

Webinars



Connect Further. Convert Better.

AZO
NETWORK

Webinars



Webinars are a phenomenal platform for sharing your expertise and creating an experience that will keep your brand at the forefront of your audience's mind. They also offer a powerful way to connect with your audience in real time.

Use Webinars to:

- Educate your audience about a new technology or application
- Demonstrate best practices on a product or service
- Establish thought leadership in a round table discussion

For a scientific audience, one webinar builds awareness or showcases a specific capability, helping them know your brand or do something new. A series of three, five, or ten webinars creates a commercial journey, guiding them to go deeper into use cases and ultimately buy with confidence.



Why Webinars?



DEEP ENGAGEMENT

- Give your audience time to engage with your message. With longer viewing times and interactive features like Q&A and polls, you can capture attention, spark discussion, and build trust. Our platform tracks audience behaviour throughout the session, giving you valuable insights into what resonated most, helping you tailor future campaigns for even better results.

BRAND AUTHORITY

- Position your brand as a trusted expert. By sharing valuable insights and thought leadership, you demonstrate credibility in front of highly engaged, relevant audiences. Each webinar reinforces your brand voice and expertise, boosting recognition and building trust.

GENERATE LEADS

- Generate leads before, during, and after your webinars. We promote your content to highly targeted audiences and segment them based on intent so you can gain a deeper understanding of their needs and stage of the buying journey.

EVERGREEN CONTENT

- Extend the life of your webinar long after the live event with on-demand viewing. While you focus on your next campaign, it continues generating quality leads and valuable market intelligence, remaining on our sites to attract new viewers well beyond the original broadcast.

Webinar Package



Planning & Content Creation

- Dedicated project manager
- Speaker on-boarding
- Q&A, polling & survey strategy

Pre-Webinar Promotion

- [Landing page published on the relevant AZo site](#)
- [3 x Targeted emails](#)
- [2 x Newsletter sponsorships](#)
- [3 x Social media graphics & posts](#)

Live Event

- Branded webinar room
- Webinar production
- Experienced host
- Event reporting

Post Webinar Promotion

- 1 x On-Demand email to registrants with recording of event
- [1 x Targeted email](#)
- [Webinar listing](#)
- [Written interview](#)



Planning & Content Creation

Weeks 1 - 4



Pre-Webinar Promotion

Weeks 5 - 12



Live Event

Week 12



Post-Webinar Promotion

Weeks 13 - 52

This is a sample timeline, times can vary.

Webinar Reporting



Real-Time Webinar Reporting & Insights

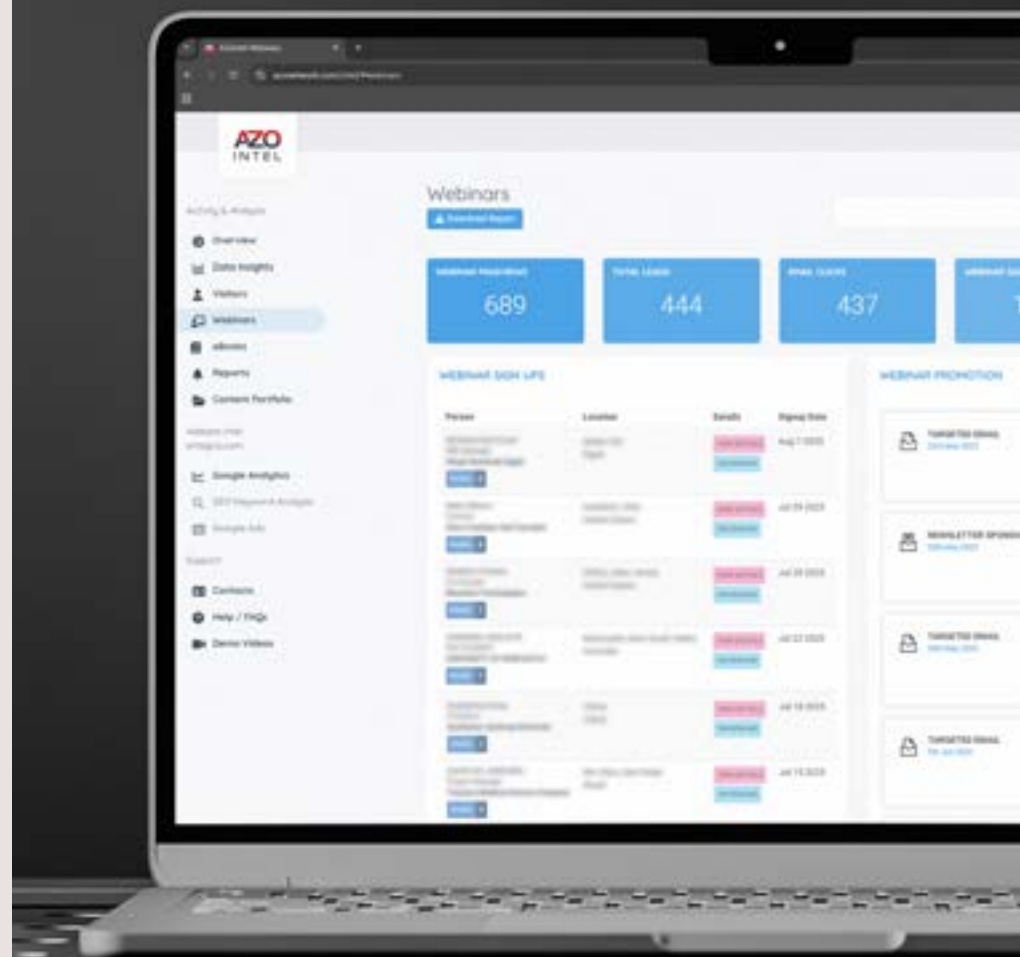
- Track webinar performance with live-updated event reports. Instantly see sign-ups, views, and audience interactions. Export all data to Excel with one click.

Individual-Level Insights

- Understand your audience with detailed data on each registrant (poll responses, questions asked, and engagement levels), helping you segment by intent, identify hot leads, and tailor follow-up campaigns.

Event Market Intelligence

- Get a clear overview of audience behavior with visual summaries of poll responses, registration data, webinar ratings, geographic reach, and the top-performing promotion channels.



Webinar Examples



Want to see what we're capable of?

- Take a look at some of the webinars we've produced for clients tackling topics like hydrogen generator installation, extracellular vesicle analysis, and AAV6 capsid optimization.
- Each session transforms complex science into a compelling story, showing how we help clients connect with the right audience and deliver real results.

[Click Here](#)

AAV6 Upstream Empty/Full Capsid Optimization Using CIM® SO3 Multi-Well Plates and Mass Photometry

Webinar: Wed, September 10th 10AM CEST
With speakers Marko Narobe, Sartorius BIA Separations and Hena Divanovic

SARTORIUS

Steps forward to extracellular vesicles direct analysis from ultrasensitivity to handcrafted solutions

Quanterix
The Science of Precision Health

[Click Here](#)

nel Streamlining Hydrogen Generator Installation

[Click Here](#)

Ask our team for more information about our webinar bundles,
or check out the rate card

Testimonials



Hear directly from our customers who've experienced the difference we make. [Read all of our testimonials](#) and see why people love working with us.



Our strategic partnership with AZoNetwork has enabled us to leverage their platform for exceptional engagement rates and lead generation. This collaboration has emerged as our most impactful third-party channel, delivering dual value through thought leadership establishment and conversion-driven content strategies. This has resulted in an excellent ROI for our business.



AZoNetwork is more than just an advertising platform; they're a true partner in our marketing efforts. AZo's diverse marketing tools, provided us with the perfect mix to achieve our goals. They have been a powerful partner in reaching our target audience, significantly amplifying our brand visibility within the scientific community and driving high-quality leads at a very competitive cost.



AZoNetwork has proven to be a very strong partner in delivering successful advertising programs throughout the years. With an excellent cost per acquisition, advertising with AZo is driving effective high-quality marketing leads for us while we continue to leverage the reach and breadth of their audience to attract and engage with potential customers.



What I like best about the AZoNetwork approach is how they align their reporting to the customer journey. They help me see what content is reaching our target audience, and they help me see where in the buying cycle that content is most important.



Collaborating with AZoNetwork has been one of the best decisions our company has made. AZoNetwork has been instrumental in helping us to achieve our goals, and the expertise they have brought to our campaigns is obvious by their results.



AZoNetwork has been our most valuable vendor/partner in marketing over the last several years. They help us look good, and help us do our marketing job better.