

The Results

ShoutShow exceeded Aventail's goal, producing nearly 5,000 qualified leads - double the intended target.

Archived versions of Aventail's events are currently utilized to foster ongoing lead generation.

The success of the series has lead Aventail to include online events as a continuing part of the company's marketing programs.

Case Study: ShoutShow Online Events

Aventail is an SSL VPN product company, and a leading authority on clientless anywhere secure access. Their products and services provide an answer to the constant threats faced by IT professionals in all areas of business.

Challenge

Aventail was faced with the challenge of generating between two and three thousand qualified leads for their SSL VPN appliance line, over a six month period. In their ten-year history, Aventail has utilized several types of marketing, including print advertising, direct mail, online marketing, live seminars, trade shows, newsletters and online events.

With a target audience of IT managers and directors from a wide variety of industries, Aventail needed to develop a strategy to elicit the best response and sales conversion possible.

The Solution

Aventail decided to conduct a series of online events educating their audience on how to battle current security issues, leveraging their SSL VPN appliances. Using online events would allow Aventail to position their company as a thought leader, as well as secure a qualified registrant and attendee base, shortening the sales cycle.

Aventail selected ShoutStream's ShoutShow solution based on previous experience with the company. The five-event series discussed Remote Access Security, allowing Aventail to demonstrate their product experience. ShoutShow's turn-key design allowed Aventail to focus their efforts on content development and promotion.

The Program

To increase the value of the events and encourage registrations, Aventail recruited guest speakers for each event, including analysts and industry experts. Aventail promoted the events using a multi-touch point approach. ShoutShow effectively delivered a complete solution, including:

Email Campaigns:

Created and delivered, on behalf of Aventail, to all registrants prior to the event

Supplemental Audio Interview:

Professionally produced, and utilized as a post-event added-value for attendees

Analytics & Reporting:

A customized campaign tracking system allowing measurement of marketing campaigns, registration and attendance

Audio Production:

Professionally recorded, edited and produced audio prior to each event

Event Management:

A dedicated event manager and a specialized event management system

Event Portal Site:

A customized information and resource Web site

Complete Registration:

An automated and complete registration system