WebAttract

A WebAttract Webinar User Case Study

TOOLINGU
toolingu.com

Train, Measure, Succeed:
Using Impact on Business to Validate Training Efforts

"*Demonstrating the importance of measuring and communicating the return on training is a key factor in establishing Toolingu.com's thought leadership in the training industry. WebAttract's unique end-to-end approach to the informational webinar proved to be an invaluable resource in setting us apart from others while promoting our thought leadership and generating quality sales leads.*"

~ Sarah Wering, Marketing Manager, Toolingu.com

Overview

Toolingu.com is a leading SaaS provider of on-demand eLearning and professional services for global manufacturing enterprises, government, education, and small to midsize manufacturing businesses. The company enables manufacturing organizations to maximize business performance through a combination of comprehensive e-learning content, on-line information resources, flexible learning technologies, and support services.

Toolingu.com's Challenge

eLearning is new in the manufacturing area. Toolingu.com wanted to increase their market share and become known as the eLearning thought leader for manufacturing.

A frequent question asked by Toolingu.com's customers is "What is my Return on Investment for this training?". Toolingu.com hoped to overcome this challenge by introducing that companies should consider Impact on Business (IOB) rather than Return on Investment (ROI) to determine the value of training and development of programs. An IOB demonstrates how a training program aligns with a company's business goals rather than simply how much money it saves (which is what an ROI demonstrates).

This approach to training is the key to the thought leadership of Toolingu.com.

Sarah Wering, Marketing Manager for Toolingu.com had attended a webinar by WebAttract and was intrigued by their approach. After a post-webinar conversation with WebAttract she decided to use their method for an informational webinar to promote the Toolingu.com brand and thought leadership.

Wering's primary objectives for a webinar were:

1. To receive high-quality, actionable sales leads: her target audience was the decision makers who control the budget *and* are already believers in training.

2. To shorten the Toolingu.com sales cycle: The current sales cycle for Tooling.com was approximately 17 months. Wering's goal was to shorten the sales cycle by providing material and information in the webinar that would proactively address common questions.

The stated call to action was to have prospective clients call a Client Executive to determine training analysis and possible benefits of Toolingu.com's learning management system.

The WebAttract Approach

To ensure a successful webinar, the WebAttract team collaborated with the Toolingu.com team, handling every detail from audience recruitment through production and delivery of the webinar.

Audience Recruitment. Toolingu.com's targeted audience was mid- to large-sized manufacturing companies (such as automotive, aerospace, medical devices, and energy suppliers) that wanted to implement a formalized training program. Using SIC codes as reference, audience titles included human resource managers, presidents, vice presidents and plant managers. For the outreach, WebAttract blended traditional email list methods with social media. Additionally, Wering promoted the webinar with a banner on the Toolingu.com website and inclusion in their e-newsletter.

To ensure that only qualified people registered, a few simple non-invasive questions were included and required to be filled out on the registration landing page. By asking such open ended questions as "What do you want to learn from this webinar?" and "What is your company's current state of training?", Toolingu.com and

WebAttract were able to gain valuable insights into the backgrounds, needs and interests of the registrants. This intelligence was used to maintain a flexible invitation strategy for adjusting the messaging for each successive email blast, and for shaping the delivery of the panelists who would be on the webinar.

Multi-Touchpoint Messaging. WebAttract's team worked closely with Toolingu.com to create compelling multi-touchpoint messages to promote the webinar. Four email touchpoints were created; the first two utilized HTML formatting and included graphics and photos of the presenters. The final two touchpoints were created in text format to ensure that they bypassed spam filters.

Content Shaping. WebAttract's proven methodology shows that a webinar is best received when the content deals with best practice and case studies rather than a sales-oriented presentation. With that in mind, Toolingu.com choose their Director of Services and a Vice President from Bersin & Associates – a thought leader on IOB – to participate as the panelists. WebAttract's executive webinar producer brought out the best in the presenters by asking each to choose a topic he was passionate about discussing; a topic that would stimulate the intellectual curiosity of the audience and give them a reason to continue the dialogue with Toolingu.com after the webinar. The executive webinar producer then asked them to consider three important questions to help with developing the content:

- What is the primary message you want the attendee to hear?
- What is in it for them?
- What do you want them to do with it?

The associate webinar producer provided project and logistics management to make certain that the weekly benchmarks were accomplished.

Once the message shaping for the live delivery was architected, the Toolingu.com and WebAttract teams collaborated to develop a powerful slide deck that complemented the oral presentations of the two presenters. WebAttract's production team coached the presenters through table reads, dry runs and rehearsals so the presenters sounded crisp, authentic and natural. The result was a presentation that was smooth, flowed well and most importantly, was informational and not a naked sales pitch.

Summary of Key Registration, Attendance and Post Webinar Metrics:

Actual Registration: 491 representing over 19 countries (exceeded original goal of 250)

Actual Attendance: 276 (exceeded original goal of 100)

Attendance Ratio: 53% (40% - 45% is considered very good)

Average Attendance Duration: 55 minutes for a 91% retention ratio

Poll Response Rate: 81% (65% participation by attendees is the norm)

Percentage of Registration Representing Fresh New Leads: 82%, i.e., there was only a 18% overlap of registrants who Toolingu.com had in their database.

Survey Response Rate: 45% of all attendees provided a quantitative and qualitative evaluation. When asked to rank "how this webinar met your expectations" on a scale of 1-5, 5 being the highest, over 86% said it met, was above or exceeded expectations:

> 1 – Didn't meet: 7%
> 2 – Below expectations: 7%
> 3 – Met expectations: 32%
> 4 – Above expectations: 35%
> 5 – Exceeded expectations: 19%

Post Webinar Results as of 3/31/10:

On Demand Viewings of webinar recording: 97

Number of qualified proposals delivered: 4 (Each proposal valuation on its own would pay for the cost of the webinar plus return a profit)

Conclusion – The Results Greatly Exceeded the Expectation
By following the best practices as outlined in this paper WebAttract addressed three key critical challenges for Toolingu.com and enabled them to:

1. Use this webinar as a tactic to increase their market share for promoting their brand and to become known as the eLearning thought leader of the industry.

2. Target a demographic that would find a discussion on why using Impact on Business is a stronger argument, when determining the value of training and for developing programs, than the traditional approach of Return on Investment.

3. Deliver a highly interested audience – to both register and attend this webinar – who found the event to be a valuable use of their time and has resulted in substantive post webinar sales follow up.