

**thrive** withDrive direct engagement with customers,  
extend your brand presence

# Zoom Webinars

**PRODUCT SCOPE**

Content planning and production

**OPTIONS**

Gold, Silver, Bronze packages available



## How will Zoom Webinars benefit you?

Webinars create a range of benefits and opportunities. They add to your library of online content and are highly effective at creating authority for your brand, especially if you are able to secure highly-regarded external speakers for your panel.

Informative and educational content is in high demand and webinars are a great way to attract an audience that fits your promotional strategy. Once signed up, of course, you'll have their details for future sales and marketing activity.

## What's involved?

TMCC can help you plan your webinar (for up to 500 people), manage the production and support your follow-on promotion.

**Technical support (before and during the event):**

- Hold a practice test run session (up to one hour) prior to the live webinar, if necessary
- Run the technical side of your Zoom webinar (for up to two hours) to ensure a smooth-running event
- Utilise the full features of Zoom, including: Multiple speakers, Q & A feature, Recordings, Polls, Leading remote slide sharing of speakers if needed

**Pre event we can help you:**

- Plan the logistics including timings, running order and scripts

- Develop and execute a plan to recruit people to the event, including email marketing, LinkedIn messaging and post boosting and so on
- Capture all leads in a usable format
- Prepare a post-event plan, including materials

**Post event, we can help you:**

- Execute your post-event plan
- Prepare communications created by your event – poll results, articles, angles for PR and so on
- Assess how the webinar performed for your business

## What does it cost?

| Webinar – technical support<br>(pre and during the event) | Webinar – pre event activity | Webinar – post event activity |
|---|------------------------------|-------------------------------|
| Email us for costs  | Email us for costs           | Email us for costs            |

For more information on costs, please email: [info@tmccmarketing.co.uk](mailto:info@tmccmarketing.co.uk)

**Additional options:** We assume a minimum of two days for the pre-event work and one day for the post-event work. The time required and associated costs will vary from project to project but we can provide an estimate once we have had a chance to assess your requirements.