

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.

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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 engagement with the food manufacturer by downloading additional content, driving them deeper into the sales funnel.

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

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.