

ThirdSectorinsight

webinars

"Haymarket run a very professional webcast offering. The content was well managed and matched to the target audience. The focus on ROI also ensured that the follow-up wasn't forgotten - we have 200+ new contacts to date."

Robyn Collyer, Sales Director, Aprimo, October 2010

Talk To Your Audience

Third Sector Insight's webinar offering is a complete package. We don't believe that lead generation is an open and shut exercise and we work with you to ensure the content, marketing, technical delivery and follow-up of your webinar are all just right to give you maximum audience engagement and maximum conversions.

[Click the video below to find out more](#)



What's Involved:

- ▶ We research the topic of your webinar with your target market to ensure maximum relevance
- ▶ We help get a client-side speaker on board where appropriate and provide a moderator from our editorial team
- ▶ We market the webinar to the right people to ensure that you get the right leads
- ▶ We manage the full technical delivery of the webinar
- ▶ We enrich the leads we send you through votes, questions and ratings so your sales team's approach is informed
- ▶ We give you tried-and-tested advice to help convert your leads

Promotion

We use a range of channels spanning Haymarket titles such as *Third Sector*, *Brand Republic*, *Marketing*, *Management Today* and *PR Week* to ensure that we reach and breach the minimum number of leads promised.

Below are just some of these:

- ▶ Emails to all relevant, opt-in professionals within Haymarket's database (c. 10,000 each)
- ▶ Targeted emails to people who have demonstrated an interest in similar topics (c. 500 each)
- ▶ Display adverts on relevant sites such as Third Sector (c. 96,000 unique users p/m) and on relevant bulletins
- ▶ Targeted use of social media sites such as Twitter and LinkedIn (over 10,000)

Example individual page:



Pricing & Guarantees

Prices vary according to the minimum number of leads requested and the format you choose:

- Dial-In live audio webinar (min. 100 leads): £7,500 + VAT
- Live audio or video from studio (min. 200 leads): £13,750 + VAT

*If activity is done with a survey or whitepaper as part of a package, we can offer a discounted rate

"Third Sector Insight is not just about lead generation... it's about ROI"