



Online Events Boost Lead Generation and Increase Brand Awareness

Webinars Achieve over 60% Registration to Attendance Conversion Rate

Teres Solutions, Inc., a wholly-owned subsidiary of CRIF, is a leading provider of direct and indirect lending automation solutions. Founded in 2002, Teres Solutions helps credit unions, banks and finance companies turn their lending programs into highly profitable and efficient lines of business. A Launch Marketing client, Teres offers software and services to over 200 financial institutions.

WHAT WAS THE OPPORTUNITY?

Generate Leads and Increase Product Awareness

Teres Solutions is a recognized and trusted solution provider in the lending space and wanted to increase awareness across the industry of its lending solutions. Teres also wanted to maintain a strong market presence and generate leads through effectively communicating their solution's reliability and proven results.

WHAT WAS OUR SOLUTION?

Promote Industry Credibility and Solution Benefits

Teres Solutions wanted a cost efficient, high impact way to spread the message that it offers reliable solutions which deliver exceptional results and outperform the competition. To do this, Launch Marketing knew that the message would be best spread and better received if the audience heard directly from a current customer and solution user that could relay their experience with Teres' products and how they measurably improved business and lending.

WHAT DID WE DO?

Leverage Current Customers for Online Web Events

With a clear goal in mind, Launch Marketing developed a plan for Teres Solutions to host a series of webinars. To develop and execute these events, Launch Marketing outlined the key elements involved including budget, target audience, promotional plan and lead time, topic/theme, speakers and technology. Once the framework was in place, Launch Marketing and Teres Solutions' executives began putting together the pieces to make these events happen, with a complete execution of the first webinar in under 6 weeks.

To successfully promote this event and encourage attendance while meeting the strict budgetary needs, Launch Marketing outlined a plan that consisted of targeted emails and phone calls to strategic accounts and personally inviting key prospects and partners. Once the promotional plan was approved, Launch Marketing developed the email creative and content as well as a call script to be used when placing the recruiting calls. While the webinar promotions were in full swing, the team worked to develop compelling content, as well as provide presentation direction and guidance to the featured customer speaker.

WHAT WERE THE RESULTS?

Webinars Attract Key Prospects and Promote Marketing Message

Teres Solutions' first webinar was a huge success and was used as a model for future events. Over several months, Teres Solutions successfully executed a series of webinars, which continued to be well received. The strategic direction provided by Launch Marketing to incorporate a customer speaker combined with the multi-touch promotional plan not only helped drive event attendance, but also provided increased credibility for more effective communication of key marketing messages.

For each webinar, Teres targeted a specific segment with approximately 200 invitees and averaged a 15% attendance rate. As a result of the great success achieved from these live events, Teres Solutions has adopted the webinar as a standard part of its marketing communications and has continued to see significant results.

"Launch Marketing really helped us execute a great webinar series that resulted in new leads and also moved some of our prospects further through the sales funnel. Across all of the campaigns they work with us on, we appreciate their attention to detail and strategic approach to executing cost effective lead generation programs," said Tim Kelly, CEO of Teres Solutions.

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REGISTRATION TO ATTENDANCE CONVERSION
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