



# Rich Media for Online Events

How Cisco Uses Rich Media for Online Customer Events and Seminars



## A Cisco on Cisco Case Study: Inside Cisco IT

# Overview

- Challenge

Cost-effectively generate high-quality sales leads

- Solution

Produce online events using rich media

- Results

Cost per lead generated by live events is half the cost per lead from in-person City Tours, and a greater percentage of leads converts to sales

- Next Steps

Continue producing online events when appropriate

# Challenge: Lead Generation

- Online educational programs effectively reach technology professionals

40 percent of technology professionals have accessed a webcast or online seminar

76 percent of technology professionals use online seminars and events to educate themselves about new and emerging markets and technologies

60 percent use online programs to obtain preliminary information about products and vendors

59 percent of decision makers are likely to consult a webcast or online seminar when making a critical buying decision

# Challenge: Lead Generation (Contd.)

62 percent have a positive perception of vendors that produce high quality web casts or online seminars

Statistics from Bit pipe, "Technology Professionals' Web cast and Online Seminar Usage Behavioral Study, August 2003

# Solution: Online Events

- Responsibility of Online Events Team, part of Cisco Event Marketing Group
- Decision: Use Cisco internal content-delivery network or outsource?
- Different Cisco groups choose different options

Cisco Media Network Group uses Cisco WAN and Cisco Application Content Networking System (ACNS) for internal corporate communications and training

Cisco Event Marketing Group outsources production and hosting of live events for customers and partners—a more cost-effective option because of its high event volume and customer service requirements

# **Solution: Live Webcasts**

- Used for high-impact events with large audiences
- Participants sign in to registration page to
  - Hear streaming audio
  - View streaming video
  - View slides
  - Participate in live Q&A sessions
  - Answer polling questions
- Events available on the Web for three to six months in an on-demand archive

## Solution: Live Webcasts

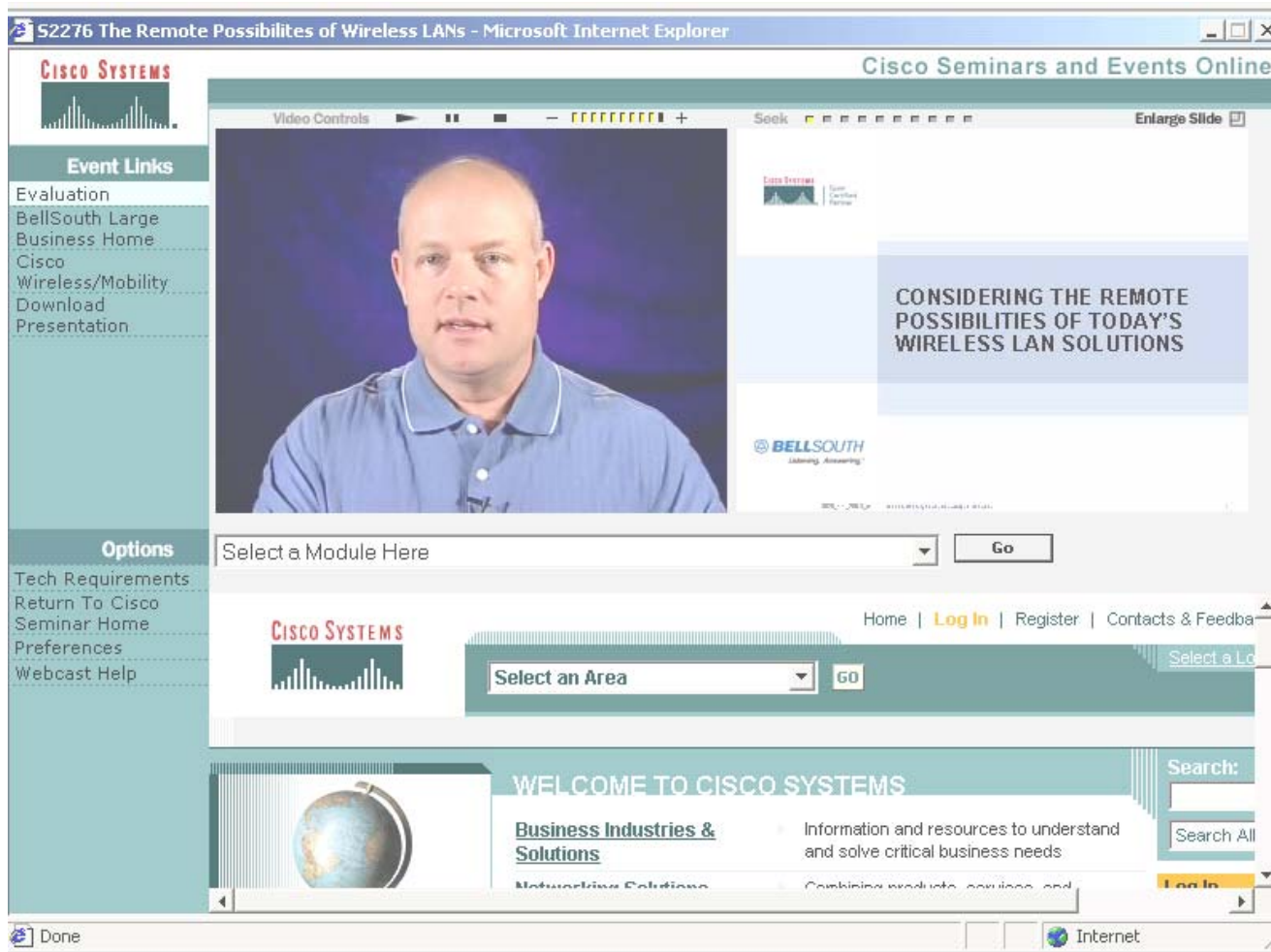


## **Solution: Video on Demand**

- Used for messaging and for partner technology solutions that do not require a live, interactive forum
- Can be viewed 24 x 7 and are retained for three to six months
- Video offered in multiple formats to ensure the highest quality viewing from any connection



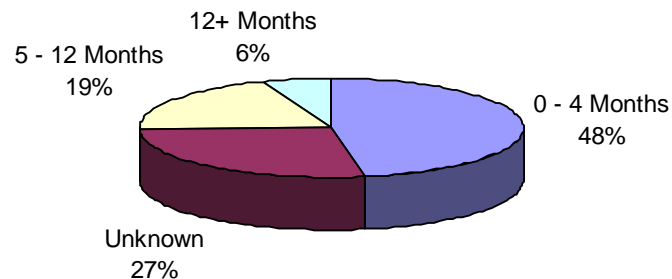
# Solution: Video on Demand



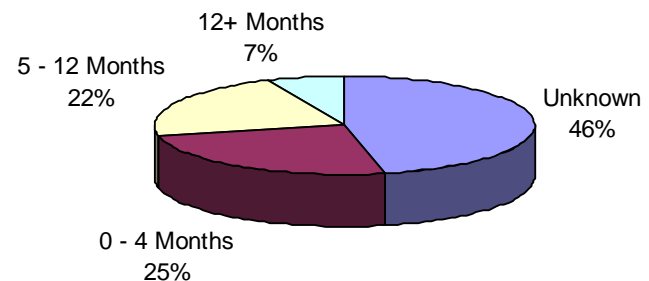
# Results: High-Quality Leads

- 70 percent of registrants are technical or business decision makers
- 48 percent have a project within four months (left chart)—sooner than registrants for Cisco in-person seminars (right chart)

**Q3 Online Project Time Frame**



**Q3 City Tour Project Time Frame**



# Results: Cost-Effective Lead Generation

	Online Seminar	City Tour
Cost of event per registrant	\$7	\$180
Cost per attendee	\$10	\$375
Cost per lead	\$363	\$789

...and a greater portion of leads from online events convert to sales

## Results: Increased Customer Loyalty

- 75 percent of attendees report that they are more likely to buy a Cisco product as a result of the online seminar
- 97 percent say they will attend another online seminar

## **Next Steps: More of a Good Thing**

- Continue to produce 25-35 online events per quarter

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](http://www.cisco.com/go/ciscoit)



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