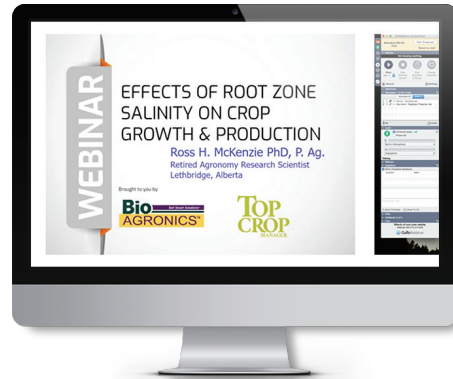




BENEFITS OF RUNNING A WEBINAR



Webinars with Annex are completely turn-key

From marketing materials to execution, Annex will manage the entire process. Use this tried-and-true lead generation tool to connect with prospective clients and increase sales.

Speed up the sales process

Webinars take all of the initial funnel-steps and merge them together; they let you build trust, deliver value, and kill objections in a small period of time.

Post Webinar Utility

Webinars give you the opportunity to continue reaching your target audience long after the broadcast is over. eBlast the on-demand version to our captive targeted audiences and host a copy on your site for additional impressions and thought leadership exposure.

Interaction with your target group

The more interactive your webinar is, the greater the impact your message will have.

Engaged Audience

During the live Webinars, experts can further engage the audience through the use of video and interactive options such as Q&A sessions and audience polls.

Between 20% and 40% of those who attend a webinar become qualified leads.



Annex Average registrants increased 24% from 2016 to 2017



50%+ attendance rate for live webinars



*SOURCE: readytalk.com

Time Sensitive

Unlike in-person seminars, which can be resource-heavy, Webinars are better positioned to deliver relevant, timely information to the audience.

Convenient and affordable

Webinars save time and money on travel which makes it easier and cheaper for your target group to be engaged by your message.