

- Webcasts have proven to be one of the top techniques for B2B direct marketing, lead-generation, thought-leadership and prospect communications. Our successful webcast programs have generated thousands of leads for clients across industries.

Here's what we do:

- Formulate plan with budget and schedule
- Identify media outlet for co-marketing **(This is critical! You must access outside lists)**
- Recruit co-presenters, define topic and develop presentation;
- Create abstracts, banners ads, registration page and email copy to engage audience
- Provision technology platform and manage all aspects of the actual event
- Analyze registration list on criteria including title, co. size, industry, etc.
- Present post-event analysis
- Upload leads in salesforce.com or other CRM service
- Formulate and deliver follow-up survey to registrants
- Publish results of follow-up survey via media outlets and as direct communication with participants