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Digital Marketing Plan for PitchHub

<https://www.pitchhub.com>

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MKTG 405-03 Digital Marketing, Team 8

December 8, 2020

PitchHub was founded in 2018 in San Jose, California by Andrew Devlin and Benjamin E. Norton. There are a total of 11 people on the team. PitchHub “helps businesses and individuals to leverage video for their business” (LinkedIn). The team are experts in video, social media engagement and production. They help make professional videos easier for the client and help develop a platform to engage an audience for the clientele.

The basis of how the business works is that you start off with creating the idea for your project. After, you start including media (images, video, audio, etc.) that you want included in your video and then you create a script which will then be on a teleprompter. Then, you help create instructions for the editor so that the editor knows what you want your video to be. Once you are done with those steps, you move onto using the teleprompter to then record your video. You can use a computer, a phone, or any other device as your teleprompter. This teleprompter can be customized for: speed, font-size, location, starting delay, and much more. Lastly, you set up your camera and then press record. After that, everything goes the editors of PitchHub, you request for them to edit your video, they edit it, and then you review the video and approve it and then you can finally publish it!

It may sound like a lot of work, but PitchHub does a great job to facilitate the process on their website and their app. PitchHub offers a great software system so that the process of the production can be extremely simple and easy and also facilitate the handling and distribution of the video.

When looking into the company and their previous marketing strategies there was very little to go off of. Their company was focused so much on the production of their products and services that they did very little in terms of marketing their creations. We noticed that a lot of their strategy was that the founder, Andrew Devlin, was using his personability to explain what their company did and gain consumers that way. This organic marketing technique, while effective, is very hard to expand to a larger scale like they wanted and needed. There was a lack of a marketing effort and the PitchHub team was very honest about this. They wanted our help in order to formulate and kickstart a new marketing strategy and make the most of their time with our digital marketing help. Their lack of online experience and understanding of the analytical side of digital marketing gave us the ability to take their marketing strategy in any direction they saw fit. They wanted to maintain the personalized approach that they had started with, but bring it large scale. This was a challenge we had to face as it is hard to market organically on the scale they wanted to, but through our time with PitchHub that was our first priority. We could offer insight into what it was they were looking to achieve and we were able to come up with a strategy that would help expand their customer base, give them a large scale marketing strategy, while still maintaining the personalized touch that founder Andrew valued so much.

Prior to taking on this project of aiding PitchHub, we did a preliminary digital marketing audit before our first meeting with them. This helped us gather some information on their initial marketing efforts online in order to determine what was already working for their company and what was not. We knew that there was not much effort put into their marketing strategy but this audit allowed us to see the specificity of what market they were reaching and where they wanted to go from there.

The first thing we looked at was their website. The website was very outdated and did not have a professional or welcoming appearance. We went as far as to say it looked like a scam due to the lack of proper aesthetics. With the initial website, there was the possibility of deterring customers because of its lack of professionalism(Appendix A). We felt as though this would be

where we spent a lot of our efforts as we wanted to update and redesign their landing page for a more modern and inviting look.

After the initial audit of the website we progressed to their multiple social media accounts; Instagram, Twitter, Facebook, and LinkedIn (Appendix B). We found that out of all the social media accounts, LinkedIn had the most consumer to business touchpoints, which offered the greatest potential for improvements to be made. Additionally, we found that Facebook, while they had moderate levels of engagement, was not very successful. Their Instagram and Twitter accounts had limited followers and there was not enough engagement from these accounts for PitchHub to spend its time here. Overall, we found that on all platforms PitchHub was following nearly four times the number of their followers and their posting habits were highly inconsistent.

After running this preliminary audit and meeting with the company founders, we were able to determine what direction they wanted to go with the pursuit in digital marketing. They wanted to cut down the number of profiles they had to work with and focus the majority of their efforts on the platforms that would give them the most engagement from their consumers. In the determining process they decided to pursue their established platform on LinkedIn.

As a small business one of the main issues the PitchHub staff was struggling with was trying to manage the many different social media platforms well, while being able to complete their tasks. When we stepped in to aid them with their digital marketing needs they had little to no marketing techniques. We were essentially starting with a clean slate and could head in any direction that we felt would help the company most. We wanted to highlight the platform(s) that would be able to represent their company best, as well as, showcase their company and explain exactly what it is they do, since their company is very unique.

Our first approach was looking into all the different social media platforms and deciding which would be most beneficial for them to work on. We felt like, based on our preliminary audit, that LinkedIn and Facebook would be easy for them to manage and would make the most sense when advertising their business. They struggled with managing all the social media accounts and got the most engagement on LinkedIn and Facebook so we proposed those two as the primary focuses on social media platforms. They did mention how they were interested in the trendiness of TikTok but we discussed how TikTok is an entertainment-based platform that wouldn't connect well with what they were trying to accomplish on social media.

We started our focus on LinkedIn. The first issue we saw was that the founder Andrew was posting great PitchHub content but to his personal LinkedIn page. We proposed that he post the content directly on the PitchHub page and then share the post on his personal page. This would then increase the traffic of people seeing the content as well as increase the traffic on the PitchHub profile so they could use the analytics aspect and see if traffic was increasing, decreasing, or staying the same. We had also suggested posting consistently on the pages that way there was always something new to see what PitchHub was doing to further themselves. Customers being able to see the changes is always encouraging and keeps their company fresh in their minds.

We had also suggested using Facebook as a means to market but they were struggling with posting consistently on both platforms. We explained that even posting the same content to different platforms would help them but they didn't want to pursue using multiple social media platforms and chose to focus the majority of their attention on LinkedIn.

The founder, Andrew, was very focused on organic marketing and felt that talking to the consumer was the most effective way of having them understand what it is that their business does. We used this organic technique that he values so much as a way for him to reach a broader

audience on LinkedIn. Through videos and regular posting, as well as the ability to comment to his customers, we felt Andrew would have the ability to maintain the organic marketing style he values while having more of an outreach.

The next endeavor we focused on was the website. While their initial website was sufficient there were many places we could improve, like their search engine optimization, improving their landing pages, and introducing multiple pages on the website such as a get to know us section.

In our discussions with PitchHub, we determined a target market and we worked on adjusting and revamping all aspects of their digital marketing to focus on that demographic. The strides we made with PitchHub were focused on getting results with limited amounts of cost. We wanted to maintain the company's culture while making the improvements necessary to increase traffic on the website and social media platforms and better their company through their digital marketing needs.

PitchHub had previously made an advertisement for their product which our group decided was up to par, as it pointed out several redeeming qualities that up and coming business would be interested in. Andrew was dead set on marketing towards CXO's, VP's, and other positions of power within companies. We showed him how to use his previous video in conjunction with LinkedIn's ad campaign in order to achieve the results he wanted.

In Appendix C, you can see the settings we selected for PitchHub. We showed Andrew and Ben how to select their target audience through LinkedIn's ability to filter potential customers by job title. We filtered by CXO, Director, Owner, and VP. We then selected the ad format. After some debate, we decided to go with a video ad. Despite already having a video set up, Andrew was hesitant about putting up more money for the video format. Yet despite being slightly more expensive than some alternative options, our group pointed out you simply cannot be a video company with a text based ad. They need to show the potential buyers what their product provides and create the demand for their product. Finally, Andrew and Benjamin set a budget they thought was acceptable and put the ad through. We selected website conversations to be the optimal goal, and while that side didn't track properly (we'll get into that later) Benjamin and Andrew were ready to produce the ad (Appendix D)

We assisted them with their tag, 'Professional Videos Made Easy' as well as the description of the video. We created a drive in the reader by asking a question, and then using the pre produced video to answer it. We selected the destination to be the pitchhub website, which consisted of their new landing page and format. Overall, the ad looked and felt smooth. The video, title, and tagline were all cohesive, which in turn created a successful ad campaign for the startup PitchHub.

In terms of the landing page, it was extremely outdated when we first started and they have made many improvements. Some of the efforts that were made during the semester that we all contributed to the direct work was showing different examples of other companies' landing pages. Specifically, we looked at companies that were also startups and their competitors. Some of the companies that we compared the landing page to were: Videolicious, BIGVU, Kindbody, Soundsuit, and Second Spectrum. After that, we got the ideas from those pages and gave recommendations as to what would fit best for the PitchHub website. On the left hand side, you can see the old, outdated website and on the right hand side, you can see the newer version of the landing page. They have yet to publish the website as they are doing all the last edits, but we got a preview of the page and can see such an enormous improvement! (Appendix E) With regards to the landing page, it did go as expected. It was a bit hard to communicate with Andrew and

Benjamin at first and we were not sure how to tell them how to improve their website, but once we did, it went just as expected and they really listened to our opinions and our inputs!

One of the major things we mentioned to PitchHub that we discussed in this class was the idea behind Kevin Kelly's 1000 true fans. PitchHub has a niche market. It is relatively expensive, yet can be extremely beneficial when properly used in the right environment. For example, Sequoia Wealth Management, a firm that utilizes PitchHub's video editing and teleprompter software had great things to say about the ease and fluidity of the service. Word of mouth advertising from companies like SWM as well as dedicated customers should be the main source of revenue for PitchHub, and already are as PitchHub has maintained a great retention rate with customers who use the platform more than once.

In terms of marketing success, the LinkedIn campaign generated nearly 5,000 impressions as well as 12 clicks through to the PitchHub website. Unfortunately, the campaign tracked conversions as people who bought the product instead of people who scheduled meetings with the company, which Andrew said he prefers. However, the ad generated 4 scheduled meetings with Andrew and the PitchHub team which they counted as a success. Overall, the marketing campaign benefitted pitch hub incredibly well, as just a one year purchase would cover their marketing expenses from this ad alone (Appendix F).

Overall, the success of this ad campaign was, we believe, paramount to the future of the company. Now that the team knows how to properly filter their target audience, and has seen the return on their investment through marketing, they can expand their reach even further through future ads, whether it be on LinkedIn or other digital platforms. While the budget wasn't necessarily large, it has the potential to generate a significant amount of revenue from those 4 meetings alone, which is better than we expected and most definitely considered a success.

Moving forward, Pitchhub has a lot of work to do. They are becoming familiar with linkedin ads at the moment, but it will take time for them to perfect their ads. They are using the pilot method to grow their marketing campaign. So they are starting to grow their marketing campaign by getting used to linked in ads, and making them profitable. Then when they are comfortable with linkedin and their ads can run on their own, they will be ready to try a new platform. There are many different platforms with different aspects, different benefits, and different usability. With the ad platforms being so different from each other, it makes sense to just learn one at a time.

PitchHub is a very new company, this means that they have not necessarily figured everything about their customers out yet. One strategy that we have recommended to the PitchHub team is to launch an ad campaign with very limited marketing. This would allow their ads to be seen by a much larger audience and it could potentially convert customers that they would have never otherwise targeted. Through this process, they would eventually create a lookalike audience to target people who are similar to those who converted. They are also testing a few different key words and headings for their ads to see which convert better.

While we suggested that they should expand to other platforms, there are some that are more effective than others, just based on the people that they are trying to target using certain social media platforms more than others. They talked about using snapchat and TikTok ads, however, we suggested that pursuing instagram and facebook ads would be a better option.

In terms of staffing when it comes to PitchHub moving forward, there is not much that I would recommend changing. They are a very small company, with only 11 total employees, who are very good at what they do. If they were to hire another employee, I would suggest they should hire someone who knows all about the different various advertising platforms they are going to use, and have that person train the rest of their employees. They should have one-to-two employees who are in charge of looking over each marketing platform.

Appendix

Appendix A

The screenshot displays the PitchHub website's main landing page. The header includes the PitchHub logo, navigation links (Home, Pricing, Support, Blog, Log in), and a 'Try for free' button. The main content area is titled 'Professional Videos Made Easy' and features a video player showing a man speaking. Below the video, there's a 'Schedule a demo' button and a 'Turnkey Video Production' section with three steps: Create, Produce, and Publish. The right sidebar contains a 'Create' section titled 'Video production simplified', a 'Produce' section titled 'Professional editing', and a 'Publish' section titled 'Easy distribution'. At the bottom right, there's a 'Contact Sales' section with a 'Book a meeting' button and contact information.

Appendix B

This block contains three screenshots of PitchHub's social media profiles. The top screenshot is a Facebook page for PitchHub, showing a cover photo, a profile picture, and a post about 'Election Statistics (Oct 22, 2020)'. The middle screenshot is an Instagram profile for pitchhubvideo, showing a grid of photos and a bio. The bottom screenshot is a LinkedIn profile for PitchHub, showing a cover image, a profile picture, and a bio. The LinkedIn profile also includes a list of recent posts and a 'Follow' button.

LinkedIn Campaign Manager

Your audience has their Profile Language set to English

Your audience size will vary depending on the language selected here. English may be selected as the default language, even in areas where a local language is available, to reach all users in the region.

Who is your target audience?

Include people who have ANY of the following attributes:

Job Seniorities

CXO, Director, Owner, VP

AND also have ANY of the following attributes:

Close

Q Search

Learn more about matched audiences

Audiences	List upload
Use your data to retarget website visitors & reach known contacts and accounts.	Lookalike
	Other
	Retargeting
Audience attributes	Third party
Add targeting criteria like job title, industry, or skills	

Exclude people by audience attributes and Matched Audiences

LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. Learn more

Enable Audience Expansion

[Reset audience](#)
[View audience summary](#)
[Save as template](#)

Ad format Change

Choose your ad format

[linkedin.com/campaignmanager/accounts/50851305/campaigns/156879076/details?section=bid-and-budget](#)

Budget & Schedule

Your Campaign Group is scheduled to run from 10/30/2020

Budget

Set both a daily and lifetime budget

Daily Budget

\$50.00 Actual amount spent daily may vary

Lifetime Budget

\$250.00

Schedule

Start date

11/22/2020

Your campaign will run continuously starting from November 22, 2020 until we deplete our lifetime budget. You will spend no more than \$250.00 total.

[View details](#)

Name this ad optional ⚙️	
Telegrammer - Executives - engaging/talk/news/thumbnail	100%

Introductory text (optional)

Wondering how to make an engaging video quick and easy?
Check out our PitchHub thumbnailer the right!

50%

CAMPAIGN MANAGER

PitchHub Video
 Benjamin's Ad Account

CAMPAIGN PERFORMANCE
 WEBSITE DEMOGRAPHICS
 ACCOUNT ASSETS
 [Create Campaign](#)

Accounts
 Benjamin's Ad Account

Campaign Groups
 1 total Campaign Group

Campaigns
 1 total campaign

Ads
 1 total ad

[Create campaign](#)
[Performance Chart](#)
[Demographics](#)
[Set Status](#)
[Export](#)

Filters

Columns: Performance

Breakdown

Time range: 10/30/2020 - 11/28/2020

	Campaign Name	Status	Spent	Key Results	Cost Per Result	Impressions	Clicks	Average CTR	Bid	Average CPM	Average CPC	Conversions	Cost Per Conversion	Leads
<input type="checkbox"/>	1 campaign	-	\$250.00	-	-	4,910	12	0.24%	-	\$50.92	\$20.83	0	-	0
<input type="checkbox"/>	Website conversions - Oct 30, 2020 ID: 156839076 - Sponsored Content	Completed	\$250.00	0 Conversions	-	4,910	12	0.24%	-	\$50.92	\$20.83	0	-	0

1

Show 15 per page

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