DeepTarget Webinar

Process Document

**Objective of the Webinar –**

What does Success for this event look like – how will we measure?

**General Webinar Questions:**

* How many people will receive the promotion?
* We can use DeepTarget GotoWebinar account.
* We will create the email.
* Can you send us a PNG file of your logo.
* We can send out the email or you can send out the email.
* Tuesdays or Thursdays are the best days.
* 11:00 CST is our preferred time.
* We would like to do a joint press release.
* No surprises – we use canned questions
* Call to Action
* Record and Post

**Potential Webinar Outline #1:**

Introductions (5 min) Moderator – Introductions & Agenda Moderator

Overview (20 minutes) DeepTarget Demo DeepTarget

Moderator (3 minutes) Introduction of Customer Case Study Moderator

Apple (20 minutes) Case Study Deep Target Customer

Wrap-up slides (3 minutes) Few slides that bring it all together Moderator

Q&A (9 minutes) Canned Questions & Close All

**Potential Webinar Outline #2:**

Introductions (5 min) Moderator – Introductions & Agenda Moderator

Moderator (3 minutes) Introduction of Case Study Moderator

Apple Overview (5-10 mins) How Case Study Deep Target Customer

Overview (20 minutes) DeepTarget Demo DeepTarget

Panel Discussion (15 min) Interactive Q&A session (CANNED) All

Wrap-up slides (5 minutes) Few slides that bring it all together Moderator

Close with Call to Action Slide

**Proposed Promotion Calendar for March 5 Webinar**

* Thursday, February 20 - Announce the Webinar – Initial Email – Call-to-action - Register
* Thursday, February 27 – Email – highlighting Customer – Call-to-action – Register
* Monday, March 2 – This Week’s Webinar – Call-to-action – Register
* Tuesday, March 3 – 10:00 Practice Session – Dry Run
* Thursday, March 5 – DAY OF EMAIL – Call-to-action – Register
* Thursday, March 5 – 10:30 – Online
* Thursday, March 5 - 11:00 – Noon -Live Webinar
* Tuesday, March 10 – Thank you – point to recording & info for DT demo?

**Proposed Promotion Calendar for May 7 Webinar**

* Thursday, April 16 - Announce the Webinar – Initial Email – Call-to-action - Register
* Thursday, April 23 – Email – highlighting Customer – Call-to-action – Register
* Monday, May 4 – This Week’s Webinar – Call-to-action – Register
* Tuesday, May 5 – 10:00 Practice Session – Dry Run
* Thursday, May 7 – DAY OF EMAIL – Call-to-action – Register
* Thursday, May 7 – 10:30 – Online
* Thursday, May 7 - 11:00 – Noon -Live Webinar
* Tuesday, May 12 – Thank you – point to recording & info for DT demo?

**Proposed Promotion Calendar for August 6 Webinar**

* Thursday, July 16 - Announce the Webinar – Initial Email – Call-to-action - Register
* Thursday, July 23 – Email – highlighting Customer – Call-to-action – Register
* Monday, August 3 – This Week’s Webinar – Call-to-action – Register
* Tuesday, August 4 – 10:00 Practice Session – Dry Run
* Thursday, August 6 – DAY OF EMAIL – Call-to-action – Register
* Thursday, August 6 – 10:30 – Online
* Thursday, August 6 - 11:00 – Noon -Live Webinar
* Tuesday, August 13 – Thank you – point to recording & info for DT demo?

**Proposed Promotion Calendar for November 5 Webinar**

* Thursday, October 22 - Announce the Webinar – Initial Email – Call-to-action - Register
* Thursday, October 29 – Email – highlighting Customer – Call-to-action – Register
* Monday, November 2 – This Week’s Webinar – Call-to-action – Register
* Tuesday, November 3 – 10:00 Practice Session – Dry Run
* Thursday, November 5 – DAY OF EMAIL – Call-to-action – Register
* Thursday, November 5 – 10:30 – Online
* Thursday, November 5 - 11:00 – Noon -Live Webinar
* Tuesday, November 10 – Thank you – point to recording & info for DT demo?

**Actions:**  
Call-to-action – Download an ebook? Get a Demo for your team?