

CONVERSATIONS THAT CONVERT

SAP WEBINAR CASE STUDIES

Delivering Exceptional Results for SAP Partners and Thought Leaders

CASE STUDY:

SAP THIRD-PARTY SOLUTIONS

WHO THE CLIENT IS

This client is a business-technology consultancy based in South Africa that helps organisations navigate digital transformation. Their services span cloud-ERP deployment, data management, managed ICT services, human capital systems, supply chain solutions, process outsourcing, and resource augmentation.

CLIENT CHALLENGE

A leading SAP integration partner and third-party solution provider faced significant marketing obstacles:

1

Value Communication Gap:

Difficulty articulating strategic business value beyond technical functionality

2

Business Decision-Maker Access:

Needed to reach C-suite and business leaders, not just IT implementers

3

Thought Leadership Deficit:

Perceived as technical implementers rather than strategic advisors

4

Competitive Commercialisation:

Solutions viewed as interchangeable with other SAP partners

5

Strategic Relevance Questions:

Stakeholders unclear on how third-party solutions addressed big-picture business challenges

OUR SOLUTION

LadyBugz Marketing implemented a comprehensive SAP ecosystem webinar strategy:



Technical Value Proposition Development



Executive Audience Targeting



Strategic Insight Approach



Business Value-Focused Follow-Up



+27 81 598 7578

www.ladybugz.co.za

CONVERSATIONS THAT CONVERT

SAP WEBINAR CASE STUDIES

Delivering Exceptional Results for SAP Partners and Thought Leaders

Technical Value Proposition Development



Created "Third-Party Risk Management - Protecting your business from supply chain vulnerabilities" webinar concept



Developed presentation focused on measurable efficiency gains and cost reduction



Structured content to address specific pain points for SAP administrators and business users

Executive Audience Targeting



- 1 Implemented LinkedIn targeting focusing on business leaders and strategic decision-makers
- 2 Created thought-provoking promotional content addressing industry-specific business challenges
- 3 Developed thought leadership articles establishing expertise prior to webinar
- 4 Leveraged executive relationship networks for high-value registrations



+27 81 598 7578

www.ladybugz.co.za

CONVERSATIONS THAT CONVERT

SAP WEBINAR CASE STUDIES

Delivering Exceptional Results for SAP Partners and Thought Leaders

Strategic Insight Approach



Featured industry experts and business strategists rather than technical specialists



Incorporated case studies highlighting business transformation outcomes



Included market analysis and competitive landscape insights



Minimised technical specifications in favour of business impact storytelling

Business Value-Focused Follow-Up



1

Created executive summary documents highlighting strategic insights

2

Developed business case frameworks for evaluating transformation initiatives

3

Established strategic assessment offerings as next-step engagements

4

Implemented relationship-building touchpoints rather than product-focused follow-ups



+27 81 598 7578



www.ladybugz.co.za

CONVERSATIONS THAT CONVERT

SAP WEBINAR CASE STUDIES

Delivering Exceptional Results for SAP Partners and Thought Leaders

RESULTS



Our SAP third-party solution webinar delivered exceptional results:

621

Registrations:

Highest registration total across all technology webinars

256

Attendees:

41% attendance rate (exceeding industry average)

The webinar significantly enhanced the client's position within the SAP ecosystem, establishing them as a credible solution provider and technical authority.

THE LADYBUGZ SAP WEBINAR ADVANTAGE



Our professional approach to SAP-focused webinars addresses the unique challenges of this ecosystem:

- Audience Specialisation:** We understand the difference between technical SAP audiences and executive decision-makers, creating targeted content for each.
- Ecosystem Knowledge:** Our team understands SAP terminology, integration points, and business challenges, ensuring credible and relevant content.
- Strategic Positioning:** We help position your solutions or services within the broader SAP ecosystem, establishing clear differentiation.
- Organic Reach Expertise:** Our proven LinkedIn strategies generate impressive registration numbers without relying on costly paid advertising.



FROM IMPOSSIBLE TO IT'S POSSIBLE™

Ready to establish your position within the SAP ecosystem through strategic webinars?

Contact Noleen Thompson at noleen@ladybugz.co.za or visit www.ladybugz.co.za/services/webinar-strategy-hosting/



+27 81 598 7578



www.ladybugz.co.za