

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

MAGAZINE CIRCULATION

356 K+





"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.



First, our team assesses our client's needs and makes recommendations on how best to align with our upcoming editorial topics.

Once a schedule has been set, the webcasts get promoted via newsletter ads. website ads, and social media.

Sponsors are able to include up to two survey questions on the registration form to collect market insights.

Before the live event begins, sponsors include a pre roll commercial to drive a specific message to the audience.

Shortly after the webcast is over, our team delivers a summary report and list of leads.

The webcast is then stored for on-demand access for a vear, and we continue to gather quality leads.

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).



Total Registrations by Live Event

■ Total Registrants with On Demand Access