

HIGHLY ENGAGING
LEAD GENERATION WEBINARS
FOR EMERGING LOWCODE
TECHNOLOGIES

PLANT AN APP

Read the following case study to find out the outcomes of a clear marketing plan for our client, a low-code development start-up. Growth was recorded in all the directions strategized, including social media presence and webinars participants.



Plant an App

Client: Plant an App

Industry: Low-code, no-code software development

Location: Bucharest, Romania & New York, US

Company Size: 11-50 employees

Solutions: low-code cloud-based platform for the rapid development and deployment of web applications

Client: Plant an App

Plant an App is a low-code development start-up that helps companies around the world build business software faster and accelerate their digital transformation.

The company helps any small and medium-sized business to create, edit, and manage web apps with little to no coding knowledge, while also dramatically accelerating software delivery, by up to 20 times. The platform offers dozens of easy-to-configure modules, from API Builder to eMail Marketing, with several hundreds built-in actions that companies and developers can use.



Challenges

One of the main beliefs that rule the software development industries is the inefficiency and the limitations of low-code and no-code. Thus, IT managers and developers feel threatened by low-code technologies believing it will replace traditional software and app development.

The main goal of the marketing effort was meant to convey that low-code is an extension of traditional development, and these technologies work better together, filling each-other's gaps and limitations for the benefit of the client.



Project Goal:

☑ **Grow market presence and size**

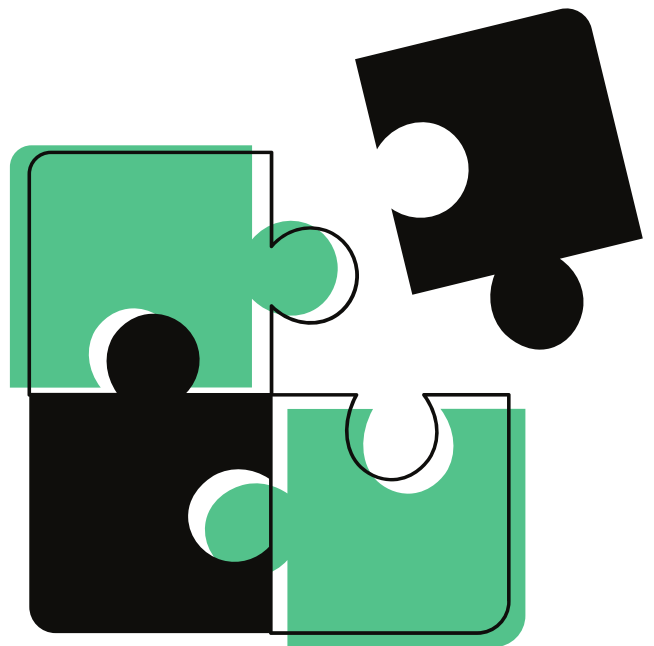
The overall objective of the consultancy project is to improve the market adoption of Plant an App by developing an intensive marketing program that includes 3 webinars over 3 months, along with the instruments needed to ensure their success

☑ **Raise awareness in targeting vertical and geographical markets about PlantAnApp's low-code services**

Most of Plant an App's current customers are US-based, large or mid-market enterprises, with strong needs for digital transformation. The verticals the company serves most are healthcare, financial services, telco, and association management.

☑ **Increase the number of sales-qualified leads by converting webinar participants to customers**

Once the participants get through the whole process of getting targeted, informed about a technology that could help with their pain points, and understood how fast and reliable low-code is, the next step is to attract them into a valuable discovery conversation related to their challenges, needs and possible collaborations.



Marketing strategy implementation

3 webinars showing the advantages and benefits of low-code have been organised. Before starting working on the deliverables, the two teams have established the main responsibilities of each side and the available resources and requirements from each team.

All three webinars followed the same guidelines and were organized by the same scheduling, while the theme, the speakers, and the targeted audiences were established ahead of each event.

The main activities were divided into two stages:

Pre-webinar activities

☑ The content and the design for the landing page promoting the webinar

This stage includes the description of the webinar, a showcase of the speakers, and the main takeaways from attending it. It also includes the integration of the registration form with HubSpot, **to have the records managed from one place.**

☑ Creating and scheduling email workflows

Email invitations were sent to Plant an App's database, while the registered people were included in another workflow that contained reminder emails and *Add to calendar buttons*, so they can access the webinar link with ease at the time it happened. **A total number of 1890 marketing emails were sent to the webinar database built in the 3-month period. Plant an App's previously built database was also targeted with 3-step email workflows, sent to a total of over 7740 contacts, with an overall open rate of 22.7%.**

✔ Social Media promotion

We delivered promotional posts that followed the same visual identity used for the landing pages, managed to increase the number of followers, and create organic engagement and interactions on the event pages that were created. **The number of total posts for each network was 45, gaining a number of 576 social media events registrants.**

Other LinkedIn results:

- The impressions on the LinkedIn page, where the target audience is most present, have doubled each month after the webinar promotion started, so **at the end of the 3-month period the impressions were increased by 594%**
- The engagement rate has increased by 129%
- The number of followers **grew up to 689 people** during the time when the pages were managed by the NNC team.

✔ Lead generation

For each webinar, we targeted prospects belonging to the main audience via LinkedIn and approached them through direct messages and invitations to the event page. Relevant Facebook and LinkedIn groups were researched in order to promote the webinar on this channel as well.

Here are some numbers:

- LinkedIn direct messages sent: 3290
- LinkedIn events participants messages: 1582
- Messages to relevant group members: 2347
- Group posts to share the event: 51
- The lead generation general conversion rate by the number of registrants was 4%

✔ Webinar presentation and dry run

Once the theme was fixed and the speakers agreed on the timeline, a proposal of the design was handed to Plant an app's team and then a dry run for the webinar was planned beforehand so we can prevent any technical or communication challenges.

During the webinar

Each webinar was scheduled to last no more than one hour, with 2 to 3 topics based on the theme and a 10 to 15 minutes Q&A session. The participants were able to send their questions in the registration form, but also in the chat box during the webinar.

The attendance rate based on the number of form registration was 54%.

Post-webinar activities

☑ Video editing of the webinar recording

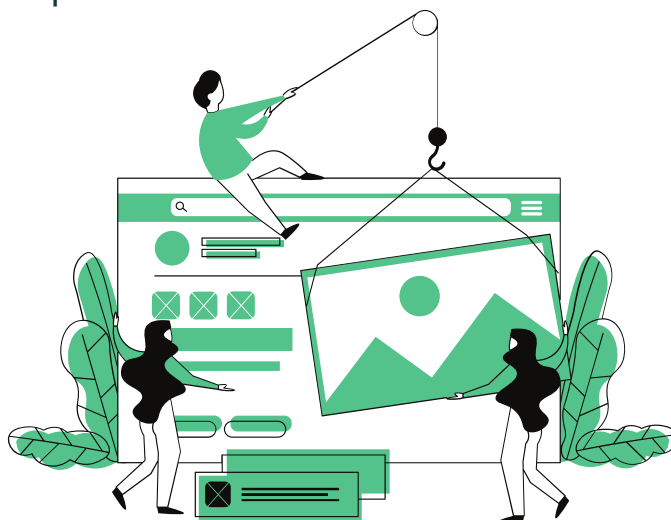
We made sure that the video was recorded properly, and added the intro and outro slides that matched the overall design of the landing page and presentation. It was updated on the landing page form as well.

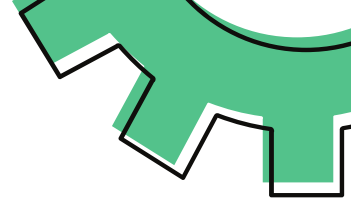
☑ Sending follow-ups

Once the webinar recording was updated and uploaded on the YouTube channel, follow-up emails were sent both to attendees and no-shows, having the content adjusted for each of these categories.

During the webinar, several questions were asked in the Q&A section, so their answers were also transcribed into the email.

The sales team then made sure the most engaged participants were approached with personalized emails that tackled their specific needs.





Outcomes

Plant an App has reached new audiences and created more engagement for the ones who were already following them on their main channels: Facebook, LinkedIn, and Twitter.

During the 3-month period of hosting webinars, the marketing efforts towards promoting the events brought Plant an App new visibility on the social networks and allowed them to start sales discussion with a few potential customers attracted through the webinar.

The new approach to digital events has created a community of low-code enthusiasts and industry specialists who now follow and engage with the online activity, giving the brand a positive reputation and brand awareness.



Testimonial



Short key lessons and tips for organizing webinars

- Use the database and promote your webinars through email campaigns.
- Make sure the registration process is as simple as possible, so it's easy for the participants to register to attend the webinars.
- Partner with the speakers to promote the webinar and attract their audience as well.



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