

# WEBINAR CASE STUDY



FULL SERVICE MEDIA COMPANY  
CHOOSES WEBATTRACT TO  
PRODUCE A COMPREHENSIVE  
SERIES OF 19 WEBINARS TO  
RETAIN EXISTING CLIENTS WHILE  
ATTRACTING NEW SALES LEADS

#### TYPES OF WEBINARS PRODUCED:

- ✓ CASE STUDY
- ✓ TUTORIAL

#### WEBINAR HOSTING PLATFORM:

GoToWebinar™

#### SERIES RESULTS:

- ✓ 18,000 REGISTERED
- ✓ 8,807 TOTAL ATTENDEES
- ✓ 94% OF ATTENDEES RESPONDED  
THAT THE WEBINARS MET OR  
EXCEEDED THEIR EXPECTATIONS
- ✓ 507 FRESH NEW SALES LEADS

*"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 EXPERT  
PRODUCTION AND DELIVERY, AS WELL  
AS POST WEBINAR FOLLOW UP. WE  
ACCOMPLISHED THAT BY PARTNERING  
WITH WEBATTRACT."*

- DIRECT MARKETING MANAGER,  
DEX MEDIA



## COMPANY BACKGROUND

Dex Media is a full-service media company offering integrated marketing solutions that deliver measurable results. As the marketing department for hundreds of thousands of small and medium-sized businesses across the U.S., Dex Media has the knowledge, experience and expertise to help them Get Found, Get Chosen and Get Talked About.

Over 3 years, Dex Media partnered with WebAttract to create a comprehensive series of 19 webinars that allowed the established brand to reinvent itself, retain existing clients and find new leads in a changing market.

## DEMAND GENERATION CHALLENGES

Dex Media's market was being disrupted by the emergence of digital marketing. Their challenge was to stay relevant to their current customers, as well as acquire new ones. Therefore, Dex Media's primary objectives for the webinar series were to:

1. Initiate and build a relationship with local businesses by offering highly-relevant information
2. Educate prospects on marketing best practices and increase awareness of Dex Media's value
3. Position Dex Media as a subject matter expert and trusted marketing partner
4. Convert prospects into clients and retain current clients

## THE WEBATTRACT SOLUTION

A webinar is a chance to create a conversation that may lead to a business relationship. Successful webinars come from careful preparation over eight weeks including, content development, feedback and audience recruitment.

This case study focuses on two of the 19 webinars in the series. The first webinar focused on "How to Create Ads That Sell More" while the second focused on "How to Drive Leads to Your Business Using the Internet". These topics were both timely and relevant to the current economic environment, as this is exactly the type of "must have" information that businesses were very interested in knowing more about to produce more profitable business outcomes.

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.

## RESULTS

- **Registration:** A total of 1,299 people across 28 states registered for the two webinars, which exceeded the original goal of 1,000 (or 500 per webinar)
- **Attendance:** Total attendance of 700 was achieved between both webinars
- **Attendance Ratio:** 54% (exceeded goal of 40% attendance)
- **Audience Expectations:** Greater than 80% of attendees responded that the webinars met or exceeded their expectations
- **Call-to-Action:** 20% of attendees responded to call to action at the end of the first 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.
- **Requests for More Information:** 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.

## LESSONS LEARNED

- Potential customers are interested in and will respond to webinars that provide relevant content that provides immediate value to overcome a pain point or learn how to achieve better business outcomes.
- Everyone who registers is a potential lead, whether or not they attend the event.
- Webinars are a great channel to generate highly qualified leads, and if executed properly, will move prospects up the funnel to become your customers and help retain your customers to become your advocates.



WebAttract helps B2B marketers produce webinars that attract, educate & convert audiences into customers. Their **Full-Service “Done-for-you” Webinars** handle every operational phase before, during, and after the webinar. For those that prefer to do it themselves, their **Certified Master Webinar Producer Training Course** teaches you all the steps you need across the entire webinar lifecycle to plan, deliver, and optimize your next webinar.

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