



# TSF Webinar Services

TSF Webinar Services was launched to compliment the core outbound telesales service. As sales puts increasing pressure on marketing to deliver quality leads, TSF Webinar Services delivers more leads that are better quality.

### The keys to a successful webinar include:

- 1 Large enough list of targeted, quality email addresses
- 2 The right speaker talking about the right topic
- 3 The right technology

### What you get:

TSF will work closely with your team to co-develop a target list, help you format the presentation to insure success, and be responsible for all of the scheduling, invitations, reminder emails and the like.

### Benefits of a webinar compared to cold-calling:

- > A webinar is not designed to be a “sales pitch”, rather an educational presentation that will attract more and different attendees
- > Typically results in a more qualified lead ·Typically results in a lower cost per lead
- > Webinar can be recorded and posted to the web site to continue to drive leads 24x7

### Typical results:

- > Every 1000 emails invites result in 10 – 100 registrations
- > Every 100 registrations typically result in 60-80% actual attendees

### Cost of TSF Webinar Services:

- Set-up: \$4,000
- Cost of list: TBD (about \$2,500)
- \$50 per registered attendee
- \$100 per actual attendee
- \$6/hour of audio conferencing

### Cost per lead comparison

