

# WROI

## WEBINAR RETURN ON INVESTMENT PROGRAM



In an October 2010 study by BtoB Magazine and UBM Studios, 60% of the business marketers surveyed indicated their investment in virtual events would increase in 2011. In particular, B2B marketers “strongly embrace webinars”, as 71% of the respondents use or plan to use webinars in the coming year. Closer to home, Leads To Sales (LTS) has seen an increase in webinar activity across our customer base. In response, we’ve put together a new Webinar Return on Investment Program (WROI) to help companies deliver qualified leads.

### WEBINAR LEAD GENERATION STRATEGY

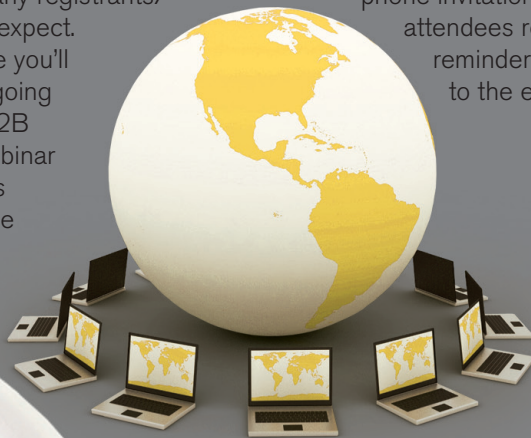
You'll start with a documented webinar lead generation strategy to make the most of your webinar investment. This includes a detailed lead generation plan with qualified lead definitions, offer alternatives, and a cohesive progression of questions for your registration page, exit survey and follow up activities. You'll have a clear a webinar value proposition, and a “webinar funnel” so you know how many registrants/ attendees to expect. And of course you'll have our on-going insights on B2B marketing webinar best practices throughout the project.

### AUDIENCE RECRUITMENT

Recruiting an audience for your webinar is a fundamental direct marketing proposition. You'll benefit from our years of direct marketing experience in developing benefit-laden direct-response copy for your recruitment communications. In addition, your registration landing page will capture maximum attendance. And your top-tier prospects can receive a personal phone invitation, while all attendees receive a reminder call prior to the event.

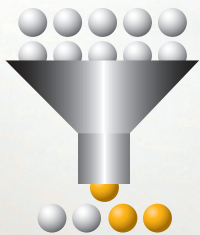
### WEBINAR FOLLOW UP & LEAD QUALIFICATION

One of the keys to webinar ROI is treating attendees and registrants who did not attend the same when it comes to follow up. LTS' proven formula combines email and telephone to identify qualified sales opportunities while reinforcing your brand. Our strong messaging creates a “non-scripted” phone follow up process for all attendees/ registrants. We'll send additional information to interested prospects, and deliver qualified leads directly to the sales channel. Finally, you'll receive a comprehensive report detailing the success of the effort, including any suggestions for improvement based on attendee feedback.



Costs less than a single closed sale

The cost for this complete solution varies by the size of the audience and the specific services you decide to include. For most of our clients, a single closed opportunity more than pays for the program. We also offer discounted pricing for a series of webinars.



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