



**Overview:** Position your company as a thought leader in the market while generating leads. Babcox webinars are a cost-effective way to fill your sales pipeline while building deep relationships with aftermarket decision makers. Many companies produce webinars, but only Babcox Media offers the expertise, audience and tools to ensure your webinar's success.

### Expertise:

- You receive objective feedback on your webinar topic from a Babcox Media editor to ensure it hits the mark.
- From audience development and registration through production and archiving, the Babcox team of digital professionals handles all the webinar logistics.

### Audience:

- Babcox identifies the hot-button keywords in your webinar topic and crafts marketing materials to reach the right audience.
- Your webinar is promoted to Babcox's database of aftermarket professionals. The complete marketing program includes:
  - \* Three dedicated email invitations (3 weeks, 2 weeks, and 1 week prior to your webinar)
  - \* Text promotion on the appropriate Babcox websites
  - \* Website display ads that showcase your webinar's topic
  - \* Mention in at least 3 eNewsletter ads
  - \* An ad in the appropriate Babcox magazine (both print and digital editions)
  - \* Promotion on Babcox social media accounts

### Tools:

- Customize the questions on the registration form, collecting data that will help your sales team follow up with attendees.
- During the webinar, take advantage of interactive polls and a customizable exit survey to learn more about each attendee.
- Social media interaction is included, so attendees can easily post highlights from your webinar on their own social accounts.

### The live webinar is only the beginning!

- After your webinar has concluded, you will receive the complete webinar registrant and attendee databases, along with detailed metrics on your webinar's performance.
- Your webinar is archived for 1 year, providing continued exposure for your message. Your company will continue to receive leads from people who view the archive.