

Webinar Sign Up



For B2B technology companies, webinars can be used to drive prospects through the sales funnel as well as educate customers about product features and use cases. In this example, we will look at how a relevant message, delivered at the right time, can be used to not only generate more registrants but also target the right registrants. If you have multiple webinars, this technique is a great way to promote the most relevant one to the right audience.

Category	Demand Generation	Vertical	Technology, SaaS
Topic	Message visitors who have engaged with relevant content related to a webinar	ID #	101

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Example

You have two webinars - targeting different audiences - coming up in the next three weeks and you want to make sure each webinar is promoted to relevant segments of visitors. The first webinar is 'Real Time Personalization 101 for Senior Marketers' and the second is 'Getting Started with Real Time Personalization.'

A visitor comes to the site and reads a blog entitled 'Personalization for beginners.' Having read that article and scrolled down the page, the visitor clicks on another blog 'Personalization 3.0 - A Digital Marketing Imperative.' Given her engagement with these articles – and the "beginner" keyword associated to both articles – she sees a message promoting the 'Getting Started with Real Time Personalization' webinar. Since the message and the webinar are relevant to what they need, the visitor clicks to register.

The screenshot shows the Evergage website interface. The main content area features a blog post titled "Personalization 3.0 - A Digital Marketing Imperative" by Andy Zimmerman, dated May 12, 2015. The sidebar includes a "SIGN UP" button, a "CATEGORIES" list (All Posts, Demand Generation, E-commerce Optimization, Content Publishing, Customer Success), and a "RECENT POSTS" section. A notification box in the bottom right corner promotes an "Evergage Webinar Series" on "Next Wednesday - 1.00PM Eastern" with a "Click Here To Register!" link.

Segment

You would create a segment based on the following variables:

The screenshot shows the Evergage segment creation interface. The segment name is "read 'beginner' articles more than 2 times". The rule is defined as "viewed specific Keyword beginner at least 2 times today". There are "SAVE" and "CANCEL" buttons at the top right.

Measure

The measure of success would be the visitor signs up for the webinar. We would not normally use a control in this case as we want as many qualified people as possible to view the message and have the chance to sign up.

Setup

Process

Here is a checklist of what you need to do in Evergage to create this play on your own site:

1. Create a message for all visitors promoting the webinar
2. Create a segment of people who have signed up already, or who have clicked the 'sign up' button if your registration is hosted off your site and the Evergage beacon isn't there

Reference Materials

The following articles from the *Evergage Knowledge Base* will provide process steps to help you execute this play:

- [Create or Edit a Web Campaign](#)
- [Target Users Based on a Segment](#)
- [Segment Rules](#)
- [Create a Segment](#)