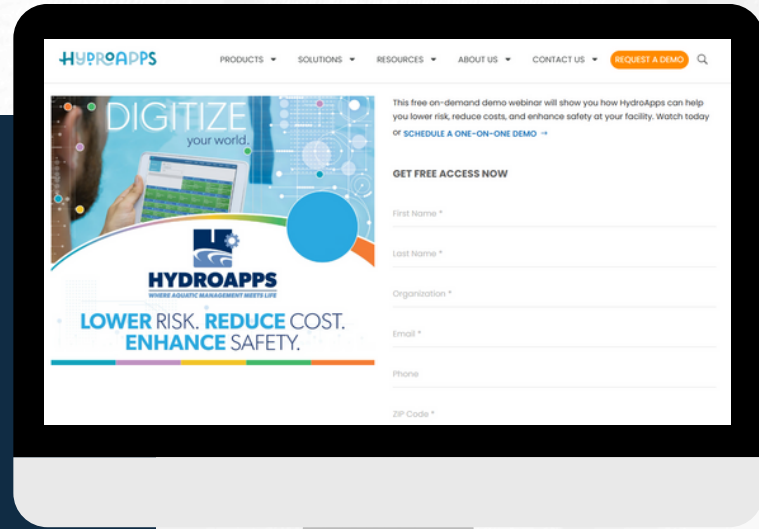


# MARKETING PORTFOLIO

Live and On-Demand Webinars

[mdb2bmarketing.com](http://mdb2bmarketing.com)



## OBJECTIVES

The HydroApps sales team was planning to begin hosting live demos via webinars but needed help operationalizing registrations and communications. They did not have the budget to purchase an expensive webinar platform so they decided they needed to integrate this within the existing CRM and MAP systems.

The team also desired to provide follow-up communications to webinar attendees and no-shows since attending a webinar was considered a high-value activity. They decided an on-demand demo of the platform could help no-shows demonstrate intent and be a form of lead generation using gated content.

## SOLUTION

Based on the requirements outlined by the HydroApps sales team, I created complex automation and outbound marketing campaigns calling prospects to action by signing up for a live webinar. The webinars were also advertised on social media, via email broadcast, and through channel partners. Each lead generation campaign was updated with the registration links.

Automation was triggered when a prospect submitted a form from either the website or one of the dedicated campaign landing pages. The sales team decided on a low-cost webinar platform called WebinarJam, which integrated with the marketing automation platform using HTTP requests.

Reminders and templates available in the webinar platform were limited with low customization, so the automation program was configured to send email reminders about the live webinar to prospects. Afterward, decision elements determined if the prospect had attended or was a no-show and sent dynamically customized emails based on their activity.

Attendees received a six-email cadence with CTAs to schedule a meeting or a custom demo with the sales director. Meanwhile, no-shows received a six-email cadence with CTAs to watch the on-demand version of the webinar. The automation and cadences were consistently iterated using A/B testing. Since live and on-demand versions of the webinar were being offered, the automation was expanded to include specific email cadences to prospects who registered and viewed the on-demand webinar.

The sales team hosted a webinar every two weeks with 30+ registrations per month the first year. However, as the sales team grew, they began to favor one-on-one demos in place of webinars, and the live webinars were eventually retired. Nevertheless, the webinars proved an excellent way for a limited sales team to reach multiple people at once.

## AT A GLANCE

### ROLE

- Marketing Operations

### SKILLS

- Campaign Management
- Email Marketing Automation
- A/B Testing & Dynamic Content
- Workflow Management
- CRM Integrations
- Data Analytics & Reporting

### DATES

Planning & Development

- Nov 2018 - Feb 2019

Execution

- Feb 2019 - July 2020



## MATT BALL

Marketing Professional

Highly adaptable, data-driven marketing professional with over 15 years of business experience and 7+ years in marketing operations and automation strategy, campaign management, and process optimization.