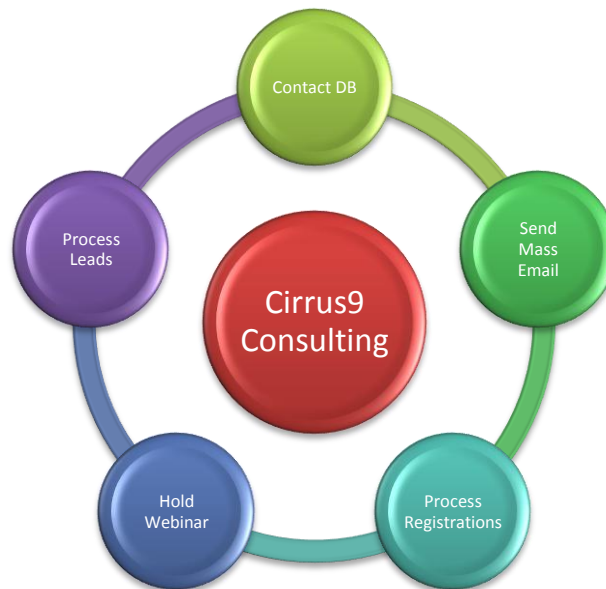


Webinar Lead Generation Service

email and webinar campaign management

A recent campaign for a global hi-tech software business generated upwards of 100 webinar registrations – hence leads – per month from a contact database of around 4,000 people

Around 200 to 600 “out-of-office” replies were received and processed each month, generating up to 100 new contact additions each month



Service Deliverables

- Project management and status reporting
- Build messaging around your offer
- Construct and send mass emails to your contact database
- Implement landing site
- Create web-to-lead process
- Manage webinar registration process
- Lead webinar team and preparation / rehearsal process
- Chair webinar
- Follow-up all registrations
- Pass qualified leads to sales team
- Process all “out-of-office” email responses, adding new contacts and updating existing details
- Process email bounces to “clean” the contact database



For further information please contact

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