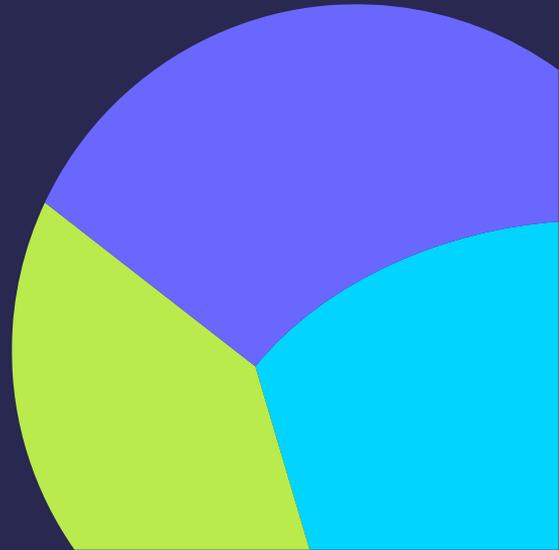




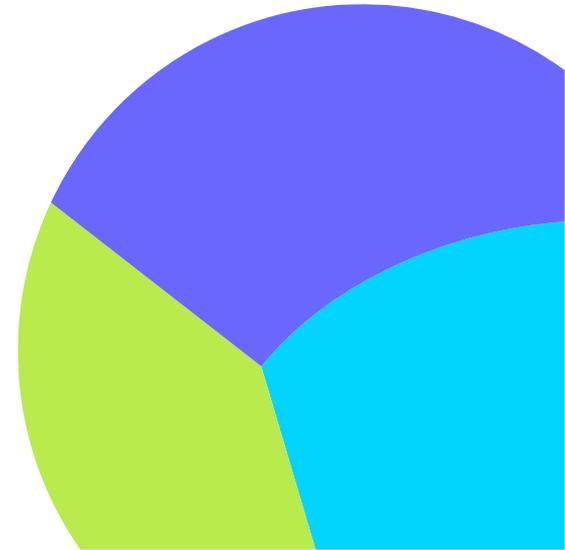
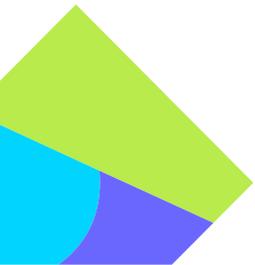
Webinars and in-person events

Lesson 3



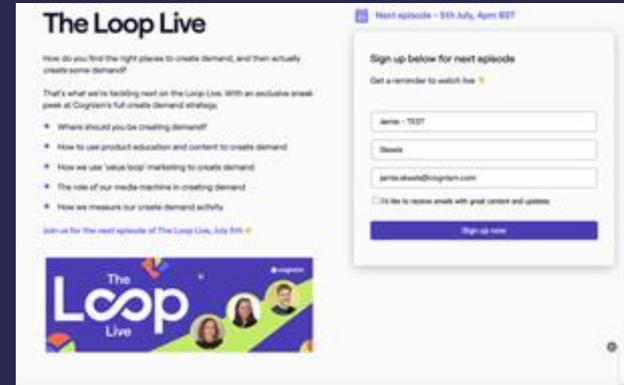
In this lesson?

- What is the goal of a webinar in a demand gen approach?
- What is our webinar strategy?
- Webinar tactics that have worked for us
- The role of in-person events in a demand gen approach?
- How do we make the most of in-person events?



What is the goal of a webinar in a DG approach?

- It requires a mindset shift - webinars are no longer a lead collection exercise.
- You should not use webinars as a way to collect low intent 'leads' which you can then hand over to sales.
- Instead, you should look at your webinar as a way to create regular value led content for your core persona.
- Creating experiences that build positive associations between your brand and potential buyers.
- But the live event is just the start, the real value comes post-event.



What is our webinar strategy?

The real value of your webinar lies in how you re-purpose the content post-event and distribute that content.

Instead of worrying about reaching a few hundred people on a live webinar, worry about reaching thousands of potential buyers across multiple channels.

Take your webinar and re-purpose across:

- Podcast
- YouTube
- Paid social snippets
- Organic social
- Blog
- Newsletter



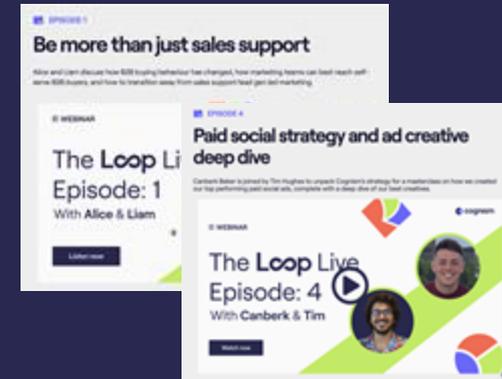
Webinar tactics that have worked for us

1. Creating a webinar built on an interesting concept. Outside of webinar norms. Bi-weekly we run live cold calling sessions with volunteers. These are harder to run but can be powerful.

Could you replicate with teardowns? Or live run throughs of specific tasks relevant to your audience?



2. A mixed cadence of 'keynote' style thought leadership events and tactical deep dive events. This helps us create a webinar schedule relevant to our whole audience. Our 'keynotes' tend to be more relevant for 'top down' C-level strategic thinkers. Our deep dives are more relevant for our 'Middle Out' and 'Bottom Up' audiences who are often in the weeds implementing changes from above.



What are we looking to achieve? What are we measuring?

- Growth in the number of attendees in our ICP- not just attendance growth
- Steady or increasing engagement/watch time
- Steady or increasing number of questions/comments from attendees
- Positive feedback/suggestions for future content
- Engagement with the recording after the event (posted on YouTube)

The role of in-person events in a DG approach

Similar to webinars, we don't view in person events as a way to collect the contact information of attendees to funnel them into a sales motion

But there are two types of events to consider:

- Small intimate events/meetups
- Large trade shows and conferences

We believe **both** can be a chance to create a memorable experience between your brand and buyers. And to create content that helps maximises your investment and creates demand post event.

Making the most out of small, intimate in-person events

Smaller, more intimate events, can be an excellent opportunity to build your brand among key accounts and create memorable content.

The aim here should be:

Create better relationships with specific decision makers who can influence buying decisions

Generate positive word-of-mouth by delivering a great event

Squeeze as much video and audio content from the event as possible to maximise its reach post-event

Use the opportunity to spend time with your buyers and learn more about them and the challenges they face



Making the most out of small, intimate in-person events

In May 2023, we ran a 'Cadence Teardown' event and employed a few key tactics to achieve the goals we mapped out in the previous slide:

Registration & attendance strategy

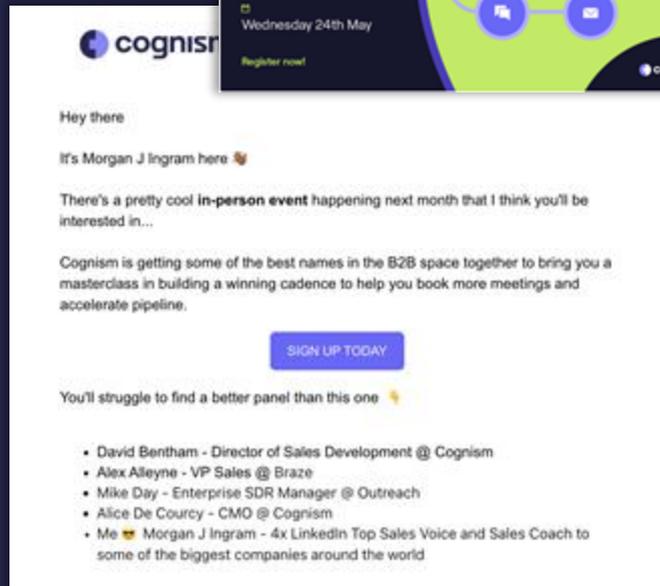
- Build a list of key contacts and invite them through a Reachdesk direct mail campaign
- Utilise our SMEs – Morgan Ingram & sales confidence network
- Individual 'meet your panel' headshot videos: Introducing the event and generate interest - directing to an event landing page

Event strategy

- Invited SMEs who are popular with our buyers to speak at the event
- Made the content interactive and actionable - the SMEs would breakdown attendees' sales cadences live and get 1-1 advice in a group setting

Post event strategy - utilise event content

- Film 'ultimate cadence' interviews/videos with each panel member
- Event vlog - montage style video of the full event
- Post event blog
- Confessions of an SDR - live episode with SDRs attending the event



Making the most out of trade shows/conferences

- You are not measuring success by or aiming for 'badge scans' and 'leads'.
- Again, if you have a booth. Use the experience as a chance to create memorable experiences between your brand and buyers.
- Aim to generate positive word of mouth by either delivering exceptional speaking slots or engaging experiences at your booth
- Make a concrete content plan to squeeze as much audio and video content from the event as possible



Making the most out of trade shows/conferences

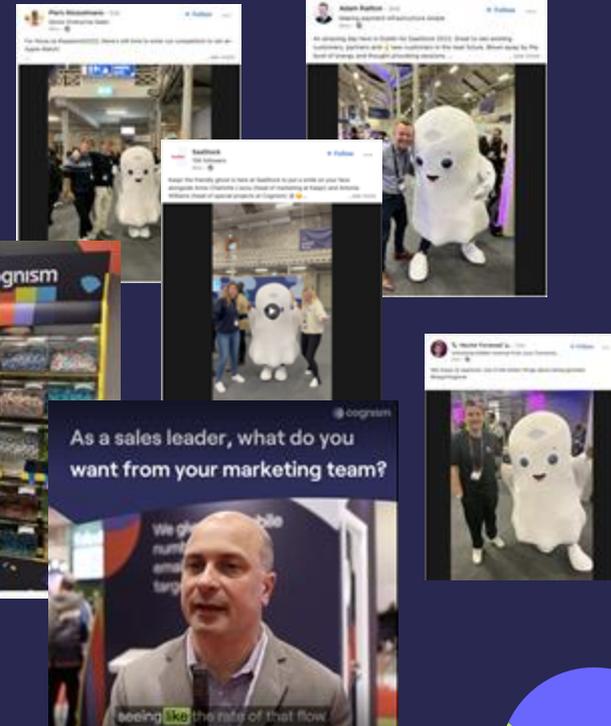
Top tip: Embrace novel, light hearted, experiences as a way to engage your buyers.

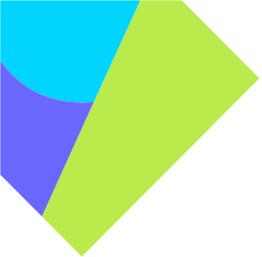
- Our sister company, Kaspr, invested in a lifesize version of their 'Kaspr the ghost' mascot at SaaSstock 2022. This led to dozens of attendees lining up for photos and invaluable word-of-mouth across social media.
- At the B2B expo 2023, Cognism included a branded sweet/candy stand as part of the booth. Attendees loved it and it was one of the most common conversation starters with buyers walking the floor

In terms of content production to maximise post event we would recommend:

- Working with an SME to conduct interviews with attendees and other speakers at the event
- Record all of your company speaking slots and sessions
- Organise pre-planned roundtables with specific speakers/SMEs

All of this will give you a bank of usable content which will maximise your ROI post event.





Your next lesson: Podcasts

