

10 Ways to Use Pitch Competitions to Promote Your Business

A playbook for before, during, and after every competition

BEFORE THE COMPETITION

01

Announce your selection publicly

Being chosen as a finalist or participant is newsworthy on its own. Blast it across every channel — email list, LinkedIn, Instagram, your website — the moment you're accepted.

- *Frame it as validation: "Out of hundreds of applicants, we were selected to compete at [event]."*

02

Pitch prep as content — document the journey

Share behind-the-scenes content of you rehearsing, refining your deck, or getting feedback. It humanizes your brand and builds audience investment before the event.

- *Short-form video of "pitch prep day" performs well on Reels, TikTok, and LinkedIn.*

03

Leverage the competition's audience and PR

Tag the organizers, sponsors, and venue when posting. Many competitions have their own press outreach — reach out to the organizer's media contact to be included in preview coverage.

- *Ask if the competition has a media kit or press list you can be added to.*

DURING THE COMPETITION

04

Live-post and document the day in real time

Stories, live posts, and real-time updates turn a single event into a multi-hour content stream. Have someone else handle posting while you compete.

- *Capture the crowd, the judges' panel, and your moment at the podium — all B-roll for future content.*

05

Network strategically — collect contacts, not just cards

Pitch competitions attract investors, journalists, fellow founders, and potential clients. Work the room intentionally before and after your pitch while your name is fresh.

- *Follow up the same night while the connection is warm — a brief LinkedIn message goes far.*

06

Use your pitch as a sales tool in the room

Treat every attendee as a potential customer or referral source. Have a clear call-to-action ready after your pitch — a QR code, a free trial offer, or a discovery call invite.

- *Display your website URL prominently on your final slide and any printed materials.*

AFTER THE COMPETITION

07

Turn results into press — win or lose

Winning is obvious news. But even placing or competing earns you a press hook: "We competed alongside 50 startups at [event]." Pitch it to local TV, business journals, and industry blogs.

- *Keep a running press page on your site featuring every TV appearance, print article, and competition mention.*

08

Add credibility markers to all your marketing

Logos, badges, and "As seen at" callouts from competitions build instant trust on your website, pitch deck, and email signature. 20+ competitions is a powerful differentiator.

- *Create a "Recognition" section on your site and link back to competition pages for SEO value.*

09

Repurpose your pitch into long-form content

Your pitch deck tells your company's story in the clearest, most compelling way. Turn it into a blog post, a LinkedIn article, a podcast pitch, or a YouTube video explaining your business model.

- *The problem-solution-traction narrative from your pitch translates directly into great content.*

10

Segment your contacts and send quarterly business updates

Every competition adds judges, investors, fellow founders, and media contacts to your network. Tag them by type in your email list and send a brief quarterly update — traction, milestones, and what's next. You stay top of mind without a hard ask.

● *Tailor the angle per segment: investors want numbers, press contacts want story hooks, peers want collaboration opportunities.*

Judges & Mentors

Share wins that validate their feedback — they love seeing their advice in action.

Investors

Lead with metrics: revenue, users, partnerships. Keep it scannable.

Fellow Founders

Highlight collab opportunities or lessons learned — make it a give, not an ask.

Media Contacts

Pitch a fresh story angle each quarter — new milestone, new market, new voice.

Want Pitch Coaching?

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In the Pitch Lab with Chef Saidah Farrell