

# CONVERSATIONS THAT CONVERT

Professional B2B Webinars That Drive Growth

## CASE STUDY: TECHNOLOGY & SOFTWARE 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

The leading enterprise software provider needed to launch a new SAP integration solution but faced several obstacles:

1

### Crowded Market:

Multiple competitors offering similar solutions made differentiation difficult

2

### Complex Product:

Technical offering required detailed explanation beyond traditional marketing

3

### Limited Reach:

Existing marketing channels weren't reaching decision-makers effectively

4

### Extended Sales Cycles:

Prospects required multiple touchpoints before advancing sales conversations

## OUR SOLUTION

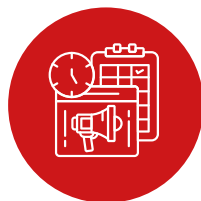
LadyBugz Marketing implemented a comprehensive webinar strategy:



**Strategic Topic  
Development**



**Professional  
Production**



**Organic Promotion  
Campaign**



**Lead Nurturing  
System**



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## Strategic Topic Development



Created a thought leadership angle focusing on business outcomes rather than technical features



Developed a presentation structure addressing key pain points for SAP implementation leaders



Incorporated client case examples to demonstrate real-world application

## Professional Production

- 1 Managed end-to-end technical setup for flawless delivery
- 2 Created professional presentation materials and supporting resources
- 3 Conducted presenter preparation sessions to ensure engaging delivery



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## Organic Promotion Campaign



Implemented an 8-week organic LinkedIn promotion strategy



Created targeted messaging for different stakeholder groups



Leveraged employee networks for expanded reach without paid advertising

## Lead Nurturing System



1

Developed segmented follow-up sequences for the sales team based on engagement levels

2

Created webinar recording resources for extended value

3

Established clear handover process to sales team



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## RESULTS

621

### Registrations:

Achieved through organic promotion only

256

### Attendees:

41% attendance rate (exceeding industry average)

47

### Sales Opportunities:

Direct pipeline contribution from webinar attendance

## WHY LADYBUGZ WEBINARS DELIVER RESULTS

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

- 1. Strategic Planning:** We approach webinar development with an 8-week lead time to ensure thorough preparation and promotion.
- 2. High-Quality Content:** We create engaging, valuable content that positions your company as an authority while delivering genuine value to attendees.
- 3. Organic Promotion:** Our proven LinkedIn strategies generate impressive registration numbers without paid advertising.
- 4. 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](mailto:noleen@ladybugz.co.za) or visit [www.ladybugz.co.za/services/webinar-strategy-hosting/](http://www.ladybugz.co.za/services/webinar-strategy-hosting/)



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