

CONVERSATIONS THAT CONVERT

Professional B2B Webinars That Drive Growth

CASE STUDY:

BUSINESS STRATEGY OUTSOURCING WEBINAR

WHO THE CLIENT IS

This client is a full-service professional services outsourcing firm (part of a global network) in South Africa. One of their lines of business is an arm offering. Their aim is to help organisations offload non-core, administrative, compliance, financial and HR-related tasks so the organisations can focus on strategy, growth, and their core operations.

CLIENT CHALLENGE

A leading business strategy outsourcing provider faced several critical market positioning challenges:

1

Value Perception Issues:

Services viewed primarily as cost-cutting rather than strategic enablers

2

Commercial Risk:

Difficulty differentiating from other outsourcing providers in competitive market

3

C-Suite Access Limitations:

Struggled to engage decision-makers who control strategic initiatives

4

Brand Authority Gap:

Despite expertise, not widely recognised as thought leaders in strategy space

5

Lead Quality Concerns:

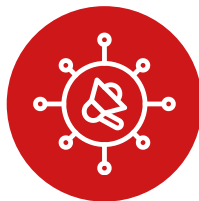
Existing marketing channels produced quantity over quality in prospect pipeline

OUR SOLUTION

LadyBugz Marketing implemented a comprehensive thought leadership webinar strategy:



**Strategic Topic
Development**



**Multi-Channel
Promotion Approach**



**Team-Based
Connection Strategy**



**Strategic Authority
Positioning**



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Strategic Topic Development



Created "Strategic Outsourcing" webinar concept



Developed presentation focusing on business transformation rather than cost reduction



Structured content to address executive-level strategic concerns and market trends



Incorporated forward-thinking insights positioning client as a strategic advisor

Multi-Channel Promotion Approach



1

Implemented comprehensive LinkedIn strategy generating 5,610 organic impressions

2

Leveraged personal profile networking adding 719 new strategic connections across key team members

3

Created compelling promotional content generating 262 direct clicks to registration page

4

Developed targeted outreach campaigns for high-value prospects



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Team-Based Connection Strategy



Activated four key executives as brand ambassadors



Implemented personalised connection approaches yielding 719 new relationships



Developed specialised messaging for different industry segments and stakeholder roles



Created systematic follow-up process for nurturing new connections

Strategic Authority Positioning

- 1 Positioned webinar as exclusive thought leadership event rather than sales presentation
- 2 Featured senior executives and recognised industry experts as presenters
- 3 Incorporated proprietary strategic frameworks and original insights
- 4 Developed premium follow-up content reinforcing strategic expertise



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RESULTS



The webinar delivered exceptional results across all key metrics:

- **784 Total Registrations:** Demonstrating strong interest in strategic content
- **652 External Registrations:** 83% of registrants from outside existing client base
- **162 Live Attendees:** 21% attendance rate from highly qualified audience
- **84 New Followers:** Company page growth during campaign period
- **83 Direct Page Visitors:** Additional engagement with brand content
- **719 New Executive Connections:** Significant relationship growth across team members

The webinar significantly elevated the client's market position, transitioning perception from outsourcing vendor to strategic transformation partner.



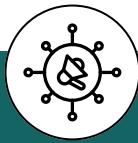
THE LADYBUGZ WEBINAR APPROACH

Our approach to outsourcing thought leadership webinars focuses on four key principles:



Strategic Positioning:

We elevate the conversation from cost reduction to business transformation and strategic advantage.



Multi-Channel Promotion:

Our comprehensive approach combines company page content with personal profile networking for maximum reach.



Team Activation:

We leverage the collective network of your leadership team, multiplying reach and personalising engagement.



Quality Over Quantity:

While delivering impressive registration numbers, we maintain focus on attracting decision-makers who control strategic initiatives.

FROM IMPOSSIBLE TO IT'S POSSIBLE™

Ready to position your outsourcing services as strategic business enablers? Contact Noleen Thompson at noleen@ladybugz.co.za or visit www.ladybugz.co.za/services/webinar-strategy-hosting/



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