



COMMSBUSINESS

Webinar Success



Comms Business provide market leading end-to-end Webinar delivery, including: **audience marketing & engagement**, **webinar delivery support**, **hosting** (live and/or pre-recorded), **full lead generation reporting** and **audience follow up** - allowing you to share your industry expertise with new and existing clients.

How do *Comms Business* Webinars work?

- Your chosen subject of relevance and importance - to engage your ideal target audience
- **Comms Business** marketing expertise and resources create a pre-registered audience
- Live reporting of how audience is building in run up to the event
- The **Comms Business** webinar team is available to work with you preparing a 30-40 mins long presentation
- Webinar presentation can be a combination of pre-recorded and/or live content
- Your branding is clearly visible and prominent throughout - on all marketing, on the registration page, on presentation
- Biog of speaker (photo, 100 words & email link)
- Indexed content promoted on the **Comms Business** website



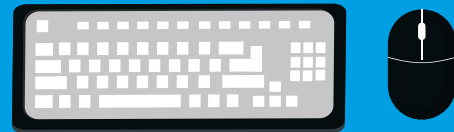
How do *Comms Business* Webinars work?

- Recording of webinar posted on the **Comms Business** website for 12 months from live date
- Recording of webinar provided to you for your own ongoing promotional use
- Follow up marketing to pre-registered audience
- “On demand” registration and download after the event for continued lead generation
- Ongoing live chat capability for delegates to ask questions during and after the event
- **Comms Business** editor hosts/ introduces the webinar for brand endorsement and presents Q&A
- Live social media feed to link to webinar



Key sponsor benefits

- Build your brand with design engineers
- Generate leads
- Align your message and brand with a key topic
- Thought leadership opportunity
- Nurture new relationships in a 'non-salesy' environment
- Cost effective way to reach a large audience with no travel/accommodation costs
- Your webinar remains on the **Comms Business** website providing continual exposure



How will it be promoted?

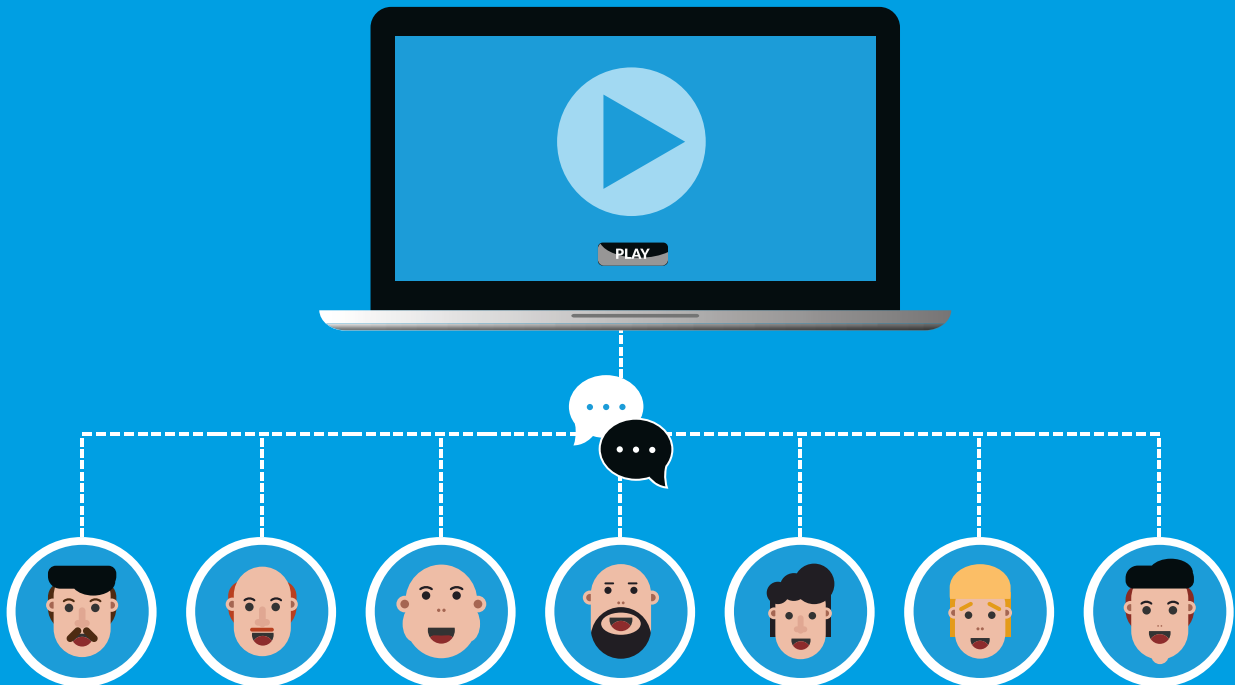
- HTML to the full **Comms Business** e-zine circulation
- Listing on the event page
- Mention in news section of **Comms Business**
- News posting on **Comms Business** website
- Banner/button on homepage for 1 month prior to webinar
- Social media postings
- Optional targeted mailings with telemarketing follow up (additional costs)
- HTML pre-designed for distribution to your own customer base
- E-zine promotion



Reaching the Channel for you...

- **19,499** average monthly readers of **Comms Business** magazine
- **17,000+** readers of the **Comms Business** weekly e-newsletter
- **13,000** unique monthly users of **Comms Business** Website
- **9,100** Twitter followers of @CommsBusiness

**Our ICT Channel audience consists of MSPs,
Telecoms Resellers, IT Resellers, VARs,
Systems Integrators and Service Providers.**



COMMS BUSINESS



The end result...

Comms Business finalises and optimises your webinar:

reports and statistics supplied for analysis, **webinar recording** saved online and supplied with registration page for you to use, **thank you emails** sent to all viewers, **second chance viewing** reminders sent to sign ups.

CONTACT **COMMS**BUSINESS NOW!



STEP ONE

Contact **Mat Swift** on **01322 466019** / mat@commsbusiness.co.uk
or **Moh Lalani** on **01322 466016** / moh@commsbusiness.co.uk
to discuss options & requirements and book your webinar

STEP TWO

The **Comms Business** editorial team will work closely with you to discuss the topic, content and agree objectives. Our webinar team will build your audience – providing everything required for a professional and engaging presentation

STEP THREE

Deliver the webinar and benefit from the results immediately
and for the following 12 months