Ten Tips for Online Marketing Events
Challenges, Advantages, and More

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Session Agenda

- Marketing Challenges
  - Identify your current challenges and reservations
  - Plan and prepare for success
  - Accomplish your objectives by establishing success criteria

- 5 Most Common Mistakes
  - Recognize what you can control
  - Understand how to avoid and correct common pitfalls

- 10 Tips for Effective Events
  - Before
  - During
  - After
Let’s Get to Know Each Other

• Who am I?
• Tell me about you – poll to the right
  – What is your primary objective when conducting events?
    • Traditional classroom
    • Conference calls
    • Live online classes
    • On-demand online training
    • Documents
    • Road shows
    • Video conference
    • 1:1 training or mentoring
  – What are your reservations regarding an online forum?
    • Cost of online tool
    • Ability to calculate ROI
    • Gaining interaction
    • Facilitating in an online environment
Marketing Challenges
Identify and Overcome
Marketing Challenges

- Too Many Objectives
  - Generate high quality leads
  - Increase response rates

- Not Enough Time
  - Get offers out quickly and before your competition
  - Lead time for promotions

- Limited Budget
  - Expected to do more with less
  - Un-established criteria to determine ROI

- Low Response Rates
  - Single consumer receives 3000 marketing impressions a year
  - Need to incorporate a call to action
Overcoming the Challenges… Our Solution

• Our mission:
  – Deliver qualified leads to Sales
  – Establish WebEx as a thought leader in different markets

• Web Seminars allowed us to:
  – Obtain registrations which includes qualification
    • Qualification leads to attendance
    • Content can be modified based on registration information
    • Qualifications give you a leg up on who to target first for follow-up
  – Share additional information
    • Inexpensive way to give useful information to target audience to compliment services
    • Provide information prior to the session to qualified leads to increase awareness of the content provided during the webinar
  – Reduce costs
    • Low cost per lead (CPL)
    • High ROI
5 Most Common Mistakes
Before, During, and After Your Session
Mistakes Do Happen…

- No established success criteria
  - Attendees, leads, closed deals
  - Cost per attendee
- Inexperience with tool
  - Losing credibility due to inadequate use of the tool
  - Not taking the time to acclimate your attendees
- Ineffective management of registration
  - Improper set up of registration options
  - Not using information to adapt your content
- Lack of overall preparation
  - Co-presenters unprepared
  - Telephony mishaps
- Unrealistic timeframes
  - Not allowing ample lead time for promotion
  - Attempting to recreate the wheel
It all boils down to…

PREPARATION
10 Tips for Success
Before, During, and After your Web Seminar
Before the Session...

1. Establish Success Criteria
   - Number of attendees vs. invitees?
   - Number of leads?
   - Number of closed deals?
   - Number of individuals trained?

2. Get Experienced with the Tool
   - Attend training and understand
   - Set up proper equipment
   - Familiarize yourself with both host/presenter/attendee views

3. Utilize Registration Management Tools
   - Accept all registrants automatically
   - Enable confirmation and reminder emails
   - Add detailed event description
   - Customize emails and create event template

4. Prepare, Prepare, Prepare
   - Plan for interactivity
   - Understand how to manage telephony
   - Determine host, presenter, and panelists
During the Session...

5. Look for Opportunities to Engage Your Audience
   - Use Q&A, polls, white-boarding, etc. where appropriate
   - Go no more than 4 slides without an interaction
   - Get personal – pose questions to individuals when you can (prepare questions ahead of time based on information received ahead of session)

6. Set the Stage
   - Familiarize attendees with the environment
   - Take time to introduce self to establish credibility
   - Incorporate an icebreaker or poll to get to know attendees

7. Keep it Simple
   - Avoid “dense” material within a slide (complex charts, etc)
   - Short & sweet: cover each slide in less than 4 minutes
   - Use videos and animation sparingly
   - Partner with a colleague
After the Session…

8. Follow-up
   - Don’t assume your audience “got it” – ask them!
   - Offer opportunities for Q&A, coaching after the session
   - Schedule follow-up session to see if learning was applied

9. Record for Review and Reuse
   - Record the session to post for those unable to attend
   - Save whiteboards, text chat or Q&A, annotated documents

10. Market & Measure Your Success
    - Measure the results based on the established criteria
    - Capture quotes & success stories, then publish them
    - Recruit new SMEs* & instructors from your classes
Above All – Create a Detailed Plan

Regardless of size and scope, all events require a detailed plan.

Your plan should include:

— event topic and objectives,
— target audience,
— presenters and panelists,
— date and time most appropriate for your audience,
— estimated duration,
— email invitations, reminders, and follow-up communications,
— enrollment process,
— and so much more.

To make the planning process quick and easy, you should use an event planning worksheet.
Resources
Where do you go from here?
Get the Ball Rolling!

Tell Us What You Think
- Fill out the course evaluation
- We appreciate your feedback!

Practice, Practice, Practice
- Experience builds confidence!
- Review the reference materials and conduct a session for your peers

Resources
- Information available at http://webex.com
- Training available at http://university.webex.com
Thank You

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