

WEBINAR SPECIAL OFFER



A quick set-up for fully organizing an effective webinar to generate b2b leads.

ONLINE PROMOTION

- Create website landing page, registration form (content, design, implementation)
- Promote event through social media channels (LinkedIn, Facebook), in communities and groups



DIRECT CONTACTING

- Take over a company representative's account
- Define prospects profile
- Research people from the target audience
- Send invitations to connections and send messages with proposals to the target audience
- Monitor discussions
- Promote the event in LinkedIn Groups
- Post-event follow-up

NEWSLETTER

- Existing database of contacts
- Campaign design, set up, testing and optimization
- Content creation
- Campaign testing
- Campaign management & reporting
- Monitoring results



PAID ADS: LINKEDIN & FACEBOOK

- Manage LinkedIn/Facebook ads campaign – create copy, banner design ad, set target audience, adjust
- Promote the #event by banner ads and inmails invitations
- LinkedIn/Facebook budget included

YOUR BENEFITS

- Quick ramp-up of a virtual event to replace postponed offline conferences
- Effective way to communicate to existing customers and new prospects
- Generate high-quality leads
- Position your company as an expert in the field

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