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**Renee Real, Direct Marketing Manager
Dex One**



COMPANY BACKGROUND

Dex One is a leading marketing services company that helps local businesses reach, win, and keep ready-to-buy customers. They offer a broad network of local marketing products including their "official" print, online and mobile yellow pages, direct marketing and search solutions, as well as major search engines.

Dex One helps over 500,000 local businesses create custom-tailored marketing programs that effectively reach potential clients – wherever, whenever, and however they search.

Dex One and WebAttract partnered together to create a series of webinars with targeted content that would appeal to several of Dex One's customer segments.

CHALLENGE

Dex One's primary objectives for the webinar series were:

- Offer highly-relevant information to local businesses to initiate & build a relationship
- Educate prospects on marketing best practices & increase awareness of Dex One's value
- Position Dex One as a subject matter expert and a trusted marketing partner
- Convert prospects into clients and retain current clients

"Our mission is to help local businesses grow. We make life easier for business owners through our cost-effective marketing solutions, which generate leads from consumers who are ready to make a purchase" said Renee Real, Dex One's direct marketing manager. "When we decided to incorporate webinars into our own marketing plan, we knew we had to find more than just a software provider. We needed a company that would provide us with a comprehensive, single-vendor solution that could manage all of the logistics - from audience recruitment and content development, to

Marketing Services Company Chooses WebAttract To Help Market Themselves with Webinars

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THE WEBATTRACT APPROACH

“A webinar is a chance to create a conversation that may lead to a business relationship,” said Mike Agron, WebAttract’s executive webinar producer. “Successful webinars come from careful preparation over eight weeks including, content development, feedback and audience recruitment.”

WebAttract worked with Dex One to create two webinars: One focused on how to create ads that sell more and the other focused on how to drive leads to your business using the Internet. In the current economic environment, this is exactly the type of relevant information that businesses are very interested in knowing more about.

Attendees of the first webinar were offered valuable information along with a free one-on-one post-webinar evaluation of their current print ad. Attendees of the second webinar were offered tips and tricks on how to market their business online for free. Attendees at both webinars were armed with information they could act upon immediately and which would help them to market and grow their business more efficiently.

The combination of actionable, relevant information in the presentation along with a value-added service after the webinar created a winning solution.

SUMMARY: KEY REGISTRATION, ATTENDANCE AND POST WEBINAR METRICS

- Registration: 1,299 people, across 28 states, registered for both webinars, which exceeded the original goal of 1,000 (or 500 per topic)
- Attendance: Total attendance of 700 was achieved between both webinars
- Attendance Ratio: 54% (exceeded goal of 40% attendance)
- Greater than 80% of attendees responded that the Webinar met or exceeded their expectations
- 20% of attendees responded to call to action at the end of the webinar, which offered a review of their current print ad or for more information on Internet marketing. This created highly qualified leads that were handed off to sales for follow up.
- In addition to those who requested more information during the webinars, 15% of those who registered (over 200 people) requested more information after the webinar as a result of the post-webinar follow up provided by WebAttract.

CONCLUSION

Even if marketing is your business you can gain from partnering with subject matter experts like WebAttract. Working with WebAttract, Dex One generated leads and strengthened relationships while learning that:

- Potential customers are interested in and will respond to webinars that provide relevant content that provides immediate value
- Everyone who registers is a potential lead, whether or not they attend the event
- Partnering with the right vendor who can deliver great results is critical to your webinar success and ROI.
- Webinars are a great channel to generate highly qualified leads if executed properly



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