



CONDUCTING

ORCHESTRATED
WEBINARS

—
Maximizing Your Return
on Investment

Based on an interview with **Alan Blitz**

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WHY HAVE **WEBINARS** BECOME SO POPULAR?

Every time I open my email there is another webinar invitation!

Here at Intersites, we've worked in the educational field for many years and see the growth of webinars largely tied to the transition of learning activities to the Internet. In our view, webinars are just one of many learning formats available to educators to share information.

Webinars have become popular due to the availability of several easy to use, albeit generic, webinar development platforms. Today, anyone can conduct a webinar from his or her computer and make it available on the web within minutes. Although webinars created with these generic tools can be used to reach small audiences in a fairly intimate manner, they have important limitations, especially when it comes to integrating the webinar with an organization's branding or a product's web presence.

The key question we ask ourselves and our clients is:

HOW CAN **WEBINARS** BE SUCCESSFULLY USED TO **SUPPORT** THE COMPANY'S BRANDING, MARKETING AND SALES **STRATEGIES**?

We look critically at how webinars might be used to meet a client's educational and informational needs. We also conduct a strategic review of a client's existing web presence and the goals and objectives of its current educational offerings. We then establish the potential value of webinars in relation to the client's branding, sales, and marketing programs.

Next, we ask, "What is the most effective strategy for managing a webinar event or series of events to best meet the client's goals and objectives?" For those clients who recognize webinars as a priority online offering, we take an "orchestrated" webinar management approach.

WHAT DO YOU MEAN BY AN **ORCHESTRATED** WEBINAR MANAGEMENT APPROACH?

We believe that every aspect of the webinar event – content planning, eMarketing, hosting platform/functionality, and analytic reporting – needs to be strategically planned to achieve the desired outcomes. This approach requires treating each webinar as an event unto itself. We "orchestrate" the webinar event by bringing all the instructional and technical elements together and integrating them with the company's branding, sales, and marketing objectives to ultimately build greater knowledge and awareness of the client's brand or product.



WHAT IS REQUIRED TO ENSURE A **SUCCESSFUL** WEBINAR EVENT?

We believe there are four essential components to a successful webinar event:

- Content that resonates with the target audience
- Event management and technology services that encourage interactive participation in the webinar experience
- On-target communication that attracts “viewers”—i.e., customers and prospects
- Extensive data reporting to aid decision making

WHY SHOULD A COMPANY CONSIDER CREATING A **WEBINAR EVENT** OR BUILDING UPON EXISTING WEBINAR EVENTS?

There are a number of reasons for supporting webinar activities:

- Facilitate ongoing discussions with customers and prospects
- Differentiate the company and its products vs. the competition
- Establish the company's website as THE place to visit and access national thought leaders on key industry topics
- Provide customers and potential customers with timely, relevant educational activities on topics that align with their professional interests
- Provide an ongoing presence when the sales force is not in front customers and prospects
- Gain valuable product or issue feedback from customers
- Conduct periodic surveys and needs assessments
- Identify additional topics of interest based on customers' webinar evaluations
- Support in-service training needs
- Build credibility for the business through collaborations with respected key professional organizations and societies
- Reinforce the branding of the company's products or services

MAY WE BE YOUR GUIDE TO WEBINAR SUCCESS?

The Intersites team welcomes the opportunity to share with you its insights and experience in developing and hosting branded and non-branded webinar programs. With over 15 years of offering online educational services, Intersites can help you establish a webinar presence that uniquely integrates and supports your organization's online branding, marketing, sales, and educational needs.

To learn more about how we can serve as your guide to achieving webinar success, please contact:

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