

Webinar Campaigns are an effective method to augment and support your overall advertising strategy - a proven means of engaging prospects while introducing brands and products/services, in a less commercial format

- webinars offer a unique way for you to interact with the market, including prospective customers, existing customers and influencers
- webinars establish thought leadership
- well-structured webinars utilize specific applications or case studies offering practical reality that is well received
- many companies attempt to structure and conduct webinars themselves, usually with limited success – *Pipeline & Gas Journal* (P&GJ) Webinar Campaign is a better answer

Why use P&GJ – P&GJ Webinar Campaign

- true turn-key arrangement – P&GJ takes care of all of the details
- leverage P&GJ's recognized, trusted brand
- 50,000+ available qualified contacts
- available contact list segmentation (industry; role)
- pre-event promotion on various P&GJ brand platforms (website; eMail; eNews; social media) to maximize exposure and attendance
- supported by experienced 3rd party professional webinar hosting system
- flexible webinar duration - typically 60 minutes
- post-event campaign metrics reporting

P&GJ Webinar Campaign is a better answer

How it works – P&GJ Webinar Campaign

- customer provides overall webinar content framework, including:
 - Outline of content to be covered, including sequence & timeline
 - Supporting images/diagrams/PPT slides
 - Presenters, roles, biographies, photos
- P&GJ configures all aspects of the webinar in a web-enabled professional webinar hosting system
- webinar moderator is designated, as well as roles for various other participants
- customer reviews webinar configuration and provides comments or required changes
- date and time for the webinar is scheduled
- online webinar attendee registration system is configured and activated
- customer selects contact list size (from several hundred to tens of thousands)
- customer selects contact list segments to match desired audience
- P&GJ creates promotional advertisement, incorporating registration links in:
 - dedicated Webinar eMail blasts (2 – 6, or more)
 - P&GJ website (dedicated Webinar button ad)
 - P&GJ eNews emailer (twice monthly minimum)
 - Pipeline & Gas Journal calendar of events
 - Pipeline & Gas Journal Webinar page
 - P&GJ social media platforms
- rehearsal(s) conducted one week in advance to fine tune configuration
- pre-event, real-time, and post-event survey and reporting, archiving, follow-up
- webinar event is conducted using a professional webinar hosting system

Professional Webinar Hosting System – P&GJ Webinar Campaign

- P&GJ contracts with an experienced 3rd party professional web-enabled webinar hosting entity, providing methodology, personnel and supporting systems & software
- Technical aspects:
 - true web-enabled technology – no plug-ins or application downloads
 - multiple speaker, screen share, video chat, interactive Q&A
 - simple control-switch operation to “pass the microphone” among remote presenters
 - audience Polling
 - tailored registration questions allow for audience identification and follow-up
- Reporting:
 - online webinar attendee registration system
 - attendance names, numbers and identification information
 - sign-up rate by date to gauge effectiveness of individual promotions
 - registration vs. attendance; attendance vs. completion; no-shows
 - Q & A results, polling results
 - post-event website drop-off
 - post-event survey results
- webinar can be viewed live, or on-demand later
- webinar is recorded, saved, and archived for one year
- capability for post-event on-demand webinars
- archived indefinitely

Price is dependent upon options and features elected, parameters, and sizing. P&GJ Webinar Campaign pricing starts at \$9,000. Contact your [Sales Representative](#) or PGJinfo@oil-dom.com to discuss options, and obtain a quotation.



62%

of all B2B marketers now use webinars to prospect or nurture leads.

Prospects are more willing to provide accurate data (email address) because they want access to the webinar.

