How a Single Email Boosted Webinar Registration 925%

Business

Adlib software renders over 400 different document types into PDF with complete accuracy. Installed at the server level, it can be configured to favor certain departments at different times, such as accounting at month end. It can also handle data inside dynamic forms.

Customers include major pharmaceutical makers, insurance companies, financial institutions and governments.

Challenge

In the normally slower months of July and August, Adlib partner K2 planned to run a joint webinar, titled *Compliance Within SharePoint: A Deeper Understanding*.

While the partner expected 140 registrations in July and 120 in August, so far it had managed to gather fewer than 20 registrations, and only one week remained before the first webinar.

The partner's marketing efforts did nothing to show how the webinar offered valuable information.

With the threat of cancellation looming as time was running out, the K2 marketing team asked the Adlib marketing team for help.

Solution

Trained in Direct Response Copywriting, Dave Chappelle wrote an email subject line that aroused curiosity and got many more recipients to open the email.

The email copy employed direct response marketing techniques to persuade readers of the value they'd receive by attending the webinar, and what they might lose if they didn't at least register, so they could watch it later.

Outcome

- Dave's email subject line delivered an open rate of 46.15%, the highest in company history.
- For the first time in company history email invitations persuaded over 100 readers to register for webinars.
- Email copy content exceeded the webinar registration targets in the normally slow months of July and August.
- July registration was 185 – an increase of 925% – 132% of expectations
- August registration was 178 – 148% of expectations

[Get results like that by contacting Dave](#)