

Build a Pipeline for Successful Lead Generation

Case Study: Webinars

Users want experiences that educate, and high-value learning is a primary lead generator. No longer simple training videos, webinars are multi-level engines of engagement—a place to establish credibility, influence the influencers, interact with genuine leads, and then transform their first touch into an ongoing relationship.

Learn how a major food and agribusiness company partnered with the Restaurant & Food Group to create demand for their products throughout the year.

Build a Pipeline for Successful Lead Generation



Client Objectives

A major food and agribusiness company wanted to grow its market share in the food service industry. They wanted to highlight the value of seasonal dishes to create demand for their products throughout the year.

To drive product awareness and sales the food manufacturer teamed up with Informa Engage to tap into our deep reach into the Food & Restaurant industry.

Our Solution

1. The campaign led with an informational webinar designed and produced by Informa Engage to create awareness and leads.
2. The webinar was immediately followed by a three-touch nurturing program to further engage the audience deeper into the sales funnel and drive large order sales for the company.

Campaign Results

Webinar registration was high and attendance rates were above average. Lead nurturing continued to drive engage with the food manufacturer by downloading additional content, driving them deeper into the sales funnel.

LEADS 328 From Webinar	ATTENDANCE 39% Industry Avg. 35%	LEAD NURTURING			60% OVER AVG. CTA
		ENGAGED 39%	OPENS 20%	CTR 9%	

To learn more about how **The Restaurant & Food Group by Informa Connect** can connect you with the largest, most qualified audience in foodservice and food retail – visit restaurant-food.informaconnect.com.

Presented by:

EXECUTIVE SUMMARY

Using LTOs to Achieve Your Business Objectives

Tom, you recently registered for the webinar titled **Limited-Time Offers Your Customers LTO (Love To Order)**.

Haven't had time to watch the Webinar? Need to review any information you might have missed? Have a colleague who's interested?

Good news – now you can quickly and easily reference the information presented in the Webinar by downloading the **Executive Summary**.

In this webinar, **four restaurant executives** described their company's strategic approaches to LTOs. Read the **Executive Summary** today to learn about LTOs used by **Maggiano's Little Italy, Taco John's, Togo's Sandwiches, and Uno Chicago**.

[DOWNLOAD NOW](#)

LTOs can be a source of differentiating competitive advantage and enable the menu to contribute to sales and profit growth.

in collaboration with:

Simplot AVOCADOS

What Can an LTO Do For Your Restaurant?

- **Bring in new business.** Offering existing customers a great deal is one benefit of an LTO, but attracting new business is key.
- **Increase end-of-quarter highs.** If your sales need a pick-me-up near the end of the quarter, an LTO could be just what the doctor ordered.
- **Strategically update your regular menu.** LTOs can prove out new concepts that capitalize on trends in flavors, ingredients, and preparations while keeping cost of goods in line. This strategy will provide some insight as to whether the item will succeed or fail. If customers can't get enough, adding the new item to the menu will make good fiscal sense.

What Should Operators Consider When Designing an LTO?

- **Consumers are looking for fresh** (or perceived as fresh) food.
- **Consumers are value in unique preparation techniques, sauces, and seasonings** that differentiate the foodservice experience from eating at home.
- **Consider integrating "responsible" products**, such as whole foods, hormone-free ingredients, and local products for greater likelihood of appeal.

Use of "Responsible" Products

% Indicating They Use These Products More Often vs. 12 Months Ago

Hormone-free ingredients	58%
Local ingredients	57%
Natural ingredients	55%
Organic ingredients	42%
Free-range ingredients	40%

Source: Technomic December 2017 Q&A Operator Survey

• **Appetizers and sides have been the areas of innovation focus** for operators, as they can build check averages and cross-sell other products.