

Maximize business results with your online events with Cisco WebEx Advanced Services.

Transform your online marketing programs with dynamic, professionally produced webinars with assistance from WebEx® marketing experts. Take advantage of proven techniques and best practices to create online marketing programs for higher return on investment. Deliver topical, relevant content, and learn how to build continued interest to move leads through the pipeline faster.

Engage Cisco WebEx Advanced Services consultants to facilitate and deliver effective webinars—from strategic planning through production—and beyond. Take advantage of online interactivity best practices for productive conversations—during and after your webinar.

Tap into world-class WebEx marketing expertise.

Get the help you need from a marketing expert with years of practical experience in online marketing and collaboration. Solve real-world marketing challenges with the help of consultants who listen to you and spend time understanding your business needs and objectives. Quickly develop and deploy the best solutions for your marketing requirements with a WebEx Advanced Services consultant as your trusted business advisor.

Count on Cisco WebEx Advanced Services to help you:

- Assess your existing marketing approach, processes, and events.
- Integrate interactive WebEx technology into your marketing strategy.
- Determine the best way to reduce cost per lead and increase your sales pipeline.
- Attract larger targeted audiences, increase your response rates, and grow your customer base using online marketing best practices.
- Learn the latest techniques and strategies to deliver your message to the best audience at the right time.

Pick the ideal solution for your organization's objectives.

Select from multiple marketing packages to support a single project, combine packages to get better results from a current project, and get professional coaching to produce future events on your own. Work with a WebEx Advanced Services consultant to develop customized packages. No matter which options you choose, you'll continue to see impressive results—well beyond the consultation engagement.



Highlights:

- Take advantage of industry-leading expertise to transform your company's online marketing initiatives.
- Strengthen relationships with your clients and prospects by creating interactive online marketing events.
- Create processes that bring key stakeholders together to integrate webinars into your marketing and business strategy.
- See how your online marketing and event efforts compare with those of similar organizations.
- Team up with WebEx marketing experts to produce your online event from start to finish.

Select a WebEx Advanced Services Marketing package—or create a custom package—that meets your goals .

WebEx Advanced Services Marketing package	Deliverables
Event Assessment Take advantage of WebEx solution expertise to improve your next online event, and generate more revenue and mindshare at a lower cost.	<ul style="list-style-type: none"> • Receive recommendations to improve future webinars based on past performance analysis and best practices. • Understand the current marketing landscape and learn how online events can better fit into your overall marketing plan and budget. • See how low-cost lead generation and cultivation strategies can maximize results.
Event JumpStart Engage a WebEx Advanced Services online marketing consultant to provide tactical expertise for an online marketing event.	<p><i>Receive all the Event Assessment deliverables, plus:</i></p> <ul style="list-style-type: none"> • Determine the best marketing strategies and create a customized action plan during an intensive, three-hour meeting. • Gain deeper insight into the processes, roles and responsibilities, timelines, and budget required to produce effective webinars. • Let a WebEx Advanced Services consultant assist you with registration and lead-source tracking. • Increase your knowledge of search engine marketing (SEM) and search engine optimization (SEO) to make better budgeting decisions and increase ROI. • Rely on WebEx Advanced Services to manage the technical aspects of your webinar, so you can concentrate on your message.
ProStart Produce effective online marketing events with the strategic and tactical expertise of WebEx Advanced Services online marketing consultants.	<p><i>Receive all the Event Assessment deliverables, plus:</i></p> <ul style="list-style-type: none"> • Review your organization's marketing objectives and define the roles and responsibilities of each function for a highly effective webinar during an in-depth, 1 1/2-day working session with a senior WebEx consultant. • Come away with a detailed roadmap that takes you through each step of the tactical and strategic phases of a successful online campaign. • Become an online marketing pro with a comprehensive best-practices manual. • Plan your event based on an expert assessment of your company's current online marketing strategies, and learn how you stack up against your competition. • Work with WebEx Production Services to manage the technical and audio aspects of your webinar to provide a smooth and successful webcast. • Use the in-depth roadmap your WebEx Advanced Services consultant develops for you to create effective, repeatable webinar success—every time.
Campaign Strategy Transform your online marketing approach by seamlessly blending interactive online marketing events into your overall marketing plan.	<ul style="list-style-type: none"> • Define your organization's marketing objectives and bring key players together to strategize and plan full online marketing campaigns during an intensive, executive 1 1/2-day working session with a senior WebEx consultant. • Plan your marketing activities with knowledge gained from an expert assessment and competitive analysis of your online marketing activities. • Get the knowledge and coaching you need to produce your own highly successful webinars and online marketing campaigns.

Learn more about Cisco WebEx Advanced Services. Request a consultation with a WebEx Solution Specialist at 1.877.GOWebEx (1.877.469.3239), or visit us online at www.webex.com.