

Webinar Lead Touch

Further qualify and motivate your webinar registrants.

Gain greater return on your Webinar investment by engaging leads immediately after your event to maintain a conversation and move them toward a follow-up action. The program includes the development of an executive summary along with a series of three emails to registrants to encourage sharing, drive on-demand views, and expose users to related content.

DETAILS

- Co-branded marketing piece included that summarizing key highlights from webinar
- 3-touch email follow-up strategy
- Customized messaging depending on registrant action
- Summary reporting at close

USEFUL FOR

- Nurturing webinar leads
- Using engagement data to prioritize follow-up
- Extending the life of your webinar
- Repurposing webinar content

