

# How Inexpensive Videos Combined with Email to Exceed Expected Webinar Registrations from 102% - 237%

## 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

As part of its Content Marketing efforts, Adlib hosted semi-monthly webinars. Topics came from questions and objections salespeople heard from prospective customers.

Employee time, marketing and deliverance costs can make webinars expensive to put on. Although the information was valuable, registrations and attendance were disappointing.

## Solution

An experienced Direct Response Marketer told copywriter Dave Chappelle that inexpensive-looking talking head videos worked best at driving attendance to professional-looking webinars.

Using direct response techniques, Dave wrote scripts inviting viewers to the webinars. He also wrote email and social media posts that sent readers to the YouTube videos.

Then he used his own Kodak Zi8 video camera, tripod and Audio Technica ATR 3350 lapel microphone to record the webinar presenter delivering the scripts.

The media specialist posted the videos to YouTube, posted to social media, and sent the emails.

## Outcome

Webinar registration exceeded all expectations.

DATE	TITLE	TARGET REGISTRATION	ACTUAL REGISTRATION	PERFORMANCE REGISTRATION	TARGET ATTENDANCE	ACTUAL ATTENDANCE	PERFORMANCE ATTENDANCE
Jul		140	185	132%	46	47	102%
Aug		120	178	148%	60	70	117%
Oct		NA	NA	NA	30	41	137%
Oct		77	195	253%	38	90	237%
Nov		130	153	118%	65	73	112%

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

One month after Dave left, webinar registration plummeted to 33%.