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

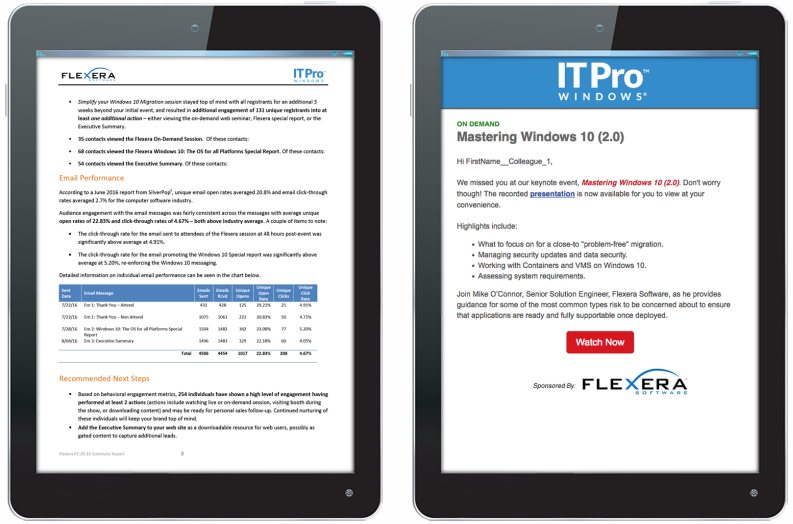
Summary reporting at close

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

Content

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