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—David Farmer, Founder and CEO

## Ad Giants dramatically shortens sales cycles with WebEx.



### LINE OF BUSINESS

Marketing Content Management

### WEBEX SERVICE IN USE

WebEx Meeting Center, Event Center, WebEx Consulting Services

### SUMMARY

Selling the Ad Giants software product entailed multiple in-person sales calls and long sales cycles. With WebEx Meeting Center and Event Center, Ad Giants now conducts interactive online demos that let the product sell itself. As a result, the company has shortened its sales cycles by up to 10 months and saved approximately \$40,000 per month in travel and productivity costs. WebEx Consulting Services further helped Ad Giants optimize the use of WebEx for lead generation and brand awareness. Overall, the WebEx technology and partnership have enabled Ad Giants to gain a competitive lead in the market.

### ABOUT AD GIANTS

#### Headquarters

Dallas, TX

#### Number of employees

20

#### TARGET MARKET

Distributed Marketing Organizations

#### WebEx Customer Since 2005

Ad Giants is the application service provider of the uniquely developed marketing process management system called ONE System. Designed to meet marketing and advertising needs within a corporate franchised culture, ONE System effectively connects creative agencies, corporations, and franchisees to each other to work at maximum efficiency. As a WebEx development partner, Ad Giants embedded WebEx functionality into its system, giving users direct access to online meetings that further enable close collaboration.

#### The Challenge

To introduce its marketing management system effectively into the market, Ad Giants faced a heavy investment in sales activities. A new technology solution such as theirs required several interactions with prospective customers to close a sale. “Our outside sales team spent a lot of time and money traveling to the same prospect sites multiple times, and our sales cycle was up to 12 months. It was hugely expensive,” recalls David Farmer, Founder and CEO of Ad Giants. When the company’s sales costs continued to increase, Farmer decided to try an online meeting solution to expand sales reach at a lower cost.

#### The Solution

Farmer took a close look at what he considered to be the top three web meeting applications on the market. “We chose WebEx because of its ability to provide an end-to-end solution and exceptional customer support. As a small company, we needed a solution that would work well without our limited IT resources supporting it.”

To deploy WebEx as effectively as possible, Ad Giants created a marketing and sales process around the solution. Farmer says, “Our goal was to use WebEx to concentrate our sales efforts and shorten our sales cycles.” As part of the new process, Ad Giants sent out email inviting prospective customers to an online, lunchtime WebEx demonstration. Since they could conveniently work the demonstrations into their busy schedules, this “Lunch and a WebEx” program made it easy for customers to attend. “With WebEx as our sales tool, we closed our first customer in a record two months. Before that, our fastest close rate had been one year,” says Farmer.

WebEx Meeting Center makes it possible for Ad Giants to showcase its product by letting customers experience it first-hand. According to Farmer, “We use WebEx desktop and application sharing to give control of our system to our prospective customers. This lets them play with our solution online and see how easy it is to use.” Giving customers the reins to try the Ad Giants application on their own eliminates any initial concerns they might have regarding the software. Farmer also uses WebEx red-lining tools and sends supporting documentation to customers within the WebEx interface. “WebEx demos are interactive and interesting, so they hold the customer’s attention,” he says. Ad Giants also uses Meeting Center to train existing customers, communicate internally, and meet with virtual teams, partners, and vendors.

In preparation for launching its new corporate web site and marketing man-



agement system, Ad Giants turned to WebEx Consulting Services. “We wanted to launch our new site through a series of online events, and we wanted to learn how to optimize our use of Event Center,” says Farmer. WebEx experts from WebEx Consulting Services provided Ad Giants with an in-depth consultation reviewing the company’s objectives and target audiences. Farmer says, “WebEx consultants provided us with methodologies and best practices for creating an effective webinar program. From developing a project timeline to leading us through our first demo session, they guided us through every facet of the webinar process.” While WebEx Consulting Services provided Ad Giants with consultation on effective content development, presentation, marketing and follow-up techniques, WebEx Production Services helped execute every stage of the event lifecycle.

Beyond launching the new Ad Giants web site, WebEx Consulting Services created a comprehensive online lead generation program that includes monthly events. According to Farmer, “Not only will the seminar series enable us to generate qualified leads, but it will also help reinforce our company’s image as an industry leader.” Prospects register easily for events by visiting the Ad Giants web site, which links transparently to a corporate-branded WebEx portal. “We routinely capture prospect information through the Event Center automatic registration interface, making follow-up by our sales staff a simple matter,” states Farmer.

#### The Benefits

WebEx has transformed the Ad Giants sales process, enabling the company to shorten its sales cycles dramatically and rapidly achieve its goals. “In the past,

*“In travel alone we save \$15,000 a month, plus another \$25,000 in productivity savings [with WebEx].”*

*—David Farmer, Founder and CEO*

sales forecasting was difficult. Now we know we can schedule X number of WebEx meetings, so we can forecast more accurately,” remarks Farmer. WebEx makes it possible for the Ad Giants sales team to meet with more people within a smaller time frame, increasing sales call and close rates. “Now I tell my sales people to ‘get a WebEx’ with the prospect. When customers see our product through WebEx, they always ask us for a proposal. In one instance, it took just one phone call and one WebEx meeting to close the sale,” says Farmer.

WebEx has made Ad Giants’ meetings much more effective and the sales process much more efficient. Farmer says, “WebEx gives our customers the ability to see how they can benefit from our product by actually trying it firsthand, eliminating fear and uncertainty.” WebEx meetings also keep customers engaged and focused. “With traditional in-person meetings, it’s often hard to keep the audience attentive and focused on your message. In one instance, I had to conduct the same in-person meeting three different times because the prospect just wasn’t paying attention,” recalls Farmer. This increased efficiency in sales translated into big cost savings for the company. “In travel alone we save \$15,000 a month, plus another \$25,000 in productivity savings,” he states.

Using WebEx has helped Ad Giants gain a competitive edge in the market. “None

of our competitors are even playing in the same ball game,” says Farmer, adding, “Using a technology like WebEx validates us as a cutting-edge company in the minds of our customers.” Not only has WebEx technology become a key part of the company’s sales and training activities, but Ad Giants has also embedded WebEx functionality within its ONE System, enabling users to collaborate more effectively with their marketing teams. “WebEx is an enabling technology that helps us maintain our leadership position,” says Farmer.

#### The Future

Farmer is looking forward to optimizing WebEx solutions fully and continuing to grow the WebEx partner relationship. Ad Giants recently acquired WebEx Training Center for customer training. “We plan to work with WebEx Consulting Services to help us develop a training program that leverages both on-demand and live sessions, maximizing our limited corporate resources.”

The company also decided to integrate WebEx further into its own product, and Farmer attributes this decision to a committed WebEx partner relationship. He says, “WebEx is completely dedicated to our success. The latest version of our Internet-based software will have three WebEx products embedded into our system, and we now promote WebEx actively to our entire client base.”

## HIGHLIGHTS

- Multiple in-person sales calls and long sales cycles made selling Ad Giants’ new technology prohibitively expensive.
- Adopting WebEx’s improved sales forecasting, shortened sales cycles by up to 10 months, and now saves Ad Giants \$15K a month in travel, and \$25K in productivity.
- WebEx Consulting Services helped Ad Giants optimize the implementation of Event Center to create effective lead generation and brand awareness programs.