



## Content Marketing is a Must!

should sponsoring relevant content be central to your integrated marketing strategy?

JUNE 17  
{09}

WEBINAR  
1-2pm EDT

free

YES! You can secure ROI far beyond traditional CPM methods

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### A WebAttract Webinar User Case Study

Bright Hub, Inc.

[www.brighthouse.com](http://www.brighthouse.com)

Live Webinar Was Delivered on June 17, 2009

## **The Company**

New York based Bright Hub, Inc. is the fastest-growing expert writer community on the Web, providing pertinent health, education, science and technology information for today's online content consumer.

The company has a vast content inventory of science and technology articles, software and hardware reviews, buyer's guides and how-to articles offering relevant advice on technology buying decisions and informing readers about the technology trends that impact their lives.

The Bright Hub editorial and writer community are passionate about equipping readers with knowledge to make informed decisions and providing insight related to how technology and science affect our lives.

With 30 channels across a broad spectrum of engaging and interesting topics, including PC gaming, language, culture, health, wellness and the environment, you'll find a wealth of insight that enables people to make informative technology buying decisions and a reliable forum for them to research their areas of interest.

## **The Challenge**

As a small and unique company driven by a well educated community of experts, Bright Hub was attracting a growing number of monthly page views, and determined now was the time to:

1. Build a repeatable sales process to help develop a more vertical sales focus that can be used to scale across its diverse readership base, for driving new revenue via paid media placements on its website through vertical prospect building.
2. Secure thought leadership as the definitive source of science, technology and health information that will yield increased mindshare for prospects to begin dedicating part of their on-line marketing mix with Bright Hub.
3. Increase brand awareness amongst potential advertisers and content sponsors to drive extra revenue beyond current advertising network dollars.

## The Solution

After looking at various sales and marketing options Bright Hub decided that to meet the above challenges as well as attain some other benefits, they wanted a cost effective means for achieving these results through a well thought out and polished webinar targeted and promoted to the right audience. Rather than being a blatant product or sales pitch, they decided that the webinar needed to be informational and would educate the attendees on the value proposition around content marketing. Using respected thought leaders and a case study that demonstrated real ROI was the recommended approach to promote their thought leadership and raise the profile of the Bright Hub brand too.

WebAttract was chosen to be Bright Hub's collaboration partner to develop an "end2end" campaign that included everything from identifying and recruiting a specific audience demographic to consulting on presenters, content development, providing behind the scenes coaching at dress rehearsals, to moderating and delivering an engaging webinar.

The WebAttract approach is based on an 8-week time line of weekly client meetings with specific deliverables. By updating and distributing a weekly work plan to all organizers and panelists, it lets everyone know what they need to work on and deliver for each meeting.

Here's a summary of what happened over the 8 weeks:

1. Audience Recruitment - Using proprietary techniques, based on a combination of traditional lists and social media, key contacts (CMOs, Marketing Managers, Media Buyers, Product Marketers, etc.) were developed, filtered and matched to title, industry and sub industry segments as well as geography that were deemed the "sweet spot" for Bright Hub to invite to the webinar.
2. Invitation Messaging – Once the audience demographics were developed, and the thought leaders and case study presenters were secured, messaging was developed to articulate the value proposition for attending this webinar by learning how content marketing plays a key role in reaching new audiences, retaining existing customers, accelerating new product introductions and educating prospects. The take-away for attendees would be an opportunity to fully understand what Content Marketing is and how it can drive ROI and high-performing results.
3. Registration Landing Page, Touch Point e-mail blasts and Tracking – To maximize attendance, an e-mail blast campaign of four touch points was implemented and each touch point specifically timed to increase registration. A non invasive webinar registration landing page was created for capturing additional demographics to better understand what the audience wanted to

learn from the webinar. Audience needs along with other information was tracked after each of the four e-mail blasts and then presented weekly in the form of custom analytics developed for Bright Hub to use for adjusting the webinar messaging and post webinar sales follow up.

4. Content development – Once the invitation process was underway, attention shifted to creating a storyboard of the overall presentation. Rather than a product or sales pitch, the webinar emphasis was placed on best practices and lessons learned from case studies. Considerable time was spent with each of the presenters to ensure that the content flowed naturally and that the tone of the messaging and presentations were as conversational as possible. The more authentic the webinar, the more likely Bright Hub would connect with their audience.
5. Dry runs – After the content was developed, all panelists were invited to a table read, led by a professional moderator, where the content was tested for relevancy in supporting the clients business objectives as well as reinforcing the key messaging as outlined in the invitation. Dry runs are a critical factor leading towards a webinar that is engaging and creates a high audience retention rate, or one that is low energy and boring. While professional moderation helps to keep the webinar on track and flowing, a second Dry Run is always scheduled so the panelists are comfortable and confident with the content, flow, transitions and are energized to give a well delivered presentation.
6. Sound Check – An hour before the webinar, all organizers and panelists are placed in a private sub conference where a final sound check is performed, updates on registrations and any last minute changes are reviewed. A sound check is always performed; as not adhering to certain webinar audio best practices will almost always create sound problems that bring an otherwise strong webinar to becoming distracting and unlistenable.
7. Going Live! The audience is always the centerpiece of a webinar, and out of respect for their time and interest, the webinar starts on the hour and ends on or within the hour. During the webinar, a welcome and overview of the event is followed by a few on-line polls that give the audience a chance to participate by answering some basic questions that makes them feel involved in the event. After hearing from the thought leader on some content marketing case studies, a Bright Hub expert reviewed some basic insights around content marketing and then the final segment was a case study that described the value Bright Hub brings to consumers looking to solve a problem, and how Bright Hub’s client is able to monetize this value through their relationships with Bright Hub. At the conclusion of the Case Study, all presenters were invited to participate in a Q/A session, called “Ask the Experts” panel, and then the webinar is adjourned.

8. Post webinar debriefing and final analytics – Immediately following the webinar, WebAttract conducts a 15-minute debrief with all organizers and panelists. A final set of analytics covering all stats and metrics around registration, who attended, how long they attended, how they voted in several on-line polls as well as documentation on any questions asked is compiled and shared in a final report to the client for analyzing the effectiveness of the webinar as well as preparation for the client in their follow up with both registrants and attendees.

## **The Results**

1. Who registered? Close to 200 people registered who met the initial demographics, with many executives and staffer representatives from well know Fortune100 marketing departments
2. Close to 50% of those registered attended and participated in several on-line polling questions that were helpful to better understanding not only what industry segment they represented, but also what they found of value from the webinar that would add immediate value to their organizations today. The results were crisp and quite revealing on what was on their minds.
3. The webinar was instructive, and having the thought leadership and case study results really added credibility as the audience was exposed to some best practices on content marketing as well as some inside secrets and lessons learned from a very well known thought leader in the world of advertising and a case study demonstrating ROI from one of Bright Hub's clients.
4. The webinar ended with a Call to Action to join Bright Hub's Early Adopter Partner Program, as well as arrange a one on one call with them.
5. Early post webinar results identified the attendees with a moderate to high degree of interest for prioritizing sales follow up calls.

## **Future Plans**

As Bright Hub will be spending their first month or so harvesting all of the leads and working to move them up the sales funnel, they are in talks with WebAttract to plan another webinar for the fall of 2009 for a different segment of Bright Hub.

