

## Webinars: A Powerful Lead Generation Tool

According to MarketingSherpa, webinars were the **second most popular lead generation** tool for B2B marketers in 2007. Webinars help law firms:

- Promote the expertise and credentials of individual attorneys to a “captive” audience.
- Encourage follow up by attendees who were made aware of legal issues they didn’t know they had, but now need to address.
- Generate good will with clients who appreciate being educated on issues relevant to their businesses and industries.
- Offer an appealing alternative to participation in “live” events like tradeshows that entail major transportation, lodging and other costs.

## The eLawMarketing Suite of Webinars Services

Having run our own webinars for years, we now help law firms create, host and promote professional webinars that deliver value to clients and generate new business leads. Our suite of a la carte webinar services includes:

- Creating a **checklist** and **timeline** to ensure that all webinar tasks and preparations are properly assigned and timely handled
- Helping with **selection of a webinar provider**
- Designing and hosting **registration pages** (for both “paid” and “non-paid” events)
- Designing, distributing and tracking **email invitations** and reminders with online RSVP capability
- Sourcing **lead lists**
- Creating **Powerpoint slides** (see our “Powerpoint” brochure for further details)
- **Training** and coaching presenters
- Developing **webinar giveaways** such as white papers to incentivize registration and reinforce thought leadership
- **Moderating** events
- Conducting **post-event surveys** to solicit attendee feedback and promote follow up

## Get Started Today

To get started with webinars, please contact us today at 866.833.6245 or [sales@elawmarketing.com](mailto:sales@elawmarketing.com).

## Promote Expertise. Generate Leads

eLawMarketing can help your firm create, host and promote professional webcasts that deliver value to clients and generate new business leads

“You ran a very professional webcast. The slides were easy to follow. The audio was perfect. And the interactive polling feature was pretty cool. In short, a very polished presentation.”

– Arnie Herz, Esq.

