

# ANGELBEAT WEBINAR EVENT



angelbeat

## OBJECTIVE

Inform and build awareness for your brand, products, services or solutions, targeting IT decision makers.

## STRATEGY

Follow our best-practice approach to maximize ROI:

- Keep the topic relevant to industry trends, challenges, concerns versus product-centric pitches
- Include industry experts as guest speakers
- Leverage all channels to help promote the event: email, social media, sales and partner channels, Angelbeat outreach
- Adopt the 2-2-2 invitation rule—send out registration invitations 2 weeks in advance, reminders 2 days prior, and again 2 hours prior to the event
- Keep the presentation visuals uncluttered and engaging, and synergize the messaging if there is more than one speaker
- Conduct dry-runs
- Include an incentive for participation, which often helps not only drive attendance up, but can be used to keep attendees online and engaged

## EXECUTION

1. Meet with marketing team to outline objectives.
2. Build messaging framework for the event.
3. Generate awareness via emails, social media, website banners
4. Develop registration and live event pages, reminder emails, and follow-up emails using the platform of choice
5. Edit slide decks (ensuring brand compliance alignment to theme/message)
6. Develop polls and surveys
7. Host dry-runs
8. Host and moderate live event
9. Edit recording and make available for download via link
10. Send 'Thank you for Attending' correspondences to attendees, and 'Sorry we missed you' to registrants that did not attend
11. Provide event analytics

## REAL RESULTS

The following results were achieved from this campaign type for a Fortune-500 technology company that was promoting the most recent solution to decision makers facing an EOL scenario. Following three business IT-focused webinars, they achieved:

- Registrations **upwards of 700**
- Attendance **upwards of 350** per event
- **1200 new** business contacts