

How Cisco Uses Rich Media for Online Customer Events and Seminars

Live streaming media events generate higher quality and lower cost sales leads.

BUSINESS BENEFITS

- Increase revenue opportunity by reaching customers who have projects within four months (48 percent)
- Produce events for just \$7 per attendee
- Reduce cost of sales: leads cost \$363—half the cost of in-person seminars

“Rich media delivered over the Internet enables a cost-effective interactive seminar format for a global audience—and for less than \$7 per attendee.”

— Cisco Event Marketing Group

At Cisco Systems®, lead generation is an important business activity. The Cisco Event Marketing Group produces online events (“Webcasts”) as well as in-person events, allowing Cisco to cost effectively reach audiences worldwide, 24 hours a day, 7 days a week.

Cisco produces live Webcasts for high-impact customer events with large audiences. Content includes streaming audio, streaming video, presentations, live Q&A sessions, and polling questions. The event content remains available as video on demand for several months. For programs that do not require a live, interactive forum, Cisco produces video on demand instead.

Cisco Event Marketing outsources the production and hosting of live events to a service provider. Many companies use their own Cisco WAN and the Cisco Application Content Networking System (ACNS), as the Cisco Media Network group does for internal live events. Outsourcing is more economical for the Event Marketing because of its high volume and stringent customer service requirements.

High-quality leads. Seventy percent of registrants for Cisco online events are technical decision makers or business decision makers—people that Cisco wants to reach.

Near-term purchase plans. Forty-eight percent of online event registrants report that they have a technology project that they will be addressing within four months. The closer a customer is to making a technology purchase, the more likely they are to consult a Website for information that will inform their purchase decision.

Cost-effective lead generation. The cost of online seminars at Cisco averages US \$7 per registrant and \$10 per attendee, a fraction of lead-generation costs for in-person events. Cost per lead is \$373, less than half of that of in-person events. What’s more, a greater percentage of online leads convert to sales.

More leads convert to sales from online events than in-person events

Case Study: http://www.cisco.com/web/about/ciscoatwork/case_studies.html

FOR MORE INFORMATION

To read the entire case study or for additional Cisco IT case studies on a variety of business solutions, visit Cisco on Cisco: Inside Cisco IT www.cisco.com/go/ciscoit

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