

## Marketing Your Business Successfully with Webinars

Many companies today are considering Webinars (Internet-based seminars) as cost-effective marketing tools for educating their target market and generating sales opportunities and a strong database of prospects.

If you need to educate your market to create demand, then a Webinar could be a very effective part of your marketing mix.

### ***Is a Webinar right for my target market?***

If your target market includes any of the following characteristics, a Webinar could be the perfect venue for marketing your company:

- Geographically dispersed
- A new market for your organization
- A niche market that your competitors are not targeting
- A market that your competitors are targeting, but are not educating via the Internet
- Typically, decision makers in this market do not have time or prefer not to attend live events
- Internet-savvy, prefer to research online before making buying decisions

### ***What are the next steps?***

Once you've decided that a Webinar is right for educating your target market, the next step is putting together the Webinar. However, there are some common pitfalls many businesses face due to inexperience with Webinars, including:

1. Choosing an interesting topic and creating compelling content
2. Choosing engaging presenters
3. Promoting the event adequately to achieve desired attendance
4. Technical difficulties with the presentation (most can be prevented with practice)
5. Planning for adequate follow-up after the event
6. Allowing adequate time for preparing and promoting the Webinar

To address these common issues, REV Demand has developed a "Ready-to-Go Webinar" consulting services package that incorporates e-marketing expertise, Webinar best practices and implementation services to ensure Webinar success for our clients.

## READY-TO-GO WEBINAR SOLUTIONS

Avoid the pitfalls of a “DIY Webinar” and have your Webinar become a repeatable marketing success for your business. REV Demand offers a “Ready-to-Go Webinar” package for those who are getting started with Webinars:

### Webinar Marketing Sherpa \$1,495

As your Webinar Marketing Sherpa, we will do the heavy lifting to ensure your Webinar’s success. We can essentially produce a complete Webinar for you to use in your marketing arsenal, with minimal time commitment on your part.

Keep in mind that **a typical Webinar can take up to 30 hours** to prepare, promote, practice, present, and follow-up—and will likely take more time if you are just getting started with Webinars.

The Webinar Marketing Sherpa package includes the following services (along with estimated time required) for one Webinar:

- Presentation content review (4-6 hours)
  - REV Demand will review and edit your existing PowerPoint slide show for correctness, clarity and effectiveness using presentation best practices (*\*if presentation does not yet exist, we can work with your team to develop the slide show for an additional fee*)
  - Determine who will be the best presenter(s) for the material
  - Write script for presentation based on presenter notes
  - Determine “call to action” for end of presentation
  - Design poll questions and Q&A prepared questions based on content
- Promotional strategy consulting (2 hours)
  - Defining your Target Audience
  - Building your Audience
  - Determining the marketing media mix to promote Webinar (email/social media/phone calls/PPC ads, etc.)
- Promotional campaign development and delivery (6 hours)
  - Email template design and content (3 email templates)
  - Social media post content (2 per SM channel)
  - Landing/registration page design and content

- Practice sessions (2 hours)
  - Two (2) one-hour practice sessions to review presentation delivery, flow, and timing
  - Practice changing presenters, launching polls, interaction with audience
  - Address any technical concerns or issues
- Webinar Participation (1.5 hours)
  - Emcee (Moderator) services for your Webinar (or Moderator training)
  - Recording of Webinar
- Post-Webinar follow-up activities (2 hours)
  - Prepare attendee and non-attendee reports
  - Follow-up email campaign development and delivery (2 templates)
  - Post Webinar recording to your Website (or other location TBD)

Also included:

- Technical training for Webinar platform (typically, GoToWebinar)
- Project Management services for your Webinar
- *Telemarketing services for pre- and post-Webinar prospecting activities (optional, not included in pricing above)*

**Thinking about producing a recurring monthly Webinar or a Webinar series?** If so, take advantage of REV's multi-Webinar discount packages\* listed below:

**3-Webinar Package = \$3,600**

**6-Webinar Package = \$6,000**

**12-Webinar Package = \$9,000**

*\*All Webinars must be conducted within 24 months of the initial agreement.*

**To get started on adding Webinars to your lead generation strategy, please contact REV Demand at (770) 856-2087 or [info@revdemand.com](mailto:info@revdemand.com).**