

Best Practices for Marketing Professionals

How to engage your prospects with Webinars

Old-school marketing methods don't have the same impact in today's Web 2.0 world. In many industries, newsletters and tradeshows no longer pack the same punch because Web-based technology has raised the bar for engaging prospects and converting them into customers.

Ironically, Web 2.0 prospects still need a little human contact. That's why Webinars that permit two-way interaction, polling and targeted messaging have become an essential marketing tool. Webinars enable organizations to instantly interact with large groups of prospects at once, while effectively delivering targeted messages.

Learn how to captivate your prospects in a Web 2.0 world and ultimately compel them to buy. This Best Practices Brief shows you how to engage your prospects with Webinars in 3 simple steps with Citrix® GoToWebinar®.

GoToWebinar for marketing

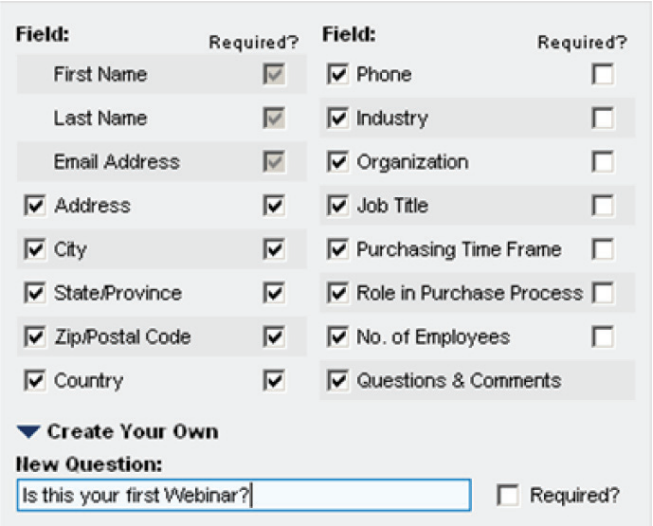
- Gather and qualify leads faster.
- Reach broader audiences.
- Deliver uniquely targeted messages.
- Maintain a competitive advantage.
- Expand into new markets and regions.

Engage your prospects with Webinars

Step 1: Profile your audience

Engaging your audience begins with the Webinar invitation. Take the time to craft a compelling message that makes prospects curious enough to commit to your event. Keep in mind that 76 percent of prospects attend Webinars to acquire product information and 61 percent attend Webinars to better understand issues (Osterman Research).

Then, create a customized registration form that will profile prospects when they register for the Webinar. For example, gather vital contact or company details, identify purchasing objectives or ask questions relevant to your product or service. Use this information to tailor your presentation to fit your audience's interests.

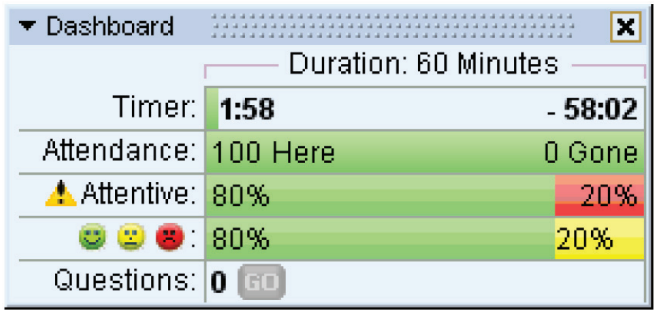


> "GoToWebinar makes it very efficient for us to get our message out to hundreds of people at once."
>
> Tim Musch
> Founder and Director of Business Development
> MarketSharp
> www.marketsharp.com

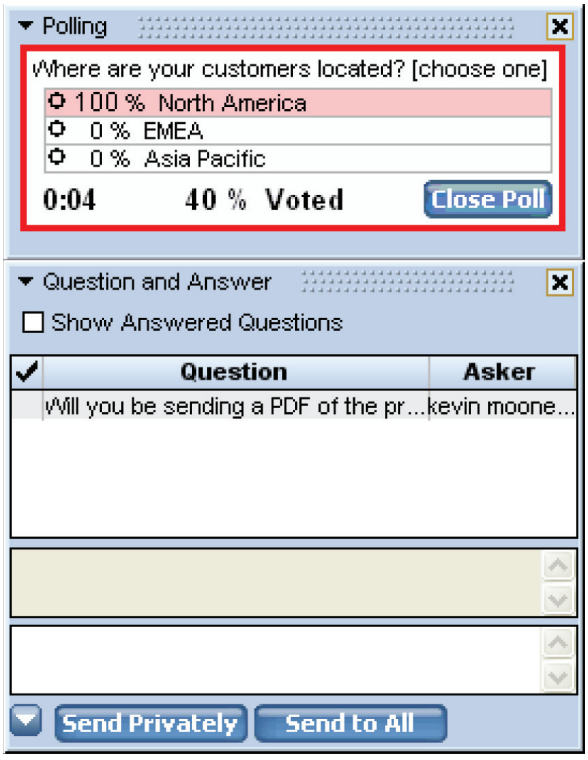
Step 2: Interact with attendees

GoToWebinar provides plenty of opportunities to draw attendees into the presentation. Here are just a few strategies:

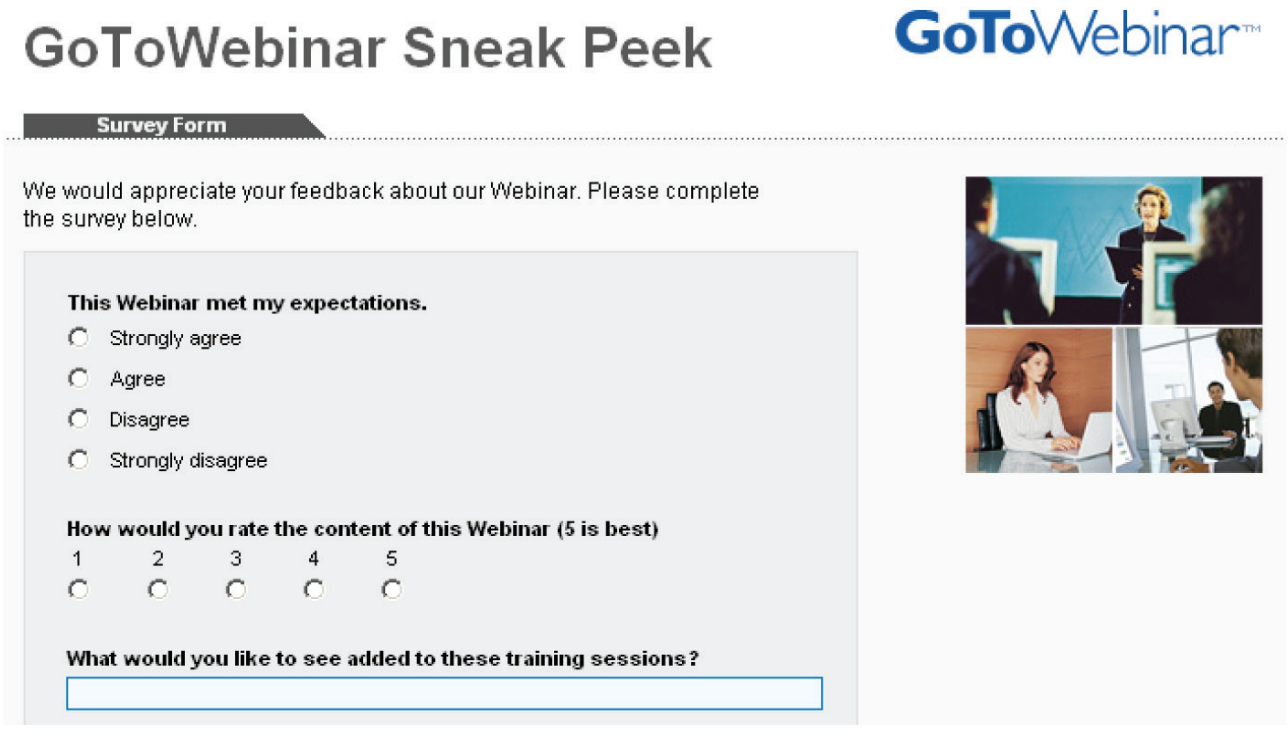
- **Invite a guest speaker:** Include a subject matter expert, industry leader or key customer in your speaker panel. There's no additional travel expense or scheduling to worry about — speakers can remotely connect to the Webinar just like the attendees.
- **Monitor the audience:** To assure that you are keeping attendees engaged with your content, monitor your audience in real time. The GoToWebinar Dashboard provides at-a-glance intelligence about attendees, including the number of active participants, their level of attentiveness and any pending audience questions. If you notice attendees dropping off at a rapid rate, you know it's time to change it up; start your demo or ask a question to encourage participation and get some feedback.



- **Conduct polls and Q & A:** Elicit two-way communication by launching instant polls or by responding to audience questions. If several attendees submit the same type of question, you may decide to incorporate your response into the speaking portion of your presentation. You can also respond to questions by typing your answers on-screen, either privately to the attendee or to the entire group.



- **Launch a Demo:** An easy way to discuss your product or service is to actually demonstrate it live during the Webinar. As a matter of fact, 75 percent of presenters routinely deliver product demos during Webinars (Osterman Research).



Get a competitive edge online with Webinars

Thanks to Web 2.0, it's a different world out there. Your prospects are receiving hundreds of marketing touches a day and expect more engaging two-way communication from you throughout the buying cycle.

In this new Web-based landscape, you have an ally. GoToWebinar makes it a snap to increase market reach, deliver targeted messages and generate more leads. Count on Webinars to effectively engage your prospects online and give you a critical competitive edge.

For more information about GoToWebinar for marketing, please call +1 800 372 6207; or, if you are calling from outside the U.S., dial +1 805 690 2340.

CITRIX® | online

Citrix Online Division
6500 Hollister Avenue
Goleta, CA 93117
U.S.A.
T 1 805 690 6400
info@citrixonline.com

Citrix Online Europe
Middle East & Africa
Citrix Online UK Ltd
Chalfont Park House
Chalfont Park, Gerrards Cross
Bucks SL9 0DZ
United Kingdom
T +44 (0) 800 011 2120
europe@citrixonline.com

Citrix Online Asia Pacific
Suite 3201
32nd Floor
One International Finance Center
1 Harbour View Street
Central, Hong Kong SAR
T +852 100 5000
asiapac@citrixonline.com

About Citrix Online
Citrix Online provides secure, easy-to-use online solutions that enable people to work from anywhere with anyone. Whether using GoToMyPC® to access and work on a remote PC, GoToAssist® to support customers or GoToMeeting® to hold online meetings, GoToWebinar® for larger Web events and GoToTraining™ for interactive online training, our customers – more than 35,000 businesses and hundreds of thousands of individuals – are increasing productivity, decreasing travel costs and improving sales, training and service on a global basis. A division of Citrix Systems, Inc. (Nasdaq: CTXS), the company is based in Santa Barbara, California. For more information, visit www.citrixonline.com or call +1 805 690 6400.

©2010 Citrix Online, LLC. All rights reserved. Citrix®, GoToMyPC®, GoToAssist®, GoToMeeting®, GoToWebinar® and GoToTraining™ are trademarks of Citrix Systems, Inc. and/or one or more of its subsidiaries, and may be registered in the United States Patent and Trademark Office and in other countries. All other trademarks are the property of their respective owners.

03.01.10/B-18868/PDF