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



For webinar success

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

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.