

# DRIVE QUALIFIED LEADS IN 5 EASY STEPS WITH OUR WEBINAR STRATEGY

This case study demonstrates how we used our five step process to run **BD Bio's** June 2024 webinar, which secured a total of **651 registrants**, **156 live attendees**, and **31 engaged audience questions**.

## SHARE YOUR WEBINAR GOALS

1.

We begin each webinar project with a detailed kick-off call to gather key information, including objectives, topic, speaker, date, and target audience.

In our discussion with *BD Bio*, their goal was to host an education-based program that would establish them as thought leaders and solution providers. They anticipated generating 200+ leads, and with our tailored promotional strategy, they were pleased to exceed expectations, securing over 600 leads.

2.

## CRAFT YOUR WEBINAR PROMOTION

Our expert team designs a custom landing page that serves as the hub for promoting your webinar through email, newsletters, social media, and DDN's website. In addition, we supply a comprehensive package of promotional materials for you to distribute to your audience.

*BD Bio* received a complete set of promotional assets, including banners, HTML, and our Tips & Tricks guide, enabling them to share across their own channels effectively. *BD Bio* also promoted the webinar to their own list, maximizing reach and engagement.

## PREPARE FOR A SEAMLESS EVENT

3.

To ensure a smooth webinar experience, we conduct a practice session with your speaker 1 week before the event, providing a thorough technical runthrough of the platform. We also offer the option to pre-record the webinar if preferred.

For *BD Bio*, our team worked closely with the speaker to ensure they were fully prepared, resulting in a successful live event.

4.

## EXECUTE YOUR WEBINAR WITH EASE

On the day of the webinar, we manage the platform and moderate the event.

*BD Bio's* attendees were highly engaged, asking a total of 31 questions from the time of registration to the live Q&A session.

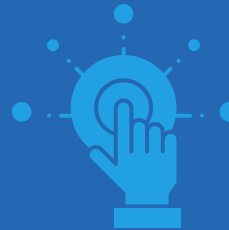
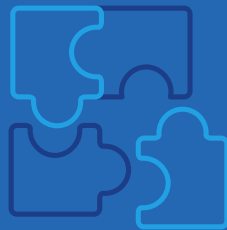
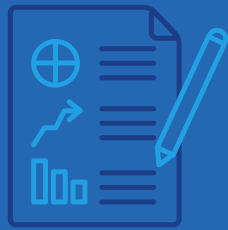
## CAPTURE & NURTURE QUALIFIED LEADS

5.

We track and analyze registrant data to provide detailed insights into their engagement with your webinar. These insights help you identify and convert qualified leads for your sales team.

To maximize the value of your webinar content, we continue to promote it on demand through newsletters, our website, and social media for up to a year.

For *BD Bio*, this approach yielded 651 qualified leads within two days of their webinar and will include quarterly updates on new registrants for one year.



At *Drug Discovery News*, we leverage detailed behavioral data to tailor our promotions, ensuring they reach the right audience segments. By targeting individuals who have recently engaged with similar content or products, we help your campaigns connect with those who are most likely to engage and convert.

Our approach not only increases the effectiveness of your efforts but also enhances your return on investment by focusing on individuals already inclined towards your field of research.

Explore how our innovative approach can drive your marketing success.

Contact our dedicated team at [advertise@drugdiscoverynews.com](mailto:advertise@drugdiscoverynews.com) to learn more about our solutions!

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We are extremely pleased with how the webinar went and the metrics that came from it.

Manager, Downstream Marketing, BD Life Sciences