



AZoNetwork Webinars

Reach new audiences,

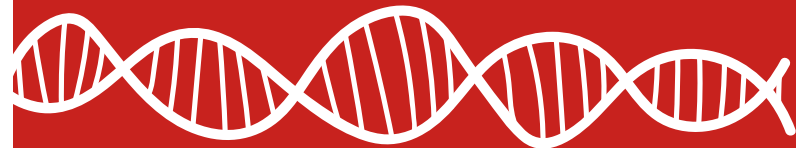
generate better leads.



Why webinars?

PLATFORM TO SHOWCASE YOUR SCIENCE

Webinars are a phenomenal platform for sharing your expertise and creating an experience that will keep your brand top of mind with your audience. Scientific webinars are particularly useful for educating around a new technology or application, demonstrating best practice on a product or service, and establishing thought leadership in a round table discussion.



GENERATE BETTER LEADS

Generate better leads before, during and after your webinars. We promote your content to highly-targeted audiences and segment your them based on intent so you get a deeper understanding of their needs and where they are in their buying journeys.

EVERGREEN CONTENT

Once the content is created your webinar can continue to generate better leads and new market intelligence, in the background, whilst you work on the next campaign. Our analytics platform will keep you updated with the latest data, so you and your team can follow up with the best leads.

We continue to host your webinar gated for up to 12-months and offer an extensive on-demand promotional program. After the 12-months you have the option to publish to our YouTube channel so you can continue to get new eyes on your content.



Webinar Pain Points

**Reaching the
right audience**



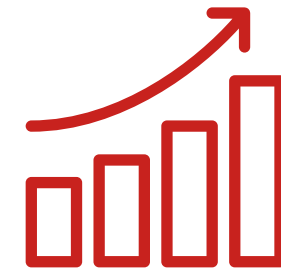
**Time-
consuming**



**Event Day
Stress**



**Analyzing the
results**



The solution/benefits

1

AUDIENCE TARGETING

Share your science with a global audience of over 100+ million annual unique visitors and 900,000+ subscribers.

We can provide both expansive campaigns and/or highly-targeted and granular campaigns too.

2

FULLY MANAGED WEBINAR PROJECT

We provide you with the complete webinar production and promotion service and our experienced team can help you to manage the whole journey from start to finish. With vast webinar experience, our team is with you every step of the way to plan, promote and execute a successful scientific webinar series.

3

DETAILED REPORTING

Segment your audience based on intent and get a deeper understanding of their needs. See who viewed your content, how they answered the polls, what questions they asked and many other key data points so you can pass the right leads to sales and nurture the others.

4

ON-DEMAND PROMOTION

We offer your an extensive on-demand promotion and a gated webinar for up to 12-months. We will create snippet videos of key points from your webinar so you can generate new interest in the long-form content and get new views and sign-ups after the live date has passed.

2. Audience targeting



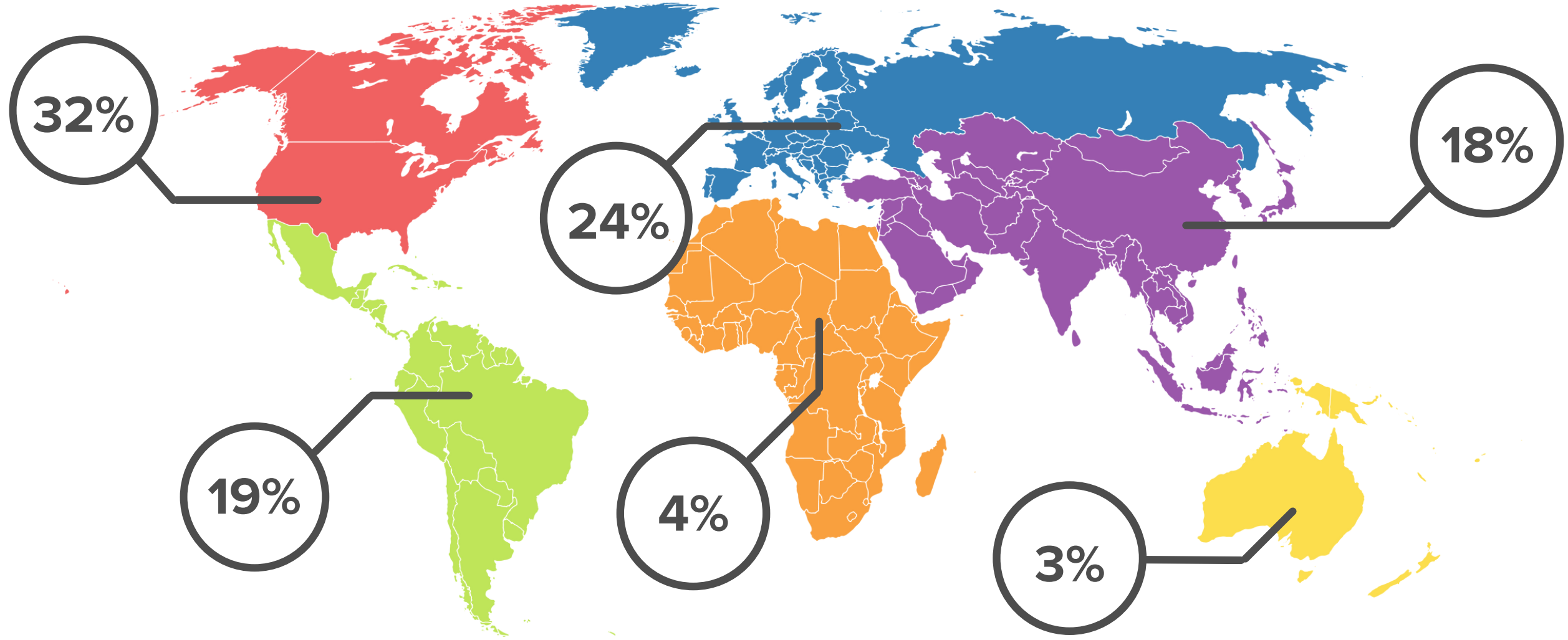
Annual Unique Users
135,661,817



Active Subscribers
901,955

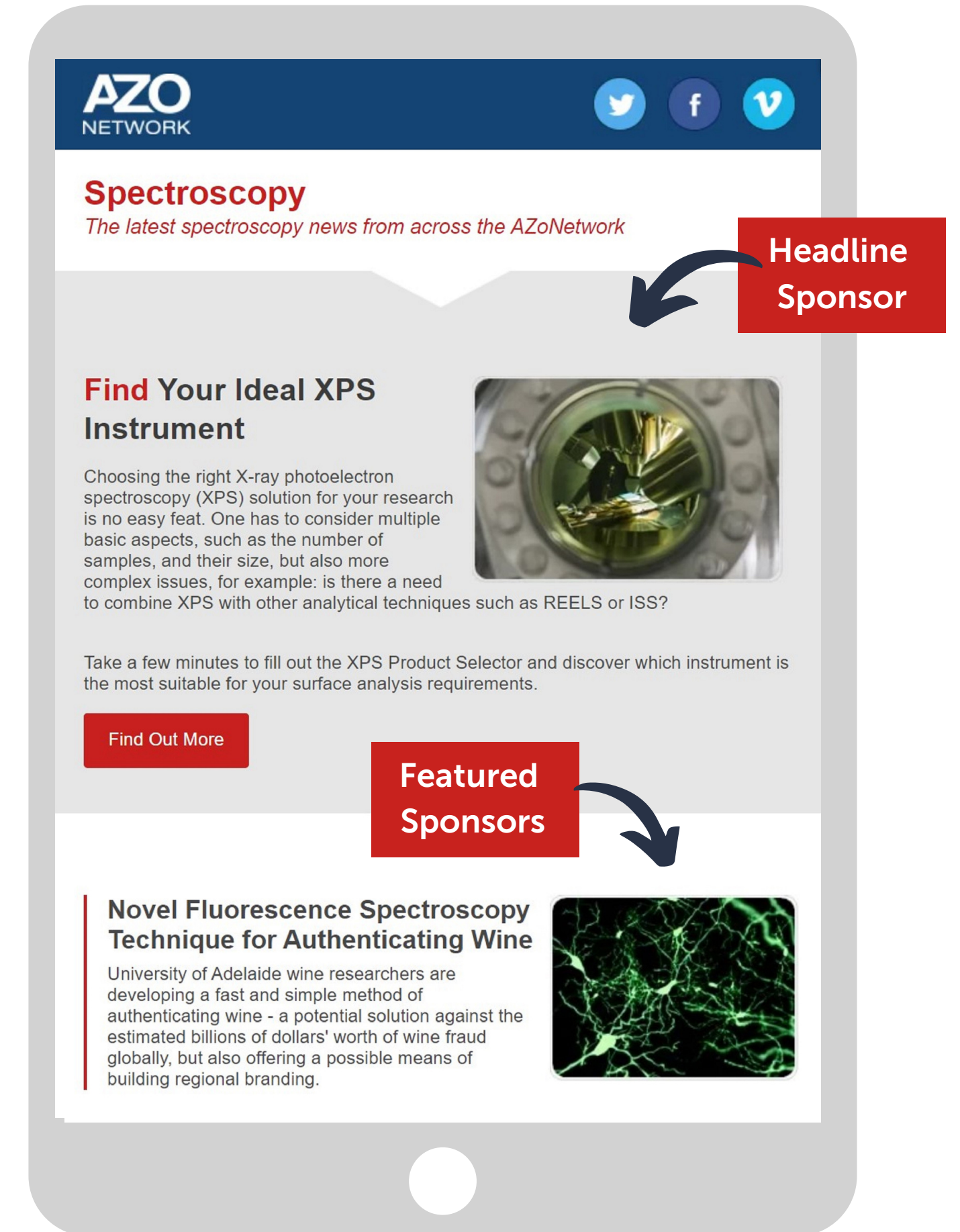


Sales Lead Activity
396,318

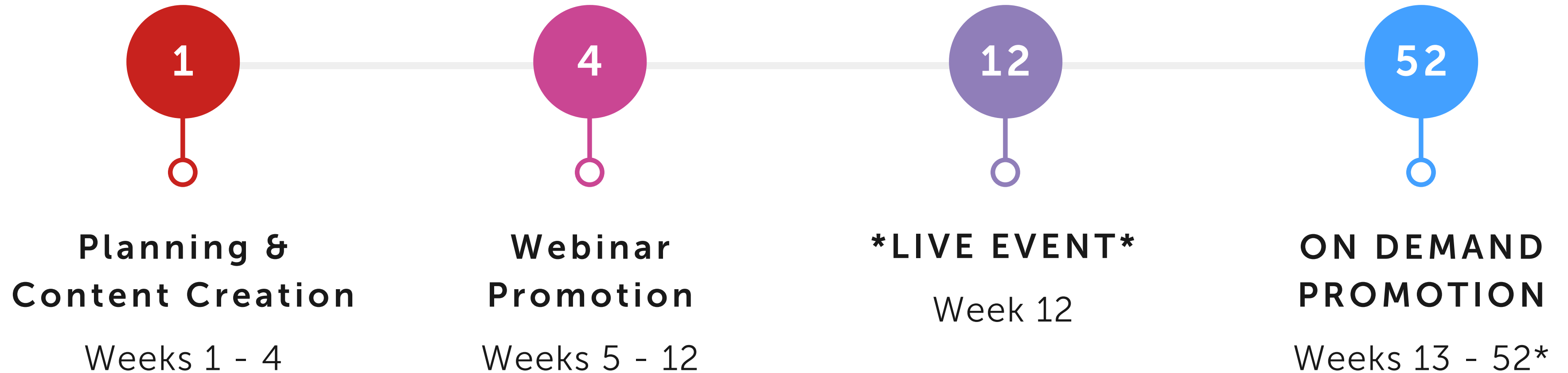


Event Promotion - what's included...

-  **LANDING PAGE**
-  **CUSTOMIZED EMAILS**
-  **NEWSLETTER SPONSORSHIPS**
-  **SOCIAL MEDIA**



2. Fully managed webinar project



- ✓ Experienced host & project manager
- ✓ Fully managed promotion

- ✓ Speaker on-boarding
- ✓ Content recording & production

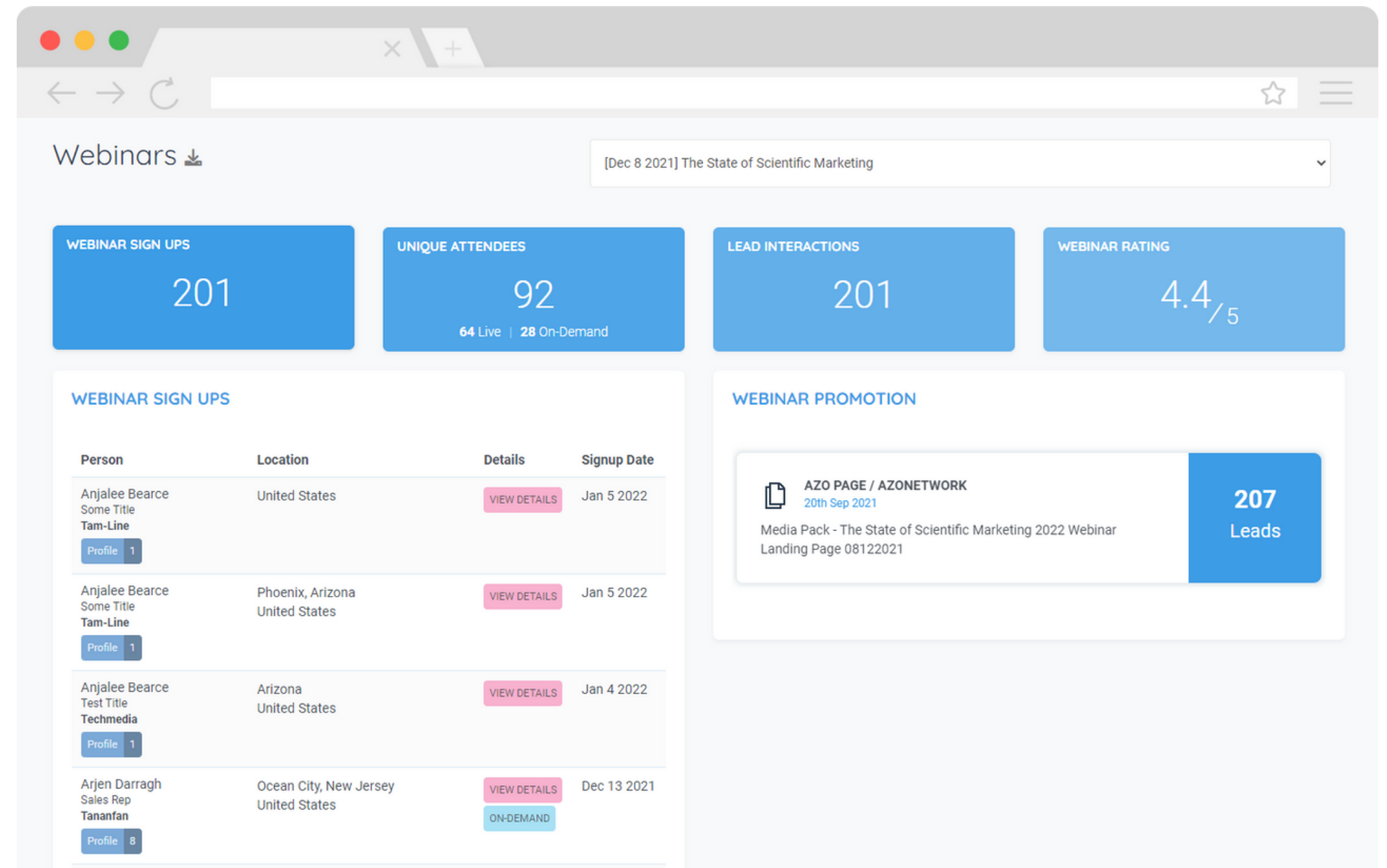
3. Detailed reporting

EVENT OVERVIEW

Your webinar campaigns will benefit from highly detailed event reports, updated in real time.

The event overview will give you the latest details of webinar sign-ups, who has watched live and on-demand, as well as other interactions with your promotional content.

Quickly see how your campaign is performing and download all of the data using the excel export button.



Detailed reporting on individuals

Segment your audience based on intent and get a deeper understanding of their needs with the individual data insights.

See how each registrant interacted with your webinar, how they answered the polls, what questions they asked and many other key data points, so you can pass the right leads to sales and nurture the others with your other marketing campaigns.

WEBINAR SIGN UPS

Person

Anjalee Bearce
Some Title
Tam-Line

Profile 1

Anjalee Bearce
Some Title
Tam-Line

Profile 1

Anjalee Bearce
Test Title
Techmedia

Profile 1

Arjen Darragh
Sales Rep
Tananfan

Profile 8

Joshwa Cappelluti
Marketing Intern
Lotline

Profile 83

SIGN UPS BY COUN

Interactions from Visitor

Quotations, downloads, comments, brochures requested during this visit.

Visit Date:

Dec 13 2021 8:14 AM

Content:

Media Pack - The State of Scientific Marketing 2022 Webinar Landing Page
08122021

Interaction

Type:

Webinar Signup (18948)

First Name

Arjen

Last Name

Darragh

Organization

Tananfan

Profession

Sales Rep

Country

United States

City

Ocean City

Region

New Jersey

Email Address

person@example.com

Phone

123 456 7689

Lead Status

Marketing Qualified Lead (MQL)

First Viewed On

2021-12-13 08:16

Viewed Live

No

Viewed On-Demand

Yes

Total View Time

00:56:24

Registration: What is your biggest marketing challenge for 2022?

Developing new leads

Registration: Are you currently doing lead scoring?

No

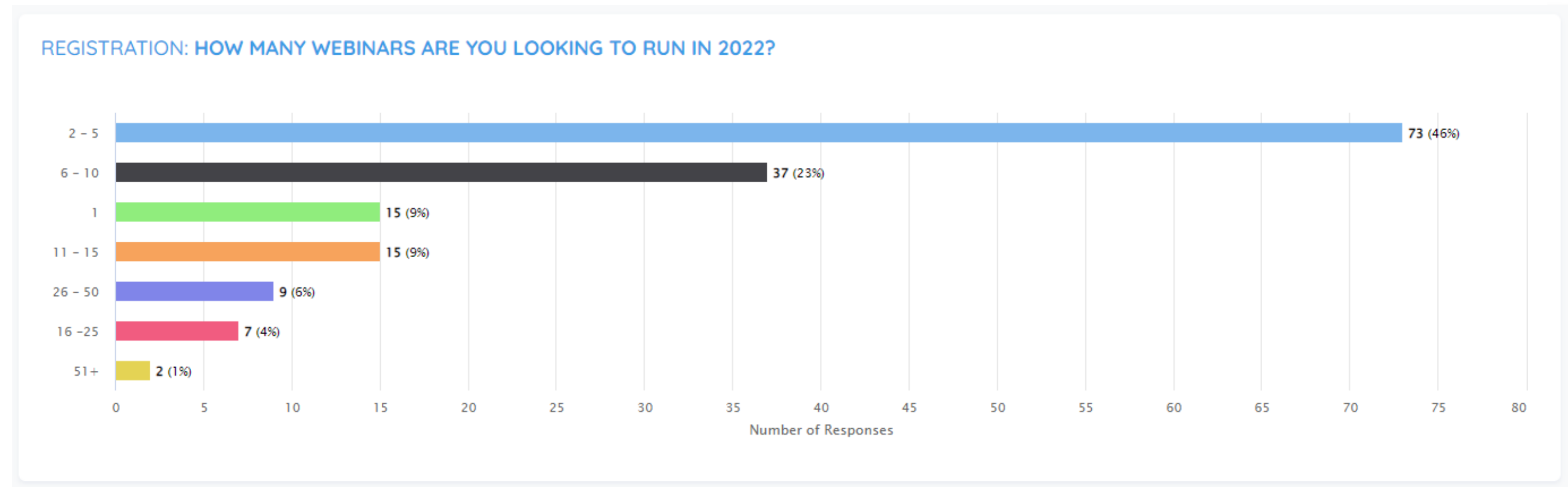
AZO
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Event Market Intelligence

Quickly get an overview of how your registrants answered your; registration questions, polls and surveys with our event market intelligence graphs.

You can also see your webinar rating, a geographical breakdown of registrants, what handouts were most popular and which channels generated the most sign ups for your webinar.



4. On-demand promotion

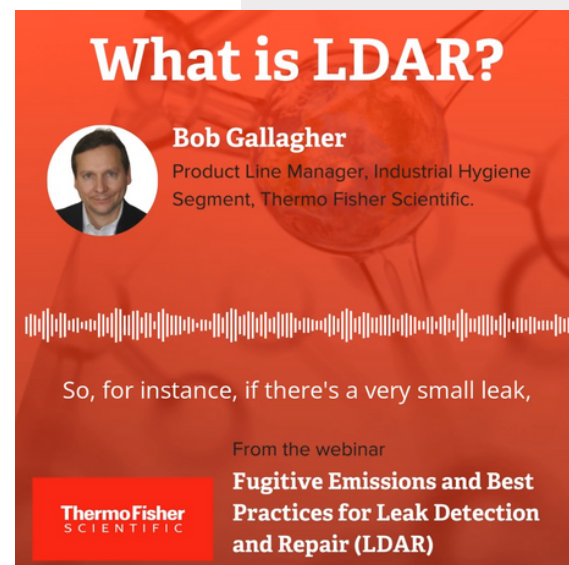
LANDING PAGE

We can host and keep your webinar gated for up to 12-months, so your landing page remains live for that time. After that period we can upload to YouTube and embed on the original landing page so you can continue to get new eyes on your webinar content.

EMAIL MARKETING

Once the event is over we will email everyone who registered with a recording of the event. We will also continue the email marketing so that you can benefit from more viewers and new webinar registrations.

SOCIAL MEDIA



We take the key points from your webinar and turn them into 30 - 60 second social media snippets. We will then publish these to our popular social channels and share with you so you can post to your networks as well.

REAL TIME REPORTING

Our extensive analytical reporting allows you to view in real time the latest market intelligence from your webinars. Quickly view and share your event overview, analyze the data insights on each individual registrant and investigate your event market intelligence graphs.

#MarketingScience

ThermoFisher
SCIENTIFIC



**Working with the
best in the business**





OUR PRICE GUIDE

Simple Pricing

1 X PREMIUM WEBINAR

\$11,960

- ✓ Audience targeting
- ✓ Fully managed webinar
- ✓ Detailed reporting
- ✓ On-demand promotion

3 X PREMIUM WEBINARS

\$32,760

- ✓ Audience targeting
- ✓ Fully managed webinar
- ✓ Detailed reporting
- ✓ On-demand promotion

5 X PREMIUM WEBINARS

\$49,400

- ✓ Audience targeting
- ✓ Fully managed webinar
- ✓ Detailed reporting
- ✓ On-demand promotion

<https://www.azonetwork.com/marketing-science/webinars>



OUR PRICE GUIDE

Simple Pricing

1 X PREMIUM WEBINAR

£8,970

- ✓ Audience targeting
- ✓ Fully managed webinar
- ✓ Detailed reporting
- ✓ On-demand promotion

3 X PREMIUM WEBINARS

£24,570

- ✓ Audience targeting
- ✓ Fully managed webinar
- ✓ Detailed reporting
- ✓ On-demand promotion

5 X PREMIUM WEBINARS

£37,050

- ✓ Audience targeting
- ✓ Fully managed webinar
- ✓ Detailed reporting
- ✓ On-demand promotion

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OUR PRICE GUIDE

Simple Pricing

1 X PREMIUM WEBINAR

€10,170

- ✓ Audience targeting
- ✓ Fully managed webinar
- ✓ Detailed reporting
- ✓ On-demand promotion

3 X PREMIUM WEBINARS

€27,850

- ✓ Audience targeting
- ✓ Fully managed webinar
- ✓ Detailed reporting
- ✓ On-demand promotion

5 X PREMIUM WEBINARS

€41,990

- ✓ Audience targeting
- ✓ Fully managed webinar
- ✓ Detailed reporting
- ✓ On-demand promotion

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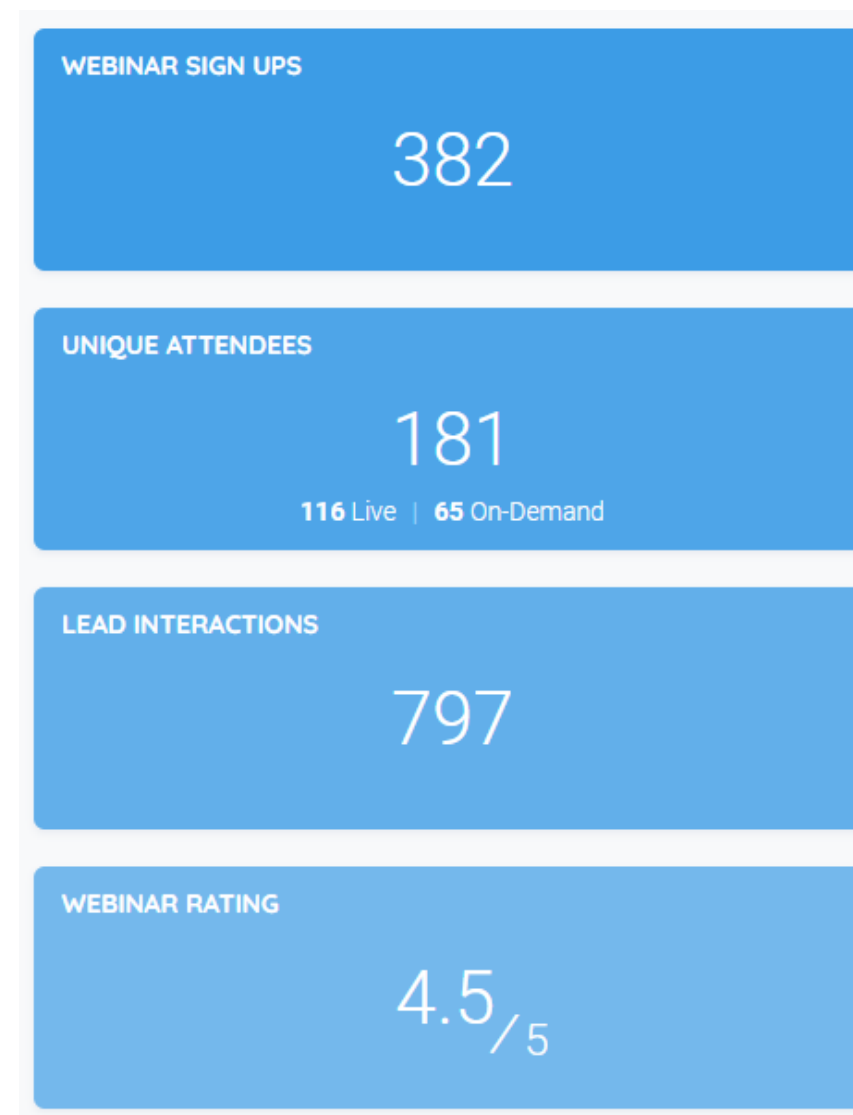
Summary



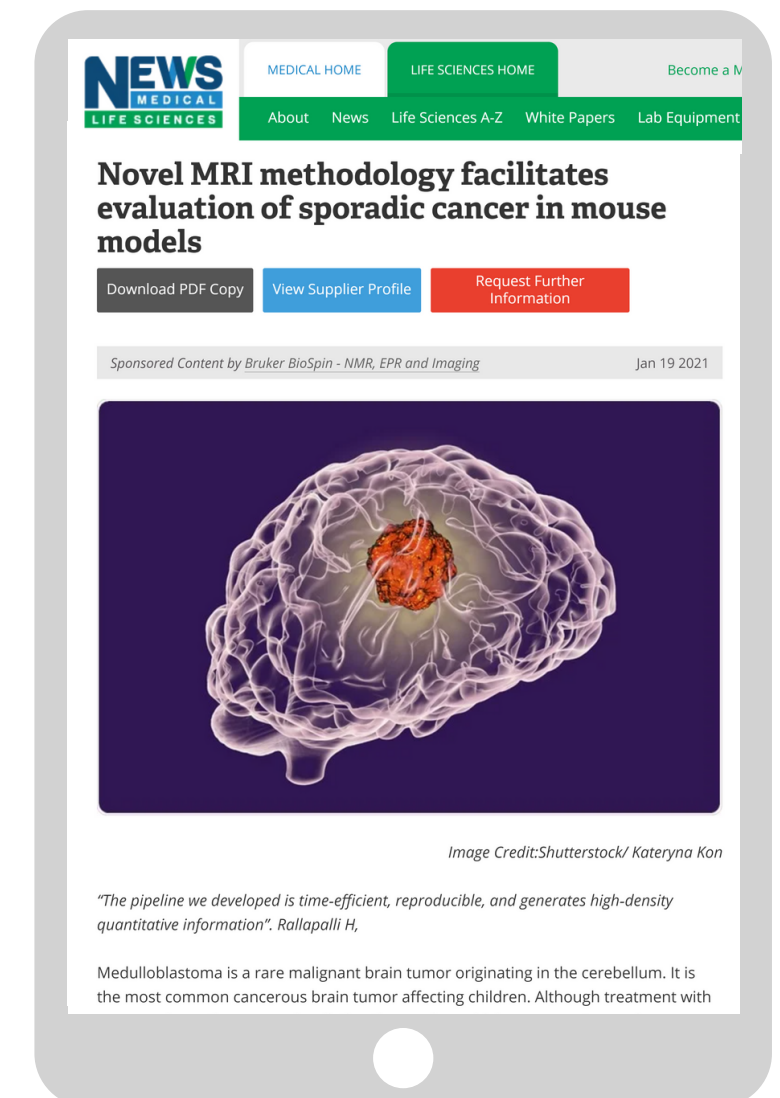
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EVERGREEN CONTENT



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Contact Us



Speak to the team



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