



## User Case Study:

### Directions Media Sponsored Webinar Series



*“Like any publisher, we’re constantly looking at ways to bring more value to our readers and marketing partners, while at the same time expand and optimize our revenue generation.*

*We achieved this through, well-executed turn-key webinars, which is testimony to the effectiveness of our efforts with WebAttract. ”*

**Joe Francica, Vice Publisher and Editor – in - Chief  
Directions Media**

## ***Overview***

Directions Media (DM) is the defacto voice of “all things location” to the geospatial industry, publishing a daily newsletter to a worldwide list of subscribers. Their expertise in the market makes them the trusted source of industry news and trends to a business community of buyers comprised of technical engineers and executive management. While they enjoy the plateau position in the geospatial publishing marketplace, they are constantly seeking new methods of timely information dissemination to provide ongoing value to their readers and reinforce subscriber loyalty.

The publishing company also desired to create another means of efficient revenue generation to build upon their advertising and e-marketing programs. Their strong brand coupled with a robust monthly increase in site visits provided the motivation to explore webinars as a viable platform for new business development. To make the service attractive to the prospective participating company, DM provided additional value and efficiency by offering the sponsors a full service, turn-key webinar production that managed all of the “moving parts” of a webinar, from audience recruitment through post webinar support and analytics.

A comprehensive webinar has a multitude of logistics that need to be tightly managed and controlled. Webinars can be a tremendously effective information vehicle to increase audience awareness and knowledge and to reinforce product/service attributes and differentiation. They can also reflect poorly on the presenting company if the content and production are not well executed. DM offered enough flexibility to meet the needs of the companies lacking in-house resources and expertise, as well as those companies with their own production capability.

## ***Developing a High-Quality, Repeatable Turn-Key Webinar Methodology***

Mike Agron, a principal of Agron Business Development and WebAttract LLC, is a business development executive with global experience within the information technology and the geospatial industry sectors. He has worked for industry leaders including Apple, Oracle and MapInfo. DM retained him in early 2008 to utilize his best practices in sales, partnering and webinar production. Agron collaborated with the DM team to create a repeatable methodology to produce multiple webinars within short timeframes. Being able to confidently deliver to the client a smooth pathway to results is a crucial success factor behind the DM Sponsored Webinar Series.

A key success factor was to effectively create a sales model to increase DM revenue while offering sponsors an opportunity to:

- Develop new sales leads
- Raise their brand and product awareness
- Boost their thought leadership

Not all webinars are created equal. A webinar consists of successive milestones and to ensure a successful outcome for the sponsor, Agron worked closely with the DM team handling every detail from audience recruitment through production and delivery of the webinar. Experience has shown that about one hour of prep time is necessary for every minute of a “live” webinar. So, for most one hour webinars, 60 hours of preparation is advisable to produce a quality webinar. Agron, along with the DM team’s involvement, allowed the sponsor to stay focused on the results, and alleviated the time and stress associated with managing the daunting logistics.

The DM planning process includes the Executive Webinar Producer and an Associate Producer who provide project management, and coaching to the sponsor’s team to make certain that weekly benchmarks are completed.

The methodology used is based on an 8-week time line of weekly client meetings and specific deliverables. It starts with the sponsor’s sales order and includes the four phases below:

**Phase I - Audience Recruitment** - Identify and refine the sponsor’s business objectives to select a profile of the value-proposition matched audience they want to attract. This is often a combination of the DM in-house database and augmentation with other trusted providers that blend traditional list methods with social media.

**Phase II -Multi-Touchpoint Messaging** - Work with the sponsor and the DM staff to create compelling multi-touchpoint messages and utilize cost-effective message delivery channels such as email before and after the event.

**Phase III - Dry Runs & Table Reads** - Collaborate with the sponsor’s team to develop presentation content that is informational as opposed to a sales pitch. The process also includes ample time for table reads, critiques of dry runs and rehearsals so the presenters sound crisp, authentic and natural.

**Phase IV - Extending the Dialogue Post Webinar** - The fourth phase provides the sponsor with statistical information customized for post webinar follow up. A report is delivered that provides details on who registered, who attended, how they voted in on-line polls and what they wanted to learn from the webinar. A recorded version of the webinar is created and posted on the DM website, allowing those who registered or new leads to view it on demand. This information provides additional prospect intelligence for the sponsor follow-up.

### ***The Results: Exceptional Success for DM and Their Partners***

The DM webinar program has met with exceptional success. Webinar sponsors include global companies such as ESRI, Google, Oracle, Microsoft, NAVTEQ, and Pitney Bowes and a variety of other companies.

Many of the sponsoring companies, including those that have their own in house webinar services, found the program to be so efficient, productive and valuable that they have contracted for multiple webinar sessions with DM for which Agron continues in his role as the Executive Webinar Producer.

### ***Key Webinar Results for Directions Media***

1. DM boosted their value proposition and thought leadership among their competitors, readership and to companies within and outside of the geospatial industry.
2. DM has created an entirely new and profitable business that is nearing schedule capacity.
3. The DM Sponsored Webinars are acknowledged as the internal benchmark for measuring against all other webinars, and other webinar providers.
4. A new selling methodology was established that went beyond the traditional approach for selling banner ads to advertisers to create demand and close webinar business.
5. Standardized on GoToWebinar by Citrix. This easy to use integrated webinar hosting platform has proven itself to be a cost effective, flexible and scalable solution to ensure the delivery of a polished professional webinar each and every time.
6. The Directions Media Sponsored Webinar Series is opening up new opportunities for the company to expand their revenue generation among webinar attendees with fee-based trainings and online courses.



WebAttract provides an End2End “Custom for Every Customer” turn-key solution for webinar demand creation and has offices in New York and California. [www.webattract.com](http://www.webattract.com)