

GENERATING HIGHLY QUALIFIED LEADS VIA WEBCAST SPONSORSHIPS

How Clarion Events Fire & Rescue Group developed a series of webcasts to boost lead generation & brand awareness for **Vector Solutions** by providing quality prospects through webcast sponsorship.

CHALLENGE

Our client aims to stay top of mind for members of the fire service and enhance their sales pipeline with more qualified leads, but how do you present yourself as a thought leader and drive sales at the same time?



GOALS

Lead Generation | Brand Awareness | Thought Leadership



SOLUTION

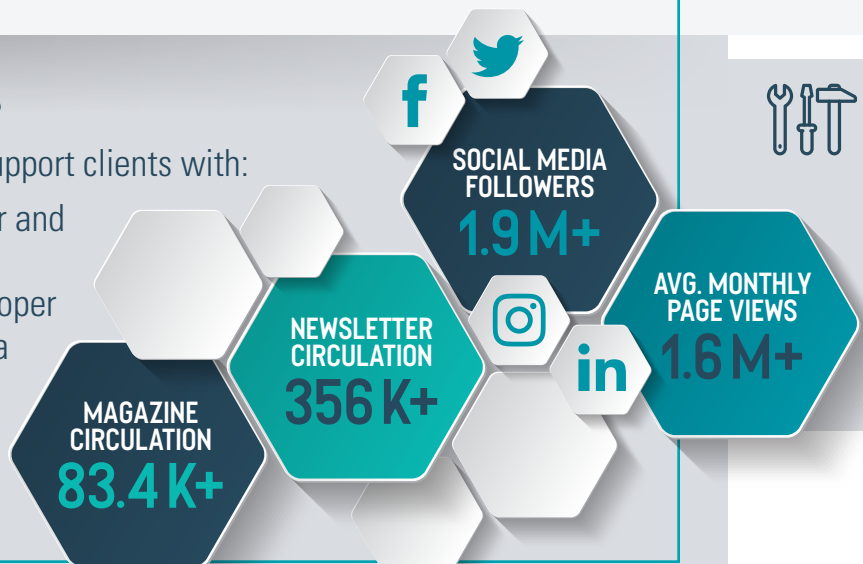
Our client was able to reach an established audience via webcasts developed and promoted by Clarion Events Fire & Rescue, thus eliminating the need for costly teleconference providers and extending the benefits of a webcast well after the initial broadcast.



WHY SPONSOR A WEBCAST?

Our group has the team and tools to support clients with:

- the infrastructure to host a webinar and store for on-demand access
- the security standards to ensure proper collection and use of customer data
- the credibility and editorial content to gather the right audience
- the wide reach within the industry

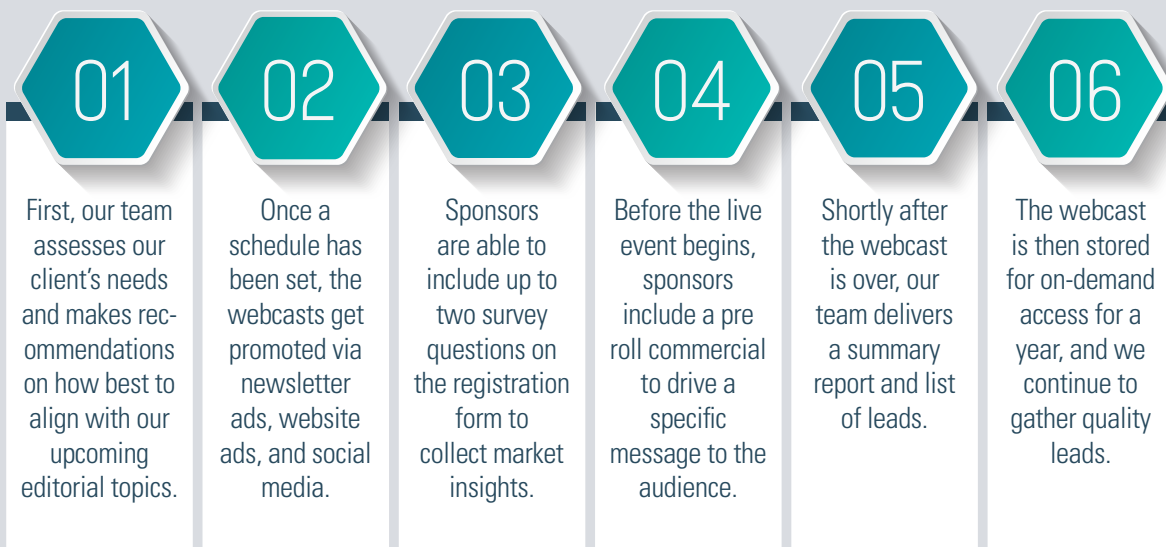


“Vector Solutions has enjoyed partnering with Clarion on sponsored webcasts, which have provided us with an excellent blend of branding, thought leadership, and lead generation. The ability to tap into our target audience while aligning ourselves with relevant content from industry experts is of great value to our sales & marketing efforts, and the best part is that webcast sponsorship is a turnkey solution where Clarion does the ‘heavy lifting’.”

— RICH MIRON, DIRECTOR OF MARKETING, PUBLIC SECTOR, VECTOR SOLUTIONS

APPROACH

Sponsored webcasts allow clients to enjoy the benefits of lead generation without all the heavy lifting.



RESULTS

With 5 sponsored webcasts, our client surfaced 1.3k leads by the time the live event took place. As the webcasts became available for on-demand access, there was a 23%+ increase in leads to a date, resulting in a total of 1.7k leads (which continue to grow).

