

**DPS**

**Dakota Performance Solutions**

# Webinar Solutions for Lead Generation

## Get More For Less

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Presented by:



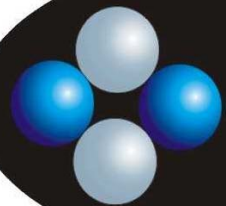
**Matthew A. Marnach**  
*President & CEO*



**Matt Haynes**  
*Director, Webinar Services and Event Management*

# Introduction – DPS Webinar Series

- ❖ Thank you for joining the *DPS Technology Webinar Series*
- ❖ The first in a series of webinars designed to provide insights, best practices and recent innovations in Sales and Marketing Technology
- ❖ Focus is on practical, useable, tips and techniques
- ❖ 40-45 minutes of content, 10 minutes for questions
- ❖ Today's webinar will be recorded and will be available for replay
  - File will be available ~48 hours after webinar under the “downloads” section on the DPS web site at :  
<http://www.dakotaperformance.com/Downloads>
  - Feel free to share webinar replay with your colleague



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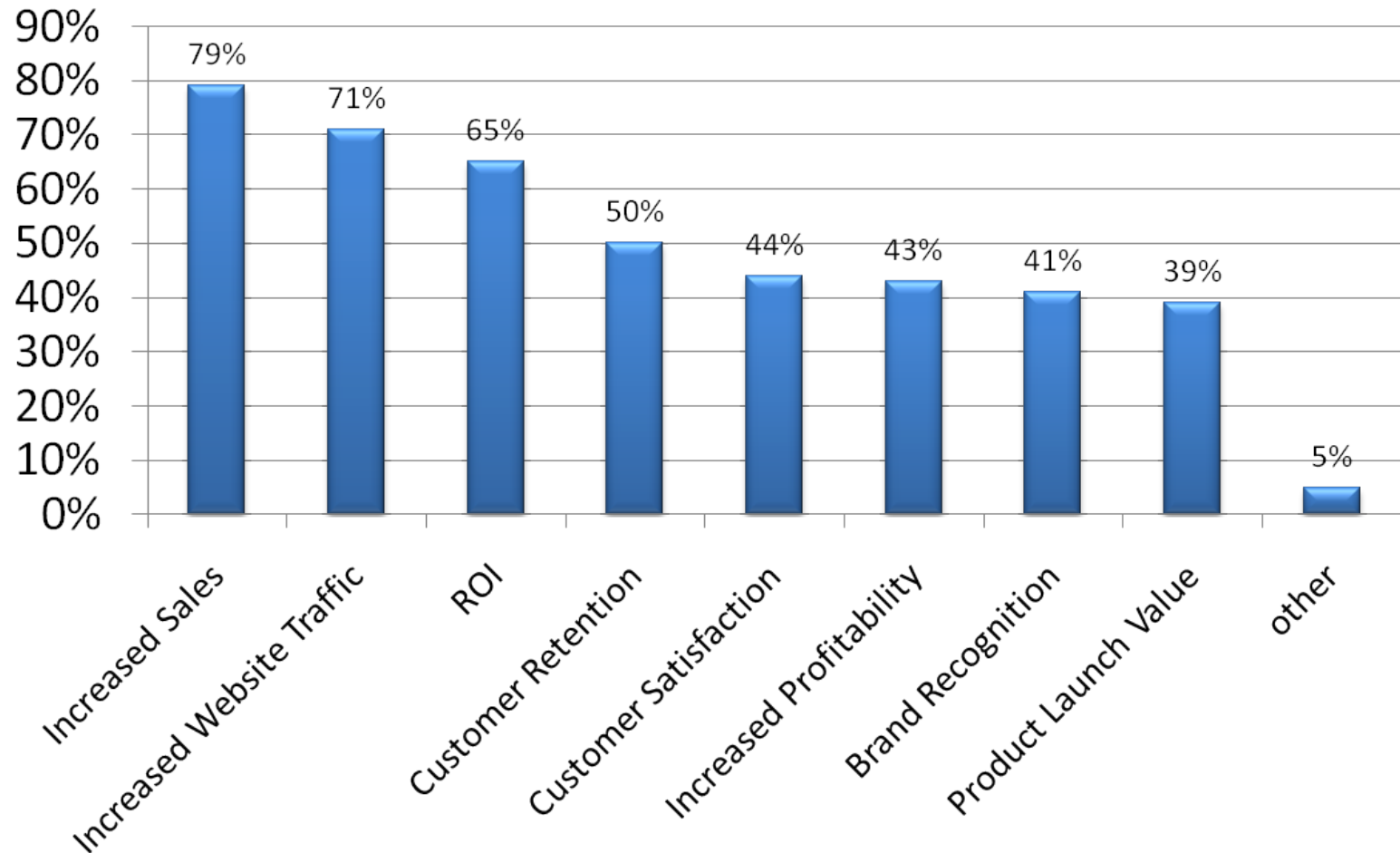


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Webinar Marketing

# Lead Generation Marketing Effectiveness

## Metrics for Webinar Marketing Effectiveness



# Why Webinar Technology?

- ❖ About 80% of total registrations to a webinar attend the live or archived event over a six month period
- ❖ The average professional attends four webinars a quarter.
- ❖ Webinars and podcasts are the most popular social media resources for business information. 70% of professionals surveyed reported using them

\*2009 Business Social Media Benchmarking Study

# Why are webinars so appealing?

The Audience

Presentation

Non-sales

Group

Interactive



# Why are webinars so appealing?

To Sales and Marketing Executives

- ❖ Generate New Lead Volume
- ❖ Generate Quality Leads
- ❖ Nurture Stalled Leads
- ❖ Improve Sales Conversion Rate
- ❖ Condition Leads to Improve Average
- ❖ Value Per Closed Customer
- ❖ Decrease Sales Cycle





# Dakota Performance Solutions



## Webinar Cost Analysis



# Webinars vs. In-Person Seminars

	Local Seminar	Webinar
E-Mail List Size	3000	12,000
Attendees	30	120
Event Marketing	\$7,280	\$7,280
Food & Venue Costs	\$3,000	0
Technology	\$0	\$1,500
Staff & Travel Costs	\$1270	\$0
Total Cost	11,550	\$8,780
Total Leads	15	60
Total Cost Per Lead	\$770	\$146



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**Webinar Best Practices**

# Determine Your Goals

- ❖ You should have a clear and explicit statement of intent for your webinar
  - Why are you hosting it in the first place? What does your company gain from hosting the event?
  - A well written statement of intent has an implied measure of success
  - By defining the benefits, you can then test the achievement of your goal when the event is over.

Incomplete goal	Benefits defined
We want to educate customers on the new product version.	We want to reduce the number of support calls we receive that could be avoided by having customers more familiar with the new product version.
We want to get sales leads.	We want to introduce potential customers to our services, enthuse them about our company, and make them receptive to a sales call.

# Understand the Value

- ❖ Everyone in the organization must understand the importance of what you are about to do.
  - Marketing
  - Sales
  - Operations
  - Technology

*“A Webinar can be a very influential experience, for better or worse!”*



# Choose Technology/Vendor

A Google search of “webinar services” gets about 8 Million hits

- ❖ Let your event determine your technology, not the other way around
  - Do you need telemarketing, email blast, reminder emails, templates, moderator, programmer? Do you want the event recorded/edited?
- ❖ You will want a solution that works with a variety of operating systems, is reliable, can scale, and has features you need such as polling, chat, Q&A, and recording.

# Innovative Webinar Technology

- ❖ Full Service Registration with Branding
- ❖ Automated E-Mail Reminders
- ❖ Live Desktop Sharing
- ❖ Online Event Recording
- ❖ Real Time Attentiveness Rating
- ❖ Customer Engagement Tools
  - Polling
  - Q&A
  - Surveys

## Top 3 Providers

GoToWebinar®

Cisco  
webex

Microsoft Office  
Live Meeting



# Attract Attendance

- ❖ Unify and employ all existing resources
  - Trade groups, associations, affiliates, vendors, customers, social networking
  - Email blasts
  - Telemarketing
  - Simplify Registrations
  - Confirm Registrations

*“A great webinar is wasted if there is no one there to see it.”*

# Prepare

*“Careful preparation will produce a successful event”*

- ❖ Plan Event Timing
- ❖ Rehearse/Train
- ❖ Maximize Audio Quality
- ❖ Have a back-up plan
  - 1) Back up computer (On-site/Remote)
  - 2) Back-up Telephone
  - 3) Slide print out
  - 4) Separate Networks



“No doubt you’re asking yourself, what are hatches? And how the heck does one go about battering them down?”





# Post Event

- ❖ Follow up with speed
- ❖ Respond to Priority Attendees
- ❖ Distribute Materials
- ❖ Post the Recording
- ❖ Contact No-Shows

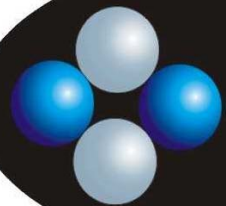




# Analyze Effectiveness

- ❖ Return to initial statement of Intent
- ❖ Review all Webinar Goals
  - Short Term
  - Long Term

*“You must measure effectiveness to refine the process for future events”*



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About Dakota Performance Solutions

# About Dakota Performance Solutions

- ❖ DPS Drives Sales, Marketing and Customer Service Performance for individuals and organizations Involved in the Complex Services of Technology, Finance, Capital Equipment and High-Level Professional Services.
- ❖ Founded 2000
- ❖ Headquarters in Sioux Falls, SD 150+ Employees
- ❖ Currently work with over 100 Nationwide Call Centers.
- ❖ Certifications
  - ❖ CIAC (Call Center Industry Advisory Council) Certified Management Consultants
  - ❖ FDIC Certified
  - ❖ FEMA – NIMS Certified
  - ❖ PCI Compliant

# DPS Outsourcing Core Competencies

## Outbound

- Sales
- Prospect Qualification/Development
- Appointment Scheduling
- Customer Retention
- New Product/Special Notification
- List Verification
- Data Mining

## Webinar Solutions

- Dedicated Webinar Host
- Enhanced Webinar Technology and Tracking
- Up to 1000 Attendees
- Webinar Recording for Future Marketing Opportunities
- Multi-Channel Marketing

## Case Management

- Manage Critical Interaction data
- CTI Screen Pops
- Secure Information sharing
- CRM/SFA Packages
- Help Desk Packages
- Centralized Customer Data Interactions
- Custom UIs
- Real-time Notifications
- 100% Call recording

## Market Research

- Data Segmentation
- Market Segmentation
- Industry vertical segregation

## Inbound

- Help Desk Support
- Technical Support
  - Tier 1 & 2
- Customer Service
- Emergency Facility & Personnel Management
- Reservation Support
- Financial Processing
- 800 line/Catalog Support

## Call Automation

- Product Identity Enhancement Messaging
- Automated Market Messages
- Highest Proven Mass Marketing Contact Rates
- Lowest Cost Per Contact
- Quantified Results Reporting

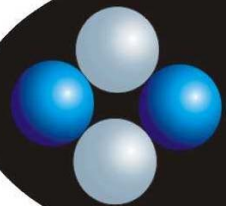
# DPS Solution Approach



- Conduct structured evaluation of current marketing operations
- How to build the correct Revenue Building strategy for *your* business
- Define the right requirements for your internal/external users
- Design the right Operational and technical architecture, configuration and integration to your current systems

- Develop, implement, or customize the right solution
- Establish the best work processes for managing strategy
- Optimize the organizational design of the group(s) responsible for all applications
- Test, Load, Launch, and QA the completed solution
- Develop Call Center Support Services

- Collect data and metrics, and use them to enhance the solution performance and overall customer experience
- Develop new requirements for future optimization releases, based on updated corporate strategy, user feedback and accumulated real-life data
- Continue overall Marketing solution improvements



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About our Webinar Solutions

# Webinar Technology

- ❖ Hosted Registration Page
- ❖ Secured Links to the Online Webinar
- ❖ Provide Multiple Audio Options
  - VoIP – Speakers on your PC
  - Direct Dial Telephone
- ❖ Customer Polling
- ❖ Post Webinar Surveys
- ❖ Registration and Attendee Reports
  - Registration Report with Demographic Data
  - Attendee Profile with Interest Rating
- ❖ Desktop Recording for Webinar Playback.

Technology Provided by:





# Dedicated Webinar Organizer and Host

## ❖ Event Organization and Programming

- Set-up and Program Webinar
- Develop Invite off Landing Page Design
- Host Registration Page
- Manage Multi-Channel Event Marketing
- Manage Event Reminders and Confirmed Registrations
- Train Speakers and Facilitators on Webinar Technology

## ❖ Event Management

- Manage Start of Webinar
- Presenter Introductions and Attendee Instructions
- Manage Webinar Polling
- Facilitate Question and Answer Session
- End webinar with Post Survey Questions Instructions
- Recording of the Webinar
- Manage Technical Difficulties Including:

# Upcoming Webinars

- **Lead Generation Technology**

*More Sales, Controlled Costs, The Recipe for your Own Secret Sauce*

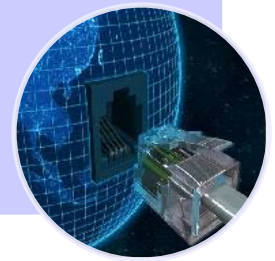
**September 16, 2010**

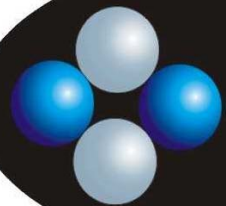


- **Voice Broadcast Technology**

*Voice Broadcasting - Why it Works*

**September 23, 2010**





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Question and Answer

# Contact Us



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