



## CASE STUDY

# RECALL: WINNING WEBINAR RESULTS IN REVENUE

Let's face it: Document storage isn't exactly sexy. But as the volume of business data grows exponentially, physical and electronic records management is a concern that can't be ignored – especially for smaller companies, which often lack the knowledge and resources to handle the data deluge.

**Recall**, a global leader in document management, is well-known as a leader in paper-based document management for enterprise customers. Recall has also developed services to help businesses manage the growing volume of digital assets.

The challenge Recall gave to Arketi was to launch these services into the SMB market, and to position the company as an educator and trusted advisor.

### HOW WE DID IT

Arketi's research revealed that SMBs have concerns about big data, data breaches and data security. Using this knowledge, we developed a campaign with the theme **Your Roadmap to Total Information Management**, and a set of programs aimed at educating small businesses about protecting their data – and introducing them to Recall.

**CONTENT DEVELOPMENT** The heart of the campaign was a series of live 30-minute webinars. These positioned Recall as a trusted advisor and educational resource for SMBs struggling with digital and physical information management.



Sales pipeline from a single webinar



More webinar viewers than expected



Recorded webinar continues to generate leads

For one webinar, for example, the topic was **How to get your exploding data storage costs under control**. Based on an interview with Recall's subject matter expert, we developed the webinar content, designed the visual presentation, and built three interactive poll questions to be posed to attendees during the webinar. We also developed a complete script for the Recall SME who would lead the webinar, and conducted a dry run of the presentation with them.

Just as important as creating content was building an audience. Five waves of email invitations were sent to promote the webinar, along with confirmations, day-of reminders and landing pages.

**CALL-TO-ACTION** A key offer in all these communications was a complimentary information management assessment for any company registering for the webinar. This call-to-action was a major draw for small businesses unsure of their competency in and compliance with information governance regulations.

### **THE RESULTS WE ACHIEVED**

Once the live webcast was complete and the recording archived, it was time to evaluate the program's outcome. The results significantly exceeded expectations.

Registration for the webinar beat our target by 40%, and attendee numbers – people who actually logged in to the live event – were 28% higher than targeted. Recall calculated that this single webinar generated a potential revenue pipeline of \$290,000.



“The execution of this campaign was seamless and generated more revenue than the investment put into planning and executing the webinar.”

**JOHN HANSEN**

**SENIOR MANAGER MARKETING & COMMUNICATIONS – RECALL**

**LEAD GENERATION** The recorded version of the webinar, which is available on the Recall website, continues to draw viewers every day. And Recall continues to get requests for the information management assessment offered in the webinar – which provides an ideal opportunity for their sales team to connect with prospects.

In addition to driving revenue for Recall, this winning webinar also earned an Award of Excellence from the Public Relations Society of America.

These results demonstrate that a well executed webinar program can deliver real return on a relatively modest investment.