



envista

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**Brad Steer, SVP Sales & Marketing**  
Envista

## COMPANY BACKGROUND

Envista Corporation is the world's leading provider of enterprise map-based coordination solutions for the public right-of-way (ROW). Envista's solutions provide visibility and real-time insight into street activities of all kinds, enabling proactive management of utility projects, public works, permitting, incidents, traffic, and events to optimize street performance, reduce costs, and minimize environmental impact.

Envista delivers its solutions via the web, enabling multiple entities in a city, county or region to collaborate in the map-based environment to avoid potential conflicts for dramatic savings in time and money.

## CHALLENGE

Envista's primary objectives were to:

- Help build a strong pipeline of business leads
- Establish brand awareness of the product across municipalities, utilities, higher education and government
- Make Envista an integral part of how multiple entities in a given geography coordinate with each other
- Highlight the fact that Envista pays for itself within the first year

"As a rapidly growing software company, we realized that we didn't have the staff or time to create a webinar series, let alone attract enough participants," said Brad Steer, Senior VP of Sales and Marketing at Envista. "We presented one webinar ourselves in mid 2010, but the return on effort was inadequate. At that point, we approached WebAttract because they have the chops that could guarantee at least 250 registrants. They could also generate a sales pipeline, as well as increase awareness of and demand for Envista's products."

## THE WEBATTRACT APPROACH

WebAttract worked with Envista to develop "*Smarter Streets: Case Studies for Cities & Utilities*," a webinar that focused on how the City of Baltimore and Washington Gas reduced their costs and improved right-of-way coordination. In addition, WebAttract augmented their audience recruitment outreach by working with their online publishing partner, Directions Media.

The webinar featured two speakers, both of whom had used Envista to successfully coordinate projects and other activities to achieve substantial savings. The first speaker was the Chief of the Design & Construction Division Department of General Services for the City of Baltimore. She explained how Envista's online map-based solutions enabled real-time exchange of schedules and improved coordination of construction and maintenance projects, as well as events and street incidents. Among the benefits the city achieved were:

- More efficient coordination
- Conflict avoidance
- Dramatic cost savings
- Improved public satisfaction

The second speaker, Washington Gas Company's Director of Operations Work Planning, Measurement & Technology, discussed how Envista reduced construction and paving costs. The utility virtually eliminated poorly timed projects and cost overruns because they could:

- Eliminate unnecessary street cuts
- Coordinate multiple entities to participate in a single pavement cut
- Make better operational decisions

"The first webinar was an astounding success," reported Steer. "We established a benchmark, instead of doing a product information dump. WebAttract exceeded our expectations because of the huge turnout of registrations and attendees generated by their careful audience recruitment and effective preparation of our speakers."

In 2011, Envista decided to expand the webinar series to focus on other aspects of the platform and a slightly different audience. This time, "*The City of Baltimore—A Case Study Highlighting Traffic Management in an Incident Command System*," featured the city's Director of Intelligence and Technology who discussed how public safety or traffic departments, utilities or universities could rapidly respond to unplanned incidents and even get government funding to pay for it.

## Marketing Services Company Chooses WebAttract To Help Market Themselves with Webinars

The audience learned how to:

- Assess the situation and the challenges they might face – pre-Envista
- Evaluate options to consider
- Obtain Federal funding (DHS/FEMA) and consider which stakeholders need to be involved
- Implement a dynamic situational awareness platform – traffic management for events and incidents
- Evaluate key initiatives and metrics—NIMS

Despite the fact that many registrants had to respond to record-setting snowfall incidents and couldn't attend the webinar, the participant numbers still exceeded Envista's goals. And because the City of Baltimore's Director of Intelligence and IT was a third party, he validated the ease of using Envista's solutions and its cost-saving benefits.

### SUMMARY: KEY REGISTRATION, ATTENDANCE AND POST WEBINAR METRICS

#### SEPTEMBER 2010 WEBINAR

- **Registration:** 724 people, across 44 states and 43 countries, which exceeded the original goal of 250
- **Attendance:** Total attendance of 406 was achieved
- **Attendance Ratio:** 56%
- **Audience Expectations:** Greater than 93% of attendees responded that the Webinar met or exceeded their expectations
- **Lead Generation:** 29 cumulative leads and 84 on demand viewings, for a total of 113 active leads or a 25% conversion ratio

#### FEBRUARY 2011 WEBINAR

- **Registration:** 544 people, across 37 states and 30 countries, which exceeded the original goal of 250
- **Attendance:** Total attendance of 316 was achieved
- **Attendance Ratio:** 58%
- **Audience Expectations:** Greater than 81% of attendees responded that the Webinar met or exceeded their expectations
- **Lead Generation:** 50 cumulative leads and 40 on demand viewings, for a total of 90 active leads or a 30% conversion ratio

## CONCLUSION

This approach was so successful that Envista has contracted with WebAttract to conduct an additional three webinars in 2011. Brad Steer said, "We love the ability to pick through and prioritize leads. In addition, the recorded webinars are available for viewing on our website. Six months after the first webinar, we still have on demand viewings. It's a marketing investment that yields lasting returns."

Even if sales is your primary business, you can still benefit from partnering with an expert web marketer like WebAttract. Not only can they funnel additional leads to you, but they also help you reach new markets that had been previously inaccessible. The lessons learned from the WebAttract approach include:

- Potential customers are interested in and will respond to webinars that provide relevant content from which they derive 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

To learn more about Envista, please go to [www.envista.com](http://www.envista.com) or call 978-232-6300.



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)