



WebAttract

Webinar Production & Advisory Services - Master Webinar Producer Training and Certification

WEBINAR SERVICES FOR MARKETING PROFESSIONALS

Enabling you to attract, engage, and convert your audience



Since 2008, WebAttract has evolved into a professional production services, advisory services, and training organization of webinar experts that has produced over 350 demand creation webinars for global and emerging brands including Cox Automotive, Citrix, Contactual, Tabelau, Microsoft and many others. Still, the firm saw that they needed to modernize their approach on LinkedIn as they set out to find new clients that propel their services further – and takes their new Master Webinar Producer Training Course global.

Results Using Get LinkedIn Help

Doubled Online Views

40% More Conversions on Connection Invites

More Downloads of My Ebook and other Corporate Assets

“Although my linkedin profile was originally crafted with lots of content, it wasn’t getting me any real traction for finding new prospects to become my clients because it wasn’t clearly showing my value – and my firm’s value. It didn’t demonstrate my thought leadership and how my approach to webinars is different and “why” my approach works better.”

-Mike Agron
President, WebAttract

WEB ATTRACT’S LINKEDIN PROFILE CHALLENGES:

- Mike Agron, President of WebAttract, was finding it a great challenge to connect with key decision makers and have them wanting to learn more.
- It was filled with “me-too” copy that failed to show why Mike and his team were the experts
- The personal profiles of the WebAttract team didn’t provide the forum the firm needed to tell their own unique story and more importantly, what Mike and his team can do to help someone who is looking for their expertise.
- The firm was failing to communicate their “business” value and showing their prospects how they are relevant.

FROM ZERO TRACTION ON LINKEDIN TO A COMPLETE SALES AND MARKETING TOOL THAT’S DRIVING MORE DOWNLOADS AND SALES OPPORTUNITIES

1

We shared Mike’s story in his summary and discussed his sales successes at Apple, MapInfo and other brand names and how his sales strategies shaped how he approaches webinar marketing. We showed how his approach is different from how most B2B organization’s manage, market and host webinars (and how it’s different from other webinar service providers.)

webinars on their own – and he discussed the results he was able to achieve. From there we direct prospects to other parts of his profile for a complete case study. Inside the experience position, instead of using it as a resume, we turned it into a marketing tool where he discusses case studies like how he helped an emerging brand close a 7 figure deal using webinars, how the Friedman group closed a million dollar deal using webinars, and how Knovel attracted 686 people across 44 states and 47 countries.

THE RESULTS

In the words of Web Attract President Mike Agron: “Since my “makeover”, I’m able to truly articulate in my own voice what I’ve done for others and how I can help someone looking for a similar solution. What’s happened in a few short months since this makeover, is my online views in LinkedIn has more than doubled, and that has translated into a lot more requests for company data sheets, website visits and downloads of my ebooks and other corporate assets. Key decision makers are accepting my invitations to connect now – in fact, my conversion rate on my connection invites is around 50% (my prior conversion rate was less than 10%). Because I’m making connections faster, I’m able to build my LinkedIn community faster and most importantly build the relationships that I need to close more deals for my firm.”

2

We made the profile result-driven and case study based which shows Mike’s relevance and how he is in tune with his buyer’s needs. This is extremely important as a Salesforce.com recently completed a study that showed that 82% sellers are out of sync with buyers. In his summary Mike shares the challenges that his clients experienced while doing

We made the profile content based. Not only will you find case studies and supporting video testimonials but you’ll find thought leadership articles, on the LinkedIn publishing platform, video interviews throughout the profile, Slideshare presentations and links to ebooks and other assets. He’s showing how he’s able to turn his prospect’s vision into a path to value.

3



40%

Connection Conversion Increase By Pulling in Prospects with Story

Through Our LinkedIn® Profile Makeover Program, Get LinkedIn® Help Provided WebAttracts With:

1. Engagement Driving Visibility
2. Access to Higher Quality Leads Who Saw the Business Value of WebAttract’s White Glove Services and Training programs
3. Increased Lead Conversions As B2B Buyers Saw How WebAttract Can Take Their Vision to a Path to Value
4. Strong Foundation to Build Key Relationships with Enterprise Decision Makers



Getting In Sync with Buyers and Proving Up Front Value is Leading to More Ebook and Other Corporate Downloads

\$36,000

The Average Initial Investment from Leads on LinkedIn®

