



# Imagination

**From buyer, to marketing to sales. How  
Imagination Technologies closed the loop**

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# Setting the scene

- Marketing to existing customers/partners
- Great content, but required a more effective deployment channel
- Ran physical events but wanted to increase volume, reduce costs whilst still maintaining the attendee experience
- Improve lead qualification and sales acceptance



# Our Marketing Aspiration

- **Evolve the marketing activity to deliver in three key measurable areas:**
  - Measured qualified leads (MQLs)
  - Sales alignment (Conversion)
  - Business targets (Pipeline)



# Translating success

- Improving lead qualification and sales acceptance by focusing on **engagement marketing** best practices

- How?
  - Increase the quantity and quality of MQLs
  - Greater insight into “behavioural data” of MQLs
  - Sign business directly from marketing activity
  - Align the marketing and sales strategy



# Identifying the gap

- **What solution in the marketing tech stack can deliver the quick win? Needs to:**
  - Measurably track ROI
  - Be applicable throughout the marketing funnel
  - Capture behavioural data (not just name and contact data)
  - Provide actionable insight for sales to follow-up
- **The answer?**
  - Webinars!



# Why Webinars?

- **Makes content more engaging**
- **Generate high volume/ high quality MQLs from a single event**
- **Use interaction with the content to identify ‘sales ready’ opportunities**
- **Drive prospects quickly through the marketing funnel**
- **Create a measurable pipeline**



# Using webinars for engagement

Before delivering webinars, ask yourself: How can engagement see content translate to behavioural information?

- Create data points in a webinar to identify knowledge, needs, enthusiasm etc...
- What type of data: social, downloads, Q&As, bios, surveys, polls...the list continues!



# Let's talk results

- **The aspiration:**
  - MQLs, Conversion and Pipeline
  - Two down, one to go
- **MQLs: Year one**
  - More than 12 webinars
  - 2356 registrations
  - 1266 attendance
  - Average conversion rate: 53% (This is 24% higher than the industry benchmark standard)
  - 100% success rate. No platform issues





# Let's continue talking results

- **Sales alignment:** Running sales incentive campaigns to promote webinars and invest them in the event
  
- It has been extremely important to get our sales team invested in these webinars because the stats show us:
  - When they invite their contacts directly our registration and attendance dramatically increase
  - Our average conversion rate increases to a massive 65% a huge 41% above industry benchmarked standards
  
- What do our sales team think about webinar leads?
  - They find it easier to follow-up on a lead because we are able provide them behavioural data – what they downloaded, what questions they asked, the answers they gave in the survey.
  - We provide them with our attendees prospect profile which also lets them see what other webinars they have attended and therefore can see what their general interest is in our technology

# Our one webinar takeaway

- **Use recorded content!**
- **59% of our webinars are viewed on demand**
- **Simulive lets us pre-record and focus on Q&A**
  - We actively engage with the audience through the platform, rather than worrying about the event running smoothly
- **Recorded content makes it easier to run a global webinar strategy**
  - Closed captioning is an exciting development!



# What next?

## **Pipeline:** Making engagement data work for the business

- **Integrating webinars with our automation platform, Pardot**
  - Automate flow of attendee data into CRM and track through to conversion
- **Quicker sales follow-up process after an event with leads in Salesforce**



# Making webinars a reality for you

- **Identify ways to:**

- Make content, ask the right questions and be more engaging
- Apply webinars to quickly move prospects through the marketing funnel
- Focus on how the sales team can use actionable insight to follow-up with the best opportunities

- Create measurable ROI

