

CONVERSATIONS THAT CONVERT

Professional B2B Webinars That Drive Growth

CASE STUDY:

HUMAN RESOURCES INDUSTRY

WHO THE CLIENT IS

This client is a talent & human capital services firm, operating primarily in Africa, that helps organisations align, develop, and optimise their people to drive business performance. They deliver Talent Development, Talent Technology, and Talent Advisory services; meaning they help with skills development, learning platforms, leadership, culture, performance systems, and strategic people processes.

CLIENT CHALLENGE

An HR technology provider struggled to position their employee engagement platform effectively:

- 1 Low Brand Awareness:**
Limited recognition despite strong product offering
- 2 Difficulty Reaching Decision-Makers:**
HR Directors and Chief Human Resources Officers (CHROs) rarely responded to cold outreach
- 3 Educational Gap:**
The Market needed education about the importance of employee engagement solutions
- 4 Competitive Pressure:**
Several established competitors dominated market conversations

OUR SOLUTION

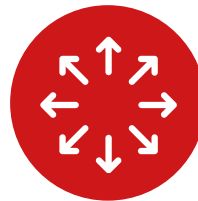
LadyBugz Marketing created a thought leadership webinar series:



Strategic Topic Selection



Expert Panel Format



Multi-Channel Organic Promotion



Content Repurposing Strategy



CONVERSATIONS THAT CONVERT

Professional B2B Webinars That Drive Growth

Strategic Topic Selection



C-created a "When HR and IT Collaborate to find the right digital talent solution" themed webinar



Positioned client as a thought leader rather than a product promoter



Created compelling presentation angle addressing current HR and IT challenges

Expert Panel Format



1

Recruited industry experts to join the client presenter for credibility

2

Structured engaging discussion format with practical takeaways

3

Created opportunities for subtle product positioning within broader conversation



+27 81 598 7578



www.ladybugz.co.za

CONVERSATIONS THAT CONVERT

Professional B2B Webinars That Drive Growth

Multi-Channel Organic Promotion



Leveraged LinkedIn for primary promotion through company and employee accounts



Created preview content to establish topic authority



Implemented personalised outreach to HR decision-makers

Content Repurposing Strategy



1

Developed plan for maximising webinar content value after the event

2

Created highlight clips for social sharing

3

Produced follow-up resources for lead nurturing



+27 81 598 7578



www.ladybugz.co.za

CONVERSATIONS THAT CONVERT

Professional B2B Webinars That Drive Growth

RESULTS



456

Registrations:

HR directors and decision-makers from target companies

144

Live Attendees:

26% attendance rate for senior-level audience

WHY LADYBUGZ WEBINARS DELIVER RESULTS



Our professional B2B webinar approach is built on four key principles:

- Strategic Planning:** We approach webinar development with an 8-week lead time to ensure thorough preparation and promotion.
- High-Quality Content:** We create engaging, valuable content that positions your company as an authority while delivering genuine value to attendees.
- Organic Promotion:** Our proven LinkedIn strategies generate impressive registration numbers without paid advertising.
- Sales Alignment:** We structure webinars to generate qualified leads and establish clear processes for converting attendees into clients.



FROM IMPOSSIBLE TO IT'S POSSIBLE™

Ready to transform your B2B marketing with webinars that drive real business results?

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