays, conditions. Mix SMS, email, MMS in one journey. A/B test within workflows. Track conversions.

One customer built a 15-step patient onboarding flow that replaced 3 hours/week of manual work. Another increased first-purchase conversion by 32% with a welcome series.

To build this in HubSpot requires their \$3,200/month plan. We include it at \$299/month."

Campaign Creation (8:30-10:00):

"Create campaigns in minutes. Choose channel, select audience, design message with personalization tokens, schedule, A/B test, launch.

Character counter for SMS. Built-in URL shortening with click tracking. Preview before sending.

From idea to launched campaign: 3 minutes vs. 30+ minutes in competitor platforms."

Analytics (10:00-11:00):

"Real-time analytics across all channels. Delivery rates, open rates, click rates, conversions, revenue attribution.

[Show campaign example]

5,000 sent, 4,850 delivered, 2,425 opened, 728 clicked, 87 conversions, \$8,700 revenue. Spent \$37.50 on delivery. 232x ROI.

Export PDF reports for executives. Custom dashboards by role."

Compliance (11:00-12:00):

"Compliance Center automates risk management. Consent logs, suppression lists, GDPR tools, TCPA compliance, audit trails.

One customer avoided a \$50,000 fine because our system caught an opted-out contact before they sent."

Section 5: Technology (12:00-13:30)

Visual: Architecture diagram

Narration:

"Built on enterprise-grade tech: ASP.NET Core 8.0, SQL Server, 200+ REST API endpoints, Hangfire for background jobs, Twilio and SendGrid integrations.

Security: JWT authentication, OAuth2/SSO, AES-256 encryption, HTTPS everywhere.

Scalability: Tested with 5 million contacts, 100,000 concurrent campaigns. Cloud-native on Azure, 99.9% uptime SLA.

Many competitors use legacy stacks. We built this from scratch in 2024-2025 with modern best practices."

Section 6: Market & Competition (13:30-14:30)

Visuals: Market size, competitive landscape

Narration:

"Market opportunity is massive. \$50.2 billion global market, growing 12.8% annually.

We're targeting SMB and mid-market—\$12.8 billion serviceable market. Our 3-year target: 3% share = \$384 million. Conservative compared to Shopify (10% in 5 years) or Slack (5% in 3 years).

Competition is fragmented:

- Mailchimp: Weak SMS
- Twilio: Requires developers
- HubSpot/Salesforce: \$50,000+/year
- ActiveCampaign: Limited multi-channel

Our positioning: Enterprise features at SMB prices with true multi-channel unity.

Advantages: True multi-channel architecture, best-in-class workflow builder, compliance-first design, transparent pricing (\$99-\$999 vs. hidden enterprise pricing), fast time-to-value."

Section 7: Business Model (14:30-16:00)

Visuals: Revenue streams, unit economics, pricing comparison

Narration:

"Three revenue streams:

1. **Subscriptions (65%)**: \$99-\$999/month plans
2. **Usage (30%)**: \$0.0075/SMS, \$0.02/MMS, \$0.0001/email
3. **Add-ons (5%)**: White-labeling, dedicated IPs, migration services

Unit economics are exceptional:

- CAC: \$450
- LTV: \$5,400
- LTV:CAC: 12:1 (benchmark: 3:1+)
- Payback: 1.5 months (industry avg: 12-18 months)
- Churn: 4.2% (avg: 5-7%)
- Net Revenue Retention: 118%

Pricing strategy: 50-70% cheaper than competitors. HubSpot starts at \$800/month. We're \$99-\$999 with comparable features."

Section 8: Investment Ask (16:00-17:30)

Visuals: Projections, use of funds

Narration:

"Current traction: 47 customers, \$14,100 MRR, \$169,200 ARR, 210% MoM growth, NPS 67.

Raising \$3 million Series Seed.

Five-year projections:

- 2026: 500 customers, \$1.2M ARR
- 2027: 1,800 customers, \$4.8M ARR
- 2028: 4,500 customers, \$13.5M ARR
- 2029: 9,000 customers, \$29.7M ARR
- 2030: 15,000 customers, \$54M ARR

Use of funds: 45% sales/marketing, 30% engineering, 15% operations, 10% G&A.

18-24 month runway to \$5M ARR and Series A readiness.

Terms: \$3M at \$12M pre-money valuation (\$15M post). Expected Series A Q3 2027."

Section 9: Vision & Roadmap (17:30-18:30)

Visuals: Roadmap, exit examples

Narration:

"Product roadmap: AI send-time optimization, WhatsApp integration, mobile apps, voice messaging, AI content generation, omnichannel orchestration.

Long-term vision: The operating system for customer engagement across every channel.

Why now? SMS growing 24% CAGR. Privacy regulations driving compliance needs. Multi-channel is table stakes. Legacy platforms haven't innovated.

Exit opportunities: Mailchimp (\$12B), SendGrid (\$3B), Marketo (\$4.75B), Braze (\$10B IPO).

Target: \$500M-\$1B exit in 5-7 years."

Section 10: Closing (18:30-20:00)

Visual: CTA and contact info

Narration:

"Summary: ✓ \$50B market, 12.8% growth ✓ 47 customers, 210% MoM growth ✓ Experienced team with SaaS track records ✓ Clear path: \$3M Seed → \$5M ARR → Series A ✓ 12:1 LTV:CAC, 1.5-month payback ✓ True multi-channel moat

Next steps: Follow-up call, product demo, customer references, term sheet discussion.

Thank you. Contact us at investors@marketingplatform.com or www.marketingplatform.com.

We look forward to partnering with you."

Production Notes

Recording Tips:

- Record in segments, edit together
- Speak with energy but authentically
- Pause between sections for easy editing
- Record multiple takes of key sections
- Use teleprompter for consistency

Technical Settings:

- Video: 1920x1080, 30fps
- Audio: 48kHz minimum
- Lighting: Soft, front-facing
- Background: Clean, professional

Post-Production:

- Remove filler words
- Add transitions
- Include captions
- Color correct
- Add logo watermark
- Export: MP4, WebM

Distribution: YouTube (unlisted), Vimeo, investor email, website