

CASE STUDY:
**WEBINAR
REGISTRATION
FOR IT COMPANY**

Company:

Sector: IT and Software

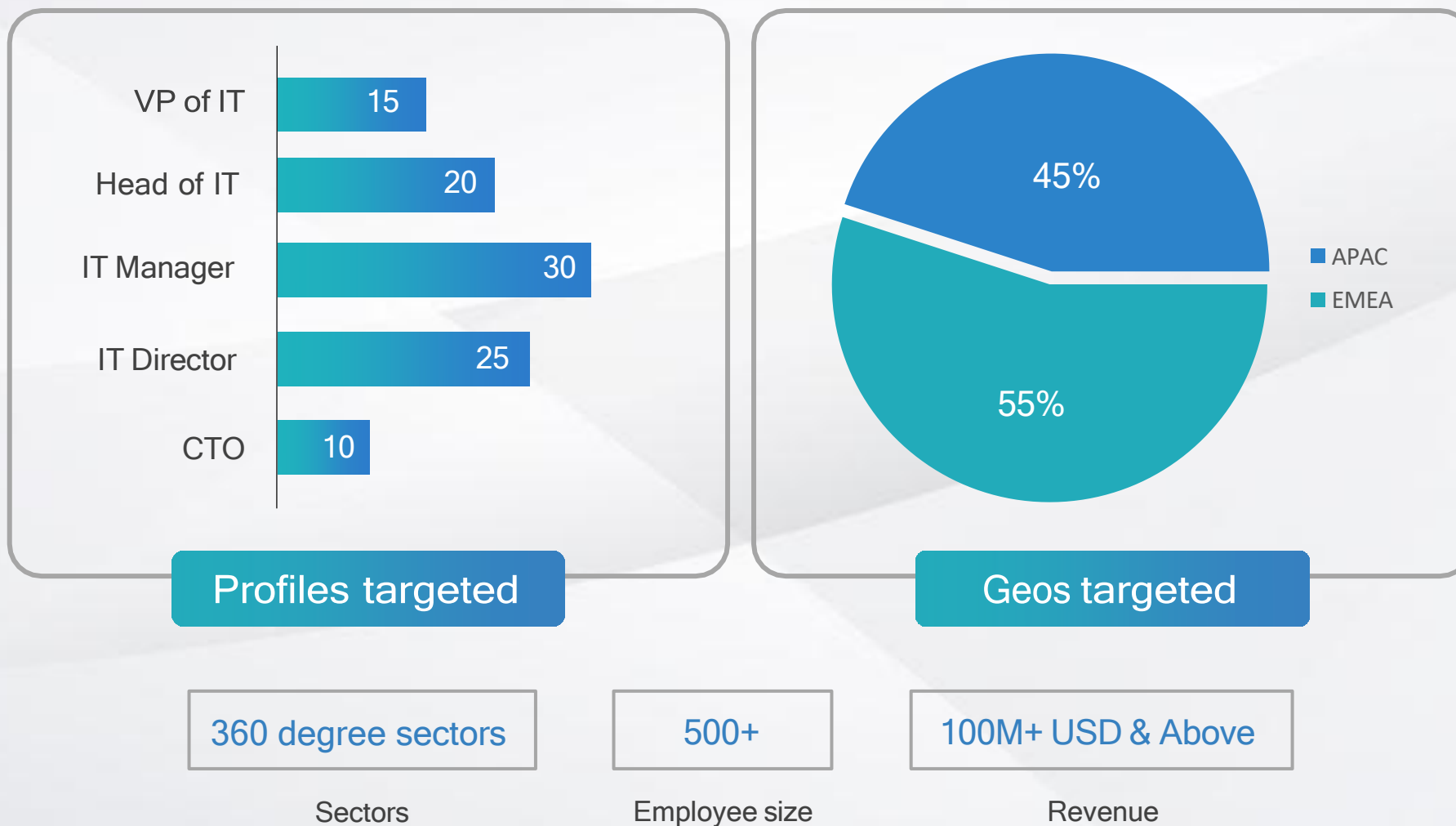
Location: USA

Service required: Webinar Registration

Requirement:

- New safety software promotions.
- Spread awareness about the webinar.
- Promote the software benefits.
- Target key decision makers.

Campaign Specifications:



Challenges:



Time
restricted



Inaccurate
database



Segmented
audience

Note: We set up a meeting to vividly understand our clients' requirement.

Strategy:

We first understood our client's requirements. We then:

- Fetched accurate data.
- Set a time frame for maximum results*.
- Created content and design.
- Created a landing page and deployed it.
- Segmented the data based on demographics.
- Promoted it on digital platforms.

*Client required quality results in a short span of time.



Key Takeaways:

60

Leads were generated through Telephonic Call on a quarterly basis.

120

Leads were generated through Email Marketing on a quarterly basis.

20

Leads were also generated through Digital Ads on a quarterly basis.

Testimonial:

“I have engaged with the Callisto Media’s team, they consistently provide timely and strategic advice on our webinar campaign, outstanding reporting and service and have always become our genuine partner throughout the campaign. They are exceptional professionals and nothing is ever too much to ask. They work hard and deliver truly expert leads for our webinar.”

- Manager Delivery Operations,
Leading IT and software company in the USA

