



Converting More Webinar Registrants into Attendees

Background

Marketo is leading provider of marketing analytics software. The company recognizes webinars as a key piece in the marketing tool kit to promote thought leadership and generate leads.

As part of a program to increase the attendance at their own webinars, Marketo determined that improving the conversion of registrants to attendees was a worthwhile objective and further determined to issue reminders via the phone.

The Challenge

While most of the marketing for webinars is built around driving registration, attendance is crucial because that engagement with prospects is what helps build relationships. Many organizations invest heavily in marketing to generate registrations, only to see up 60-80% of those registrants never attend.

The phone was selected because customers and prospects respond to different methods of contact and successful nurturing programs have already demonstrated the benefits of using different channels including those with a personal element.

Many companies limit their webinar reminders to email (in spite of poor attendance conversions) because they can't deliver the reminder calls within an effective time frame - generally found to be within one business day of an online event and two business days for a live event. For a successful registration marketer like Marketo with webinar registrations in the thousands, these calls are particularly difficult to execute within a small window.

Solution

An alternative to live calls was uncovered by the Marketo event marketing team in the form of a service called Guided Voicemail, offered by Boxpilot, a Division of Vondara. Vondara's guided voicemail service from Boxpilot is simple. Record a brief message that sounds natural and personable and provide a contact list with whatever phone information is available.

On schedule, the Vondara Call Center Agents will supervise the delivery of your voicemail message, calling every individual on your list. Attempts made both on and off business hours maximize the delivery of your message within the agreed to timetable.

In addition to being able to meet the timing requirements to effectively deliver the telephone reminders, the service was considerably less expensive than using traditional telemarketing or inside sales or marketing callers. It worked out to \$2.00/name



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Results

The results of the test were extremely encouraging and measured as follows:

| | Registrants | Attendees | Conversion % |
|-------------|-------------|-----------|--------------|
| Total | 5164 | 1548 | 30.0% |
| Called | 967 | 464 | 48.0% |
| Didn't Call | 4197 | 1084 | 25.8% |

Among the selected registrants who received a voicemail attendance reminder along with the email that was usually sent, conversion from registrants to attendees was almost double versus the group who did not receive a voicemail reminder.

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