

# Become An Industry Expert & Build A Qualified Lead Database

## Webinars

A combination of conference call with live web-based visuals and audience interaction makes webinars an effective way to build relationships with a large group of manufacturing decision-makers. A complete marketing program to 100,000+ manufacturing leaders is built into each webinar, attracting a high-quality group of attendees you can't reach anywhere else.

### Our Expertise

You receive critical, objective feedback on your webinar topic from an Penton editor to ensure it hits the mark. From audience development and registration through production and archiving, we handle all the webinar logistics.

### Audience & Promotion

We identify the hot-button keywords in your webinar topic and crafts marketing materials to reach the right audience. Your webinar is promoted to tens of thousands of manufacturing professionals through email invitations, graphic and text website promotions, and newsletter ads.

### Engagement & Lead Generation

Take advantage of interactive polling questions and a customizable exit survey to learn more about each attendee. After the webinar is finished, you'll receive:

- The complete registrant and attendee database
- An executive summary of the webinar stats, so you can communicate the results
- Your webinar is also available on demand for one full year, providing continued exposure

# Webinar Enhancements

## Webinar + Video

Video is one of the best ways to capture your target audience. Record and present engaging, conversational-style videos using webcam technology or easily insert video feeds into your seminar to supplement presentation slides and demos.

## Webinar + Social

Connect with your target market by tapping into our vertical-market communities through a turn-key social marketing program attached to your valuable one-hour webcast. You receive:

- Series of social media posts (tweets, etc.) developed with hashtags appropriate to topic
- Tweet sheet of posts delivered to sponsoring company for use in social media accounts
- Webinar environment customized for social media engagement during event
- Posts sent before, during, and immediately following event through easy-to-use widgets

## Webinar Lead Touch Program

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. You receive:

- Follow-up emails are sent at 48 hour, 2 week and 4 week post-event intervals
- A co-branded marketing piece, summarizing the key highlights from the webinar, is created and used as a call-to-action in the 3rd email communication
- Unique emails are sent to those that attended and those that only registered. Each group is targeted with appropriate content and action requests
- Client owns and can continue to use the webinar summary as a lead generating vehicle after the program ends
- Summary reporting will be made available at the end of the program

### Content

Create a whitepaper or infographic to share knowledge and gain thought leadership.

### Pop Quiz

Add customer interaction into your e-newsletter engagement.

### Research

Understand your buyers with a unique advantage.