

Streamlining Webinars with ReadyTalk

Compendium Optimizes eConferences to Webinars

CASE STUDY | Compendium

Dynamic organizations that want to engage with customers and prospects are using webinars as a key technology in their marketing toolbox. The immediacy of these events, along with the ability to share the knowledge of industry experts and thought leaders, enable companies to maximize the impact of their marketing programs.



That's why, when content marketing innovator Compendium wanted to take their webinars to the next level, they turned to ReadyTalk. Compendium—the Indianapolis-based company whose technology enables its clients to aggregate and share timely, original content on websites—holds several webinars every month to introduce prospective customers to its solutions.

MOVING TO A GLITCH-FREE SOLUTION

Prior to partnering with ReadyTalk, Compendium had been using another well-known webinar service provider, but was grappling with recurring software issues and connectivity problems. Often, technical glitches would cause participants to drop

out of conferences. To make matters worse, the webinar vendor could not provide quick and responsive support when problems arose, further frustrating the marketing team.

"We're a small company with just 25 employees or so, so we like to partner with solutions vendors that have a reputable and robust service organization," says Kaila Garrison, Compendium's marketing manager. "ReadyTalk focuses on delivering top-notch support, starting with well-trained operators who can help organize the webinar, make sure that the presenters are logged in and understand what they need to do, and ensure that the event is being recorded properly and that all participants can hear the speakers."



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The transition to ReadyTalk went exceptionally smoothly, recalls Kaila: “Our marketing group and sales teams found ReadyTalk’s conferencing tools intuitive, however, a few phone calls with ReadyTalk’s trainers got everyone up to speed even more quickly. The software is very easy to use—we were literally using ReadyTalk the same day.”

LINKING TO ELOQUA MARKETING AUTOMATION

One of Compendium’s most pressing goals was to streamline the webinar registration and post-event activities. The company already used a marketing automation platform to keep track of webinar attendees, generate e-mail responses, and flag prospects for sales team follow-up. But there was a significant limitation—the marketing automation system could not link to the webinar service.

This lack of integration complicated the registration process by requiring attendees to initially fill out a form on the webinar company’s landing page, then enter more information on the day of the event. A non-integrated marketing automation system could not deliver the automated targeting, e-mails, follow-up actions, lead scoring and data tracking potential that Compendium needed.

After moving to ReadyTalk, the Compendium marketing team deployed Eloqua’s marketing automation platform, which it selected for its ability to execute campaigns and manage leads, as well as its out-of-the-box integration with ReadyTalk. Because the two systems are tightly integrated, Compendium can present a unified, branded presence to prospects at all stages of a campaign, capture the actions and data provided by prospects who register and attend a webinar, and follow-up quickly and in a targeted manner.

Registration is now much simpler: invitees fill in basic information on a branded Eloqua-hosted landing page, which forwards the data to ReadyTalk via the Registration Connector. Eloqua automation then sends a calendar e-vite to all registrants with a unique one-click link for virtually instant access on the day of the event.

“The integration of ReadyTalk with Eloqua has made life a lot easier for us,” says Corey Kime, marketing operations manager at Compendium. “We can deliver what feels like a personalized experience for the end user, yet from our side, everything is automated. The invitee sees a consistent corporate look and doesn’t have to fill out forms on a third-party site. It’s super easy for them to join meetings.”

OPTIMIZING THE IMPACT OF WEBINARS

With ReadyTalk fully integrated with Eloqua, Compendium uses webinars as a key part of its marketing strategy. The company promotes events in blogs posted on its website, on its Facebook page, and in periodic tweets to its Twitter following. Its e-vites and registration landing pages all have share buttons to encourage people to pass the word. In the same spirit, thought leaders and marketing partners who participate in webinars with Compendium use social media to promote the events.

ReadyTalk’s chat logging feature enables webinar attendees to post questions for Q+A sessions at the end of the event or for later follow-up by presenters or other experts. Compendium makes full use of this feature to ensure that every question is answered by the right expert and that all customer concerns are addressed. “Sometimes we will post a question and answer it on our content hub if we think it has value,” says Kaila.

The detailed attendance records that ReadyTalk shares with Eloqua also help Compendium segment its marketing activities. This data includes the times that a person entered and left the webinar, as well as the total time attended and detailed reports on any polling questions that may have been asked during the event. Points are added to the lead scores of people who attend multiple webinars. When scores are high enough, prospects are referred to the sales team, who can see the specific webinars they attended.

The company’s marketing group sets up a decision rule in Eloqua to send a thank you letter to everyone who attended a webinar,



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including a link to view the webinar recording and slides. If someone who registered failed to attend, Compendium sends a sorry-we-missed-you note, also with a link to the recording. “The ability to see who attended and who didn’t allows us to segment and personalize our responses in a much more granular way,” says Corey.

ReadyTalk makes it easy for Compendium to download and share webinar recordings. Unlike many vendors, ReadyTalk stores its recordings in industry-standard formats that can be downloaded and hosted locally or on sites like YouTube.

“We try to get our recorded webinars out to as many places as possible,” says Kaila. “We’ll put the recording on YouTube, embed it within a blog post, tweet it out, and upload the slides to Slideshare. ReadyTalk has made it simple and effective to use recorded webinars as a critical ingredient in our marketing strategy.”

KEEPING THINGS SIMPLE WITH READYTALK

Compendium chose ReadyTalk to partner with because of its reputation for providing easy to learn technology and responsive, personalized support. ReadyTalk account managers provide complementary, personalized training at scheduled or ad hoc sessions to all new clients. In addition, ReadyTalk offers extensive online help tools on its website.

ReadyTalk invites clients to notify them the first time they—or any presenter—participates in a webinar. A few days before the event, the chairperson and presenters join a practice session with a ReadyTalk trainer to review the tools and specific procedures—such as who is responsible for pushing slides.

If an individual presenter cannot attend the practice session, ReadyTalk trainers are happy to bring them up to speed at a convenient time. On the day of the event, presenters and chairpersons login about 30 minutes early to make sure everyone is comfortable with the technology and understands the logistics.

ReadyTalk’s attentive customer support has added value to Compendium’s webinars many times over the past months. Kaila recalls one time when the internet service went down for a few minutes in the middle of a big webinar, interrupting her ability to control the slide presentation:

“Because our ReadyTalk operator was online and had full chairperson privileges, the webinar was able to proceed seamlessly. All the slides had been previously uploaded to ReadyTalk, so the representative could control them for us until our systems regained Internet access. Even after we got back online, the ReadyTalk operator kept an eye of the webinar until the end, just in case any other problems occurred.”

“The hands-on support ReadyTalk delivers is a big asset for us,” says Kaila. “Having an operator monitor our conferences and webinars takes the weight off our shoulders, especially when we bring in outside thought leaders to present. None of our presenters have had problems quickly learning how to use ReadyTalk.”

ReadyTalk webinar technology works seamlessly with whatever platforms presenters or attendees may have, from Macs and PCs to Windows and Linux. Even mobile users with smartphones can attend webinars. The only caveat is that webinar presenters have updated software components.

“All I have to do is send presenters a link prior to the event, which immediately notifies them if their Java software needs to be updated,” says Kaila. “Nobody needs to download proprietary software, which is a huge benefit compared to other webinar vendors.”

USING READYTALK TO BUILD CUSTOMER RELATIONSHIPS

With ReadyTalk proving its value as an easy to use technology supported by responsive, well-trained representatives, Compendium is extending its use throughout the company. Already sales teams are using ReadyTalk to discuss product updates and releases with current customers.

MAKING WEBINARS AN EFFECTIVE SALES TOOL

Is your marketing organization using intuition or science to determine how quickly it responds to webinar-generated leads? A recent MIT study examined three years of data generated by six companies to determine the best timeframe to successfully contact and qualify a lead.

The study looked at the success of sales representatives in following up web-generated leads. It found that Wednesdays and Thursdays are the best days for contacting and qualifying leads. The optimal time to contact a lead is between 4 and 6 p.m., and the best time to qualify a lead is between 8-9 a.m. and 4-5 p.m.

The most important factor in both contacting and qualifying a lead, however, was fast response time. In fact, you’re more than 10 times as likely to contact a lead (and 6 times as likely to talk to a qualified lead) if you call within one hour of the event.

The survey also revealed that initial dials to prospects, all of who later became qualified, dropped from 10,384 in the first hour to just 365 in the fourth hour. The bottom line: faster response enables sales reps to contact more leads with less effort.

Compendium found that integrating ReadyTalk with Eloqua doubled the attendance rate of prospects who registered for a webinar. “Eloqua enabled us to immediately send prospects an email confirmation with an ICS file that plugged the webinar date into their calendars,” says Corey. “This simple action enabled us to attain attendance rates of more than 30 percent, compared to the 15 percent level we had on our old system.”

Moreover, after each webinar Compendium can now immediately send attendees a thank you email and a link to the recorded session, following up later with collateral such as an e-book or white paper. “Webinars are our number one lead source, and Eloqua and ReadyTalk have helped us use them effectively,” says Kaila. “We can respond more quickly and personally with prospects, which ultimately helps sales.”

These conference calls take advantage of ReadyTalk's ability to share screens and applications at a moment's notice. The ease with which they can launch conferences and share visual information is helping Compendium's sales group to build closer ties with its customers.

"ReadyTalk is helping us collaborate, share ideas and build relationships at every level. It's great to have a trusted partner who can make sure our events go without a hitch every month," says Kaila. "That's why we use ReadyTalk and why we tell our friends to use ReadyTalk as well."

ABOUT READYTALK

Founded in 2000 and headquartered in Denver, Colo., ReadyTalk delivers audio and web conferencing services that empower customers to successfully conduct audio and web conferences of all sizes – from ad hoc meetings to large webinars. ReadyTalk combines ease of use with sophisticated marketing tools to increase audience engagement, event ROI and meeting productivity. Unlike other services, ReadyTalk gives customers a full suite of tools for training, collaboration, webinars and more. You'll always have access to the right features when you need them, no need to upgrade to another product. Please call toll free 800.843.9166 or visit www.readytalk.com for more information.

ABOUT COMPENDIUM

Compendium was founded in 2007, and is headquartered in Indianapolis, Indiana – an emerging capital for the internet marketing software industry. Compendium has been featured in *BusinessWeek*, *The Wall Street Journal*, and *B2B Magazine*.

Co-founded by Chris Baggott, founder of ExactTarget and the 21st Most Influential Marketer of 2009, and Ali Sales Roach, a 2009 recipient of the Indianapolis Business Journal '40 under 40 award', Compendium's purpose is to help companies blog more efficiently and effectively.

WHAT IS READYTALK?

ReadyTalk is a web and audio conferencing provider that specializes in reliable webinars and event services.

www.readytalk.com

ReadyTalk platform features:

- Web & audio conferencing
- Webinar & web event services
- Webinar Integration with Eloqua (included in all subscription levels)
- Dedicated Account Manager
- Free training
- 24/7 customer care



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