

WEBINAR LEAD TOUCH PROGRAM

When you want to gain greater returns on your webinar by further qualifying registrants.

Our lead touch program maintains a conversation with webinar leads to move them toward a follow-up action. The program includes an executive summary of webinar highlights for those who didn't attend, an easy-to-share file for those that did, and another lead generation vehicle to add to your website.

SIMPLE DETAILS

- Follow-up emails sent at intervals
- Co-branded marketing piece included that summarizes key highlights from webinar
- Attendees and registrants-only targeted separately
- Summary reporting at close

USEFUL FOR

- Generating leads
- Nurturing qualified prospects
- Creating content

ADDITIONAL SERVICES

These additional marketing services compliment or work well with Webinar Lead Touch:

LEAD LIFECYCLING

Nurture generated leads.

WEBINAR

Continue to educate your audience.

INFOGRAPHIC

Visually represent main data points in an easily digestible and shareable format.



For webinar success

Build compelling content, advertise early and make sure to follow-up.