

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

ADDITIONAL SERVICES

Content

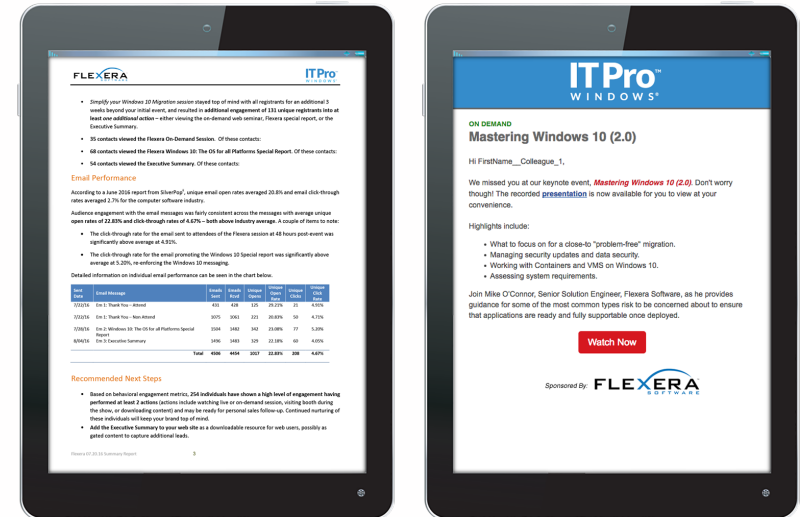
Informa can help you create content in the form of white papers, eBooks or infographics to promote via your lead engagement program.

USEFUL FOR

Generating leads

Nurturing qualified prospects

Creating content



For webinar success

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