

PitchBook blog content strategy

DRAFT strategy

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Mission statement

The PitchBook blog aims to educate website visitors and build affinity and awareness for the brand through engaging, SEO-optimized content about the public and private markets.

Approach

All blog posts are intended to build on PitchBook's reputation as a preeminent resource for professionals across the financial services landscape, and the vast majority have a direct tie back to the platform. Blog posts are a medium through which campaign priorities and product enhancements can be explored and disseminated. Content on the blog also serves to promote the PitchBook brand through highlighting various aspects of our company culture—including teams and individuals—through the lens of our company pillars.

The blog's core audiences include current clients, prospective clients, jobseekers, industry newcomers and students in college. We offer readers educational content that deepens their understanding of the financial markets, as well as builds awareness for PitchBook's suite of products, breadth of data coverage and company values. As a result, we hope visitors feel more empowered in their understanding of a complex industry and that they have a better understanding of how PitchBook could help them find more successes in their day-to-day. Audiences, content types, formats, pillars and goals will be explored fully in the subsequent sections of this document.

Although blog content aims to be timely and to bring in relevant world events, it does not cover breaking news, track stories on the latest financial happenings or provide original analysis of the markets.

Goals

Departmental goals

Overarching goals for the blog align with the marketing team's departmental goals, including:

- Improving brand position and establishing PitchBook as an industry leader
 - As a branded-content hub, the blog contributes to PitchBook's industry leadership through its educational, data-driven content. We strive to communicate like real people, not relying on jargon or buzzwords, even when breaking down complicated subject matter. This work elevates the brand, while helping to establish credibility and trust in us as an industry leader. Most of the blog's traffic consists of first-time visitors to the website, and as such, it's our job to ensure the experience is helpful.

- Examples: [Investing in the era of coronavirus](#), [What are industry verticals?](#)
- Increasing lead volume to drive business growth
 - Blog content aims to warm and nurture future leads—and the strategy for gated content is ever-shifting. While there are a few form-fill opportunities within the blog, it mainly provides an entry point to the PitchBook website and often drives traffic to other parts of the site, including to reports or requests for more information. We are actively tracking leads who were first introduced to PitchBook through the blog. More specific details are in the performance tracking section of this document.
 - Top revenue-generating blog posts: [PE and VC: What’s the difference?](#), [What are industry verticals?](#), [What are private market benchmarks?](#), [Which firms are shaping the GP stakes market?](#), [10 celebrities who moonlight as investors](#), [How VCs are navigating a change exit environment](#)
- Creating a high impact internal communications program to help employees understand PitchBook’s mission and their contributions to it
 - The blog hosts spotlights on specific teams and team members for their unique contributions, recruitment-focused content that highlights company culture and gives jobseekers a better understanding of what life at PitchBook is like.
 - Future letters from the CEO and employee spotlights are being planned in partnership with the internal communications team.
 - Examples: [We’re in this together: An update from PitchBook on COVID-19](#), [From the Lab: Scaling PitchBook’s data collection with NER](#)

Audience

In 2019, 63% of blog traffic found our content through organic search and of the total users, nearly 80% of them were new. Based on our most longstanding successful posts, we know our audiences are interested in educational content and are most likely to find it through search engines. Blog content is also promoted through email, social media, paid search, display and other channels—which allows it to reach targeted audiences such as clients, prospective clients and prospective employees.

Aligned with its current content mix and in order of priority, we believe the main audiences for the PitchBook blog include:

- **Prospective clients**—Prospects and client non-users who may be familiar with PitchBook, but do not have a seat in the platform
- **Industry newcomers + students**—People who may be hearing about PitchBook for the first time, are new to the industry and looking to gain more information; this group includes potential PitchBook brand champions of the future
- **Current clients**—People who already use PitchBook and are looking to increase their understanding of our offerings

- **Prospective employees**—People who are considering applying for or are in the hiring process with PitchBook

Content mix by audience

Between January and July 2020, blog content has reflected audience priority. For example, the largest volume of content was developed with the highest-priority audience in mind. As audience priority decreases, so does the volume of content developed to serve that audience. It’s important to note that some content services multiple audiences. The data below only looks at the *primary* audience of individual blog posts.

This approach serves robust content to our highest-priority readers but, importantly, does not neglect content for lower-priority—still crucial—audiences. As audiences shift or become more defined and/or as priorities change for the blog, we can work to maintain this balance.

Audience	% of content	# of posts
Prospective clients	47.8%	33
Industry newcomers + students	30.4%	21
Current clients	17.4%	12
Prospective employees	4.4%	3
	100%	69

*based on [Jan-July 2020 blog content](#)

Comparing performance: Campaign vs. non-campaign content

In the first seven months of 2020, the volume of campaign-related content was significantly greater than that of non-campaign content. Still, non-campaign posts only slightly trail campaign content in terms of percentage and number of pageviews. In addition, non-campaign posts—which are ideated, in part, with the help of the web team—do not get additional reach by any paid means. In other words, unlike campaign content, it’s our understanding that most (if not all) pageviews for non-campaign content are earned organically.

We attribute non-campaign content success to our ongoing efforts with the web team to create and repurpose content that has historically performed well. The evolving keyword strategy has also played a huge role in increasing pageviews year over year to non-campaign content and is primarily informed by the keyword research in the monthly blog report.

Campaigns content typically relies on forward-focused editorial output, including reports and analyst notes, as well as product release and event promotion. This work raises awareness for our offerings and is important, among other reasons, for creating a sharable, linkable repository of work.

Post type	% of content	# of posts	% of pageviews	# of pageviews
Campaign posts	68.1%	47	51.8%	39,535
Non-campaign posts	31.9%	22	48.2%	36,823
Totals	100%	69	100%	76,358**

*based on [Jan-July 2020 blog content](#)

**minus duplicates

Next steps in understanding our audience

To further define the blog's audience, next steps include:

- Connecting with the web team to see what additional audience insights can be gleaned through their expertise. To inform our content moving forward, we'd like to dive deeper into questions like:
 - Are we able to discern who is visiting our blog content by segment?
 - Can we see tag performance?
 - Are there certain tags that garner more clicks than others?
 - Can we figure out which side nav options are clicked most and least often?
 - Where do visitors go next after interacting with blog content?
 - How can we better understand referral traffic sources and draw conclusions from those interactions?
 - Is there a benefit to building out audience profiles for blog visitors?
- Continued efforts over the longer-term to compare performance of campaign and non-campaign content
- What barriers are there to the design and layout of the blog that prevent people from finding what they need or finding value overall?

Content pillars

All blog content—whatever format or audience it is intended to reach—can be mapped back to one or more of our content pillars, which include:

- **Education**—Content that aims to educate and answer reader's questions on industry terms, trends, verticals, financial markets and the players within them, PitchBook's solutions and offerings, etc.
- **PitchBook brand and culture**—Content that spotlights PitchBook employees and their work, company initiatives and news, as well as expands on the company's culture and the events/holidays we attend and celebrate.
- **Product**—Content that aims to highlight and communicate the value of product features, use cases, step-by-step walkthroughs, data coverage and datasets tracked in PitchBook.

Platform tie-ins

Across content pillars, almost all PitchBook blog posts offer readers a direct link back to PitchBook's offerings. To differentiate blog content, we connect larger industry trends, hot topics or product features to capabilities within the platform. We also link directly to product-centric pages on the website including profile previews, data pages, solution pages, product pages, etc.

Some questions we may ask ourselves during production:

- Are there companies or investors we can internally link to? (e.g. profile previews)
- How do the calls to action complement the content? Are they disjointed?
- Are we clearly establishing PitchBook's product connection?

For listicles specifically, we will create and publish a set of criteria alongside the final list of people/companies/firms, in addition to explicitly stating the use of PitchBook profile previews and the information within them in the article.

As with all product content, we intend to show users what they can accomplish and discover with PitchBook.

Primary content formats

Post type	Purpose	CTA
Customer success stories	<ul style="list-style-type: none"> Share client stories and experiences using PitchBook Highlights real-world use cases 	<ul style="list-style-type: none"> Log in to PitchBook Request a free trial
Datagraphics	<ul style="list-style-type: none"> Synthesize data from PitchBook surveys, reports, etc. to reveal new insights in a quick, visual format 	<ul style="list-style-type: none"> Download associated report Backlink to content
eBooks	<ul style="list-style-type: none"> Communicate PitchBook's value based on client type or business use case in a downloadable, digital format 	<ul style="list-style-type: none"> Form fill Download PDF
Guides	<ul style="list-style-type: none"> Educate on industry trends, PitchBook use cases, and benefit of private and public market data Emphasize the versatility of the platform while showing the human side of the brand 	<ul style="list-style-type: none"> Form fill Download PDF
Listicles	<ul style="list-style-type: none"> Highlight the intersection of trending or seasonal topics, novel uses of the platform and other PitchBook offerings 	<ul style="list-style-type: none"> Click through to public profile Share and promote list to network
Long-form articles	<ul style="list-style-type: none"> >700 words Provide in-depth coverage of any given topic or trend, could also showcase the product or new features 	<ul style="list-style-type: none"> Visit another part of the website Download report Log in to PitchBook Request a free trial
Short-form articles	<ul style="list-style-type: none"> <700 words Provide overview or high-level look at any given topic or trend, could also showcase the product or new features 	<ul style="list-style-type: none"> Visit another part of the website Download report Log in to PitchBook Request a free trial
Webinars	<ul style="list-style-type: none"> Feature the capabilities and coverage of the PitchBook Platform via video Build trust and thought-leadership among high-intent audience members 	<ul style="list-style-type: none"> Register for event Watch or share event materials afterward

Audience, content pillar and format matrix

This matrix shows which of the blog’s content formats are relevant to specific audience segments and through the lens of which content pillars.

Each cell is independent of the others in its row and column. E.g., not every listicle is relevant to all audiences. Rather, our monthly “most-funded companies” listicles may be helpful to clients, prospective clients and industry newcomers from an educational standpoint, while the “25 LGBTQ+ founders, entrepreneurs and VCs” post illustrates PitchBook’s values and would be of specific relevance to jobseekers.

	Current clients	Prospective clients	Industry newbies + students	Prospective employees
Customer success stories		✓		
Datagraphics	✓	✓	✓	
eBooks	✓	✓		
Guides	✓	✓		
Listicles	✓	✓	✓	✓
Long-form articles	✓	✓	✓	✓
Short-form articles	✓	✓	✓	✓
Webinars	✓	✓	✓	

Pillars key

Education	
Product	
Brand and culture	

Voice and tone

Across audiences, content formats and pillars, blog posts are written in a conversational tone and with a professional, authoritative voice. We are friendly and inclusive, but we never lose sight of our brand’s positioning as an expert in the space. We aim to use short, easy-to-understand words and phrasing, but we don’t talk down to our readers.

We deliver content to people at all stages of the sales funnel via the blog. For professionals already working in the industry, we delve deep into complex topics like GP stakes and sovereign wealth funds. For students and early-career professionals, we cover foundational concepts and 101-level principles like the difference between VC and PE. From post to post, this spectrum requires varying depths of detail and information. It does not require a separate approach in terms of voice and tone.

Creating a consistent voice and tone across all blog content is important towards unifying a set of characteristics that all readers will come to know as uniquely “us.”

CTAs and desired interactions



Across audiences, pillars and formats, we lead PitchBook blog readers to take a variety of next-step actions, including:

- Requesting a free trial
- Visiting a profile preview page
- Learning more about PitchBook data
- Learning more about PitchBook products
- Reading related N&A coverage of a topic being discussed
 - For example, all webinar pages point back to N&A's COVID-19 hub page and listicles often link to N&A coverage of similar/related topics
- Downloading a report
- Registering for a webinar or watching/sharing a webinar recording afterward the event has happened

Process overview

Blog content and feasible volume are confirmed through a series of conversations that take place during the first week of every month. That planning process includes:

- Circulating the monthly blog report outlining the previous month's performance metrics and opportunities for coverage moving forward
- Building out a tentative [content calendar](#) for the month in Asana
 - Key considerations: Copywriter and designer bandwidth, number of campaign- and product-related posts, amount of additional space for proactive, SEO-informed content
- Meeting with the blog team—with representation from demand generation, web, social media and creative teams—to walk through the blog report findings, ask questions, discuss any topics related to the blog
- Confirming content calendar for the month, assigning writers and designers and tagging them in Asana for visibility

Amplification

Ways we extend the reach of blog content include:

- Organic social promotion
- Display, PPC and other paid social promotion
- Media outreach in partnership with the PR team
- Leveraging partnerships with external organizations to disseminate via their channels
- Proactive outreach to companies we mention in blog content
- Social sharing through PitchBook employees' personal channels

Performance tracking and business impacts

Monthly blog health check

In addition to high-level departmental goals, we work closely with the web team to monitor overall indicators of blog health and growth on a month-to-month basis. Creating a healthy foundation for the blog is a goal for the blog team. Rather than prioritize any one metric over another, we focus on trendlines to discern where the blog has seen success and identify potential problem areas. The trends we currently see include:

- Steady increase in pageviews
 - May YoY: 40.19% growth [2020—36,306 v 2019—25,897]
- Steady increase in minutes on page
 - May YoY: 21.02% growth [2020—2:57 v 2019—2:26]
- Steady rise in organic keyword value and rankings
 - December 2018 we ranked for 1,100 keywords valuing \$3.4k monthly vs December 2019, we were ranking for 3,300 keywords valuing \$8.1k monthly
- A consistently high percentage of traffic represent brand new visitors to the site
 - May 2020 pulse check: 68% of sessions were new visitors to the PitchBook blog
 - Organic traffic accounted for over 60% of traffic 2H 2019 compared to 41% in 2H 2018
- A bounce rate that's higher than we'd like
 - Despite a short-term increase, the bounce rate is trending in the right direction YoY. We are monitoring fluctuations monthly, and plan to improve upon the bounce rate further by providing information and content that answers readers' questions in a satisfactory way.

Blog mode report

The mode report tracks leads, demos and revenue attributed to the blog by month. It helps us understand the blog's influence on driving business growth and provides insight into which channels and articles are most impactful to the bottom line. Information we look at includes:

- Top revenue-generating blogs (first touch = blog):
 - PE and VC glossary
 - What are industry verticals?
 - What are private market benchmarks, how are they used and why do they matter?
 - Which firms are shaping the GP stakes?
 - Hollywood meets Silicon Valley: 10 celebrities who moonlight as investors
- Inbound leads (first touch = blog):
 - 42.8% increase—829 leads [1H 2019] vs 1,184 leads [1H 2020]
 - 42.3% increase—1,664 leads [2019 total] vs 2,368 leads [2020 total*]
- Demos (first touch = blog):
 - 46.6% increase—88 demos [1H 2019] vs 129 demos [1H 2020]
 - 24.2% increase—207 demos [2019 total] vs 257 demos [2020 total*]



- Revenue (first touch = blog):
 - 136.8% increase—\$115K closed won [1H 2019] vs \$272K closed won [1H 2020]
 - 21.7% increase—\$341K closed won [2019 total] vs \$415K closed won [2020 total*]

*estimates based on first half of 2020