



Interactive Insight Report Series

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# Continuous Lead Generation

- Sales Success With Low-cost Interactive Webinars

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## **New Technologies Enable Continuous Sales Lead Generation**

Numerous surveys of sales professionals indicate that a continuous flow of qualified sales leads is their most significant critical success factor.

Unfortunately sales people seldom get what they need. Marketing support often consists of programs that produce leads in high volumes, but with low quality. Other companies produce strong leads, but only in sporadic, low volumes. Occasionally companies use high-visibility, short-term programs that produce enough qualified leads, but program costs are prohibitively high and companies cannot sustain them.

The lead-generation environment has finally begun to change, however. Savvy organizations are learning to leverage non-intrusive technologies that provide far more effective ways for vendors to engage with new prospects.

A new approach developed by PresenterNet enables sales organizations to sustain very high quality leads continuously, while keeping costs well under control. By inviting pre-qualified prospects to participate actively in high-value Webinars, sales and marketing organizations attract audience members to answer onscreen questions, perform onscreen operations customizing their information, and focus presenters on their individual requests. With this information stored for sales follow-up, it results in a flow of active, self-selected prospects that have indicated their needs, and specifically requested follow-up discussions. Sales people then benefit from a sharply higher lead volume with higher lead quality. Management benefits from lower costs, and the ability to sustain lead generation as a continuous, optimized process.

Continuous Lead Generation also means that even the smallest sales operation can present lead-generation Webinars. Organizations can offer Webinars of any size, and at any intervals, without concern for economies of scale. The overall result is a far-reaching change in the sales world that benefits both vendors and buyers.

## **Webinars that Work**

Case studies show that successful lead generation requires more than simply delivering a few Webinars. While strong material and effective presentations are mandatory, the program must generate enough leads at an attractive cost-per-lead to be truly successful. To do so, it must meet many other criteria.

Successful Webinars need high-potential audiences. To meet this objective, vendors require an invitation process—usually by email—that targets a broad population of potential buyers. To attract the right audiences successfully, Webinar invitations must promote real value with subject matter that is easily recognized and understood.

Beyond invitations, success requires a registration process that is comfortable to audience members who might ultimately become sales prospects. During the actual event the material must maintain audience interest and provide new insights to attendees. Immediately after program delivery, the Webinar must have a strong follow-up process.

## **Attracting More Prospects to Register**

The use of interactive onscreen technology significantly changes the environment for registering prospects into high-value Webinars. Many potentially interested people refuse to attend traditional large-event Webinar programs that require extensive registration forms, in order to avoid follow-on sales contacts. These potential prospects prefer to initiate their own vendor interactions, and therefore resist unsolicited vendor follow-up by telephone or email. They seldom register for the typical large event, but respond enthusiastically to non-intrusive registration for interactive events.

In Continuous Lead Generation programs, potential prospects register with virtually no pre-qualification information. They have no concern about attracting unwanted sales contacts, and are far more likely to register, since they retain control of vendor contact. If they decide to respond while attending the Webinar, the new onscreen interactive technology supports their requests and stores them for follow-up.

In this environment, otherwise reluctant attendees are far more likely to register, and each invitation mailing yields far more interested attendees.

# Interactive Slides Eliminate Need for Intrusive Registration

The image shows two registration forms side-by-side. The left form is titled 'ALL FIELDS REQUIRED' and is divided into three sections: 'TELL US ABOUT YOU', 'TELL US ABOUT YOUR COMPANY', and 'TELL US WHAT IS IMPORTANT TO YOU'. The 'TELL US ABOUT YOU' section includes fields for Email Address, First Name, Last Name, Title (dropdown), Phone, and Job field (dropdown). The 'TELL US ABOUT YOUR COMPANY' section includes fields for Company, Address, Address Line 2, City, State, Postal Code/ZIP, Country (dropdown), Company Size (dropdown), Company Sales Territory (dropdown), and Annual Revenue (dropdown). A note below this section reads: '\*Please ensure that you provide a correct mailing address for your fee gift\*'. The 'TELL US WHAT IS IMPORTANT TO YOU' section contains three questions: 'For your company's products, what is the average price per sale (or unit)?' with radio button options for price ranges; 'It would give me a competitive edge if I could: (check all that apply)' with checkbox options for gaining insights, uncovering leads, researching trends, and tracking changes; and 'What would you estimate your company spends annually on external sources of business information?' with radio button options for spending ranges. The right form is titled 'TELL US ABOUT YOU' and is much simpler, containing only three fields: Email Address, First Name, and Last Name.

The lengthy registration form for a typical Webinar (above left) requires registrants to enter full contact information and then enter additional pre-qualification responses. Since the traditional large Webinar services have no onscreen interactive response capabilities, pre-registration is the only opportunity to collect necessary information. In contrast, the simple pre-registration form (above right) contains the only information needed to attend a Webinar delivered with interactive onscreen responses. Attendees respond to onscreen questions throughout the program with their responses stored for follow-up processes. They enter extended contact information only if they request follow-up sales actions.

## Interactive Audience Responses

Leads based on audience responses and requests are far more valuable than leads based on telemarketing a list of attendees, following a Webinar program. When registrants actually participate in an interactive Webinar, the program's content may inspire questions on a specific part of the presentation, or requests for follow-up contact. Audience participants can enter questions interactively, with their question being immediately written to a database, viewable by the presenter.



## What is a 401(k) Plan?

A retirement plan to help you save by allowing you to invest a percentage of your salary that is automatically deducted from every paycheck before income tax is taken out.

**Any questions? Please enter here.**

Is there a minimum deduction size?

Done

The presenter can optionally read the question and answer it during the flow of the presentation, or hold answers until the end of the session. If the question or request requires after-session follow-up, the audience member receives a prompt to enter a name and contact information to enable follow-up. Names of people responding in this way can then be immediately followed up. In most cases, respondents have already pre-qualified themselves as prospects.

Interactive audience member responses can take many other forms. In some cases, the slide may actively offer follow-up material that the audience may request by clicking an onscreen checkbox.

The presentation may also ask a question, to be answered by any audience members onscreen. Responses to such questions might use audience input of adjustable numbers, as shown in the sample below.



## How Much Can My Investment Grow?

Please adjust sliders to insert numbers for your personal forecast.

Your current age

Initial investment

Planned Investment each month

Forecasted value at age 60 \*

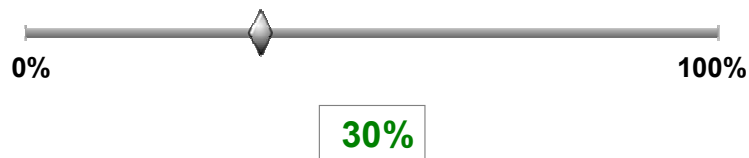
*\* Performance based on average for last five years. Not a guarantee of future performance.*

**Please contact me for further discussion.**

Interactive slides in this environment provide an additional bonus for vendor marketing organizations. Webinars may contain interspersed general interest questions at appropriate points. These questions may be asked and answered onscreen anonymously to drive ongoing statistical measurements of prospect and customer opinion. Responses are then aggregated into a single database for analysis and action for product or promotional planning.

**Question: What percentage of an investment portfolio should be in cash in today's market environment?**

Please adjust slider to create your answer in the box below.



## Big Events Compared to Continuous Lead Generation

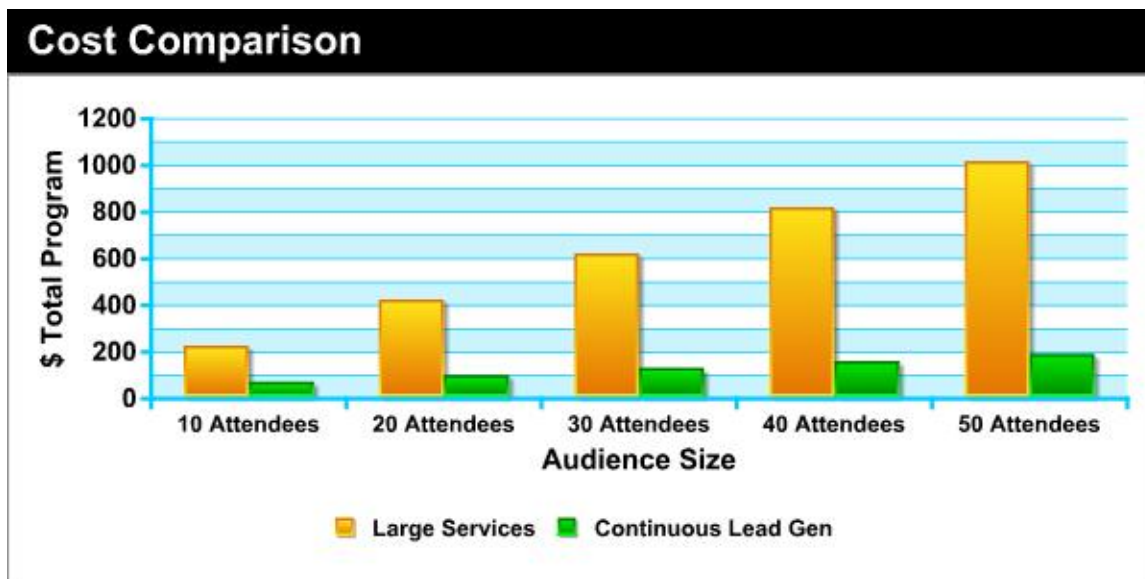
High costs from traditional Webinar delivery services dictate economies of scale that force Webinars to be delivered only as large-events. Traditional programs commonly require a minimum of 200-300 attendees to produce enough leads to justify costs. Until recently, these large event programs were the only cost-effective way to use Webinars as lead-generators. To make these programs work, vendors usually promote to very large audiences, and deliver programs with long intervals between them.

- The current format large-event Webinar format therefore presents numerous limitations:
- To most small and medium companies, the costs of large events are too high to be practical for lead generation.
- The only way to qualify apparent leads from a large Webinar event is to phone all registered audience members, many of whom resist sales calls.
- Large events with long intervals between them result in peak lead volumes followed by periods with no new lead production.

Case studies demonstrate that sales leads have a sharply limited shelf-life. Prospects who are interested in Webinars attended within the last few days may be converted to live prospects if contacted promptly. The same potential prospects, however, quickly lose interest and virtually forget why they were interested within two weeks. Many leads from large events therefore lose most of their value before they are contacted. Since sales reps normally pursue only a few leads at a time, many leads are never contacted, and are therefore wasted.

## Transforming Webinars into Continuous Lead Generators

Enabled by PresenterNet's interactive technology, Continuous Lead Generation also leverages sharply reduced costs, due to PresenterNet's low, flat-fee monthly pricing. PresenterNet offers flat pricing for unlimited use, regardless of the number of sessions or the number of audience members connected.



Costs shown above include charges for both Web Conferencing services, and the accompanying voice phone conferences. Large services integrate voice and Web conferencing together and charge incrementally for each additional attendee. Charges for Continuous Lead Generation remain flat each month, regardless of the number of Webinars or audience connections. Cost increases shown for additional attendees increase only due to charges from the conference call provider.

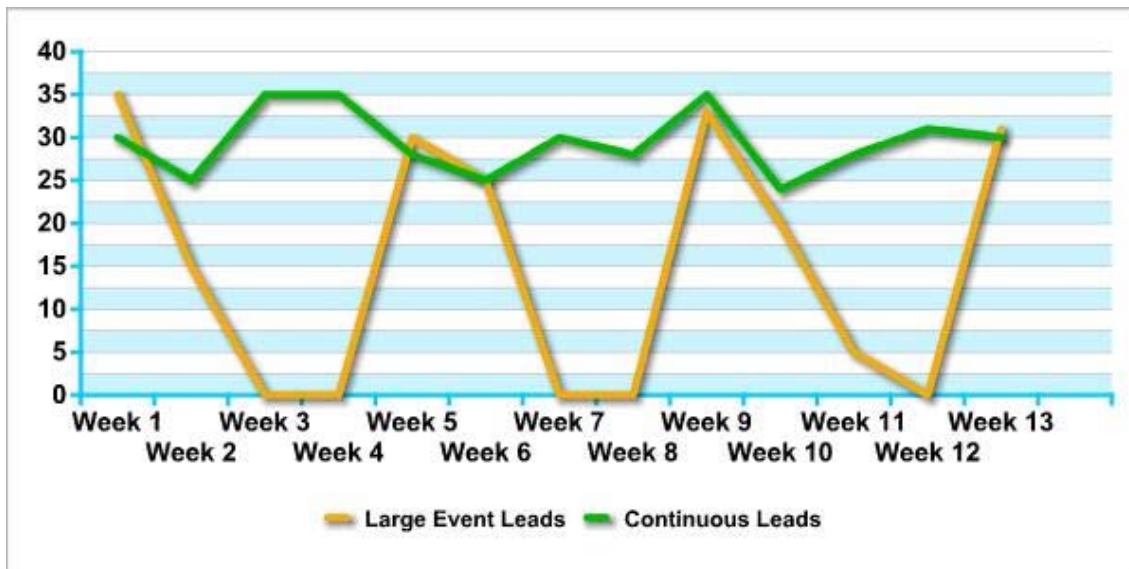
Low-cost, flat-fee, unlimited-use Webinar programs change the lead generation environment because:

- Low costs enable even the smallest companies to build their businesses through Continuous Lead Generation programs. Even a one-person sales

force can schedule a series of ongoing Webinars at intervals that provide a small, steady flow of sales leads for follow-up.

- Small interactive Webinars focused on 25-50 audience members keep people engaged, responding to onscreen questions and requesting follow-up actions.
- Sales and marketing people can present as many programs as needed, at any intervals, creating a Webinars-on-demand lead-generation system.

By adopting a flexible delivery model, vendors launch Webinars whenever they need more leads, and regulate the lead flow to optimize sales force follow-up. Since this model takes advantage of flat pricing that is far lower than charges from the large services, companies of any size can use it profitably.



The lead volume from large events creates monthly “feast-or-famine” scenarios. Continuous Lead Generation regulates lead volumes weekly to optimize flow to the sales force.

Operating in a “Webinars-on-demand” style, a company may offer Webinars as often as every week. If the company chooses to focus on individual regions or market segments, sale people can choose any frequency that meets their needs without concern for additional costs. The average audience size might be as small as 25-50 per Webinar session. Yet it can continually produce the optimum number of fresh leads needed by each sales person on a weekly basis, with no leads becoming stale.

## **Enabling Technologies**

Web Conferencing is an important enabling technology for Continuous Lead Generation, but must be integrated with new capabilities to reach its potential. Interactive onscreen presentations integrated with database capabilities are also necessary to create a successful ongoing lead generation process. PresenterNet has integrated these technologies into a single sales application, and combines efforts with partners to provide a complete operation to any level of sales organization.

## **Conclusion:**

Continuous Sales Lead Generation driven by interactive Webinars provides the most cost-effective method possible of converting passive audiences into active leads. It is cost-justifiable by companies of any size. Small format Webinars presented as often as necessary ensure a fresh flow of leads rather than large batches of leads with short shelf lives. Interactive technology drives audience members to become actual participants, and register interest in real-time. Audience members become active prospects while retaining control of the vendor-contact process. They are much more likely to become active prospects if they have requested contact, without having to commit private information as part of a sign-up process. For these reasons, Continuous Sales Lead Generation processes benefit both vendors and prospects.