

WEBINAR CASE STUDY



THE LEADING PROVIDER OF ONLINE WEBINAR HOSTING SOFTWARE CHOOSES WEBATTRACT TO PLAN, COORDINATE & EXECUTE 5 DEMAND GENERATION WEBINARS. THIS CASE STUDY FOCUSES ON ONE OF THE WEBINARS THAT REQUIRED AUDIENCE RECRUITMENT.

TYPE OF WEBINAR PRODUCED:
✓ TUTORIAL

WEBINAR HOSTING PLATFORM:
GoToWebinar™

RESULTS:

- ✓ 1608 REGISTERED
- ✓ 712 ATTENDEES
- ✓ 44% ATTENDEE RATIO
- ✓ 46 UNIQUE QUESTIONS ASKED BY AUDIENCE MEMBERS

"WEBATTRACT PRODUCED A WEBCAST I DID FOR CITRIX. THE WEBCAST EXCEEDED MY EXPECTATIONS – IT WAS FLAWLESSLY EXECUTED RIGHT DOWN TO THE PROJECT MANAGEMENT AND DEMAND GENERATION. OUR ATTENDANCE AND REGISTRATION RATES WERE PHENOMENAL – IT WAS A GREAT AWARENESS-BUILDING ACTIVITY FOR MY COMPANY. I HIGHLY RECOMMEND THE WEBATTRACT TEAM."

- KIM GUSTA,
OWNER, KIM GUSTA MARKETING



COMPANY BACKGROUND

Citrix Online LLC, the providers of GoToMeeting, GoToWebinar and GoToTraining, offers Web-based access, support and collaboration software. The company also sells solutions for remote, secure, and managed desktop PC access over the Web, as well solutions for Web-based technical support and customer collaboration

DEMAND GENERATION CHALLENGES

During the first quarter of 2012, the GoToWebinar demand generation team contracted with WebAttract to handle an overflow of 5 webinars normally produced in-house.

Three webinars were part of a series with the following titles: *"How to Make Webinars Your #1 Lead Generation Method"*, *"3 Ways to Convert More Prospects into Leads"* and *"3 Steps to Closing More Deals and Getting Better Referrals"*.

Another webinar was titled *How to "Build a Team Culture in Today's Dispersed Workforce"*.

This Case Study will focus on the fifth webinar *"5 Keys to Successful Content Marketing"* for which WebAttract fulfilled and handled the audience recruitment.

Citrix's primary webinar objectives were to:

1. Outsource a series of overflow demand generation webinars during to a trusted partner
2. Ensure that the webinars produced would look and feel the same as events produced in-house
3. Meet or exceed a minimum audience recruitment goal of 250 registrants with a minimum of 100 attendees

THE WEBATTRACT SOLUTION

WebAttract utilized their Full Services Webinar solution for managing all of the moving parts across the webinar lifecycle, including recruiting the audience. This enabled the speaker, Kim Gusta, to focus on sharing her content marketing expertise to educate the live audience on how they can create content and resources that their buyers want and need.

The Citrix Webinar Team worked closely with WebAttract to ensure presentation materials and messaging were aligned to proposed topics and quarterly initiatives. WebAttract was responsible for coordination, execution and post event reporting and follow up associated with each webinar.

RESULTS

- **Registration:** A total of 1608 people registered which was more than six times the goal of recruiting 250 qualified registrants
- **Attendance:** Total attendance was 712 attendees
- **Attendance Ratio:** 44% (exceeded the WebAttract goal of 40% attendance)
- **Audience Expectations:** -Greater than 90% of attendees responded that the webinar met or exceeded their expectations with numerous comments acknowledging this was either one of the best or the best B2B webinar they have attended
- **Number of Live Questions Submitted:** 46 unique questions were submitted by audience members indicating a high degree of engagement to learn more

LESSONS LEARNED

- Kim stayed true to educating the audience rather than trying to sell them. This was done by her passionately delivering “must have” content around all of the deliverables promised in the webinar invitation.
- The content was relevant and visually appealing making it easy for the audience to absorb her messaging without feeling overwhelmed.
- Online polls were used to better understand the audience’s expertise in using content to generate leads, and Kim was able to use this information to tailor her messaging to the unique interests of the attendees.
- The presentation closed with a series of slides on how to get started, access to free content marketing templates and resources for better lead generation, and her contact information for those that wanted to continue the conversation and learn more.
- The final 15 minutes of the presentation were dedicated to an interactive Q/A session where as many of the 46 questions as possible were answered before the end of the webinar.



WebAttract helps B2B marketers produce webinars that attract, educate & convert audiences into customers. Their **Full-Service “Done-for-you” Webinars** handle every operational phase before, during, and after the webinar. For those that prefer to do it themselves, their **Certified Master Webinar Producer Training Course** teaches you all the steps you need across the entire webinar lifecycle to plan, deliver, and optimize your next webinar.

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