WEBINAR STRATEGY AND HOSTING | ORGANIC LINKEDIN

How a Two-Webinar Series Reached More Than 600 Professionals for a South African Technology Consultancy

CLIENT	SECTOR	WHAT WE DID	PERIOD
South African business-technology consultancy and SAP partner	Business technology consulting, B2B	Two-webinar series, promoted organically on LinkedIn	November 2022 and February 2023

A South African business-technology consultancy and SAP partner wanted business leaders to see it as a strategic advisor, not just a firm that installs software. With LadyBugz it ran a two-webinar series, promoted organically on LinkedIn: a panel on the modern, digital workplace in November 2022, then a session on third-party and supply chain risk in February 2023. The client reports that the February session drew 621 registrations, that 256 people (41%) attended live, and that it produced 47 sales opportunities: nearly one in five of the people who attended.

621
Registrations
February 2023 webinar, as reported by the client

41%
Attended live
256 attendees, February 2023, as reported by the client

47
Sales opportunities
Nearly 1 in 5 live attendees, as reported by the client

1 in 2
Live viewers stayed 45 minutes or more
November 2022 panel, a 91-minute session

6
Countries in the live audience
November 2022 panel

100%
Organic promotion
No paid advertising on either webinar

Source: February 2023 figures as reported by the client. November 2022 figures from the webinar platform's attendance report.

The challenge

Technology consultancies that partner with SAP compete in a crowded field. Many firms offer similar services, and buyers struggle to tell them apart on technical detail alone. This client faced four challenges common to specialist B2B (business-to-business) technology firms:

- **Seen as implementers, not advisors.** Its expertise was real, but the market saw a firm that installs software rather than one that helps leaders solve business problems.
- **Reaching business leaders, not only IT.** Its buyers include executives in finance, operations and people functions, who rarely respond to technical marketing.
- **Explaining value beyond features.** Stakeholders could not easily see how its solutions addressed big-picture risks and goals.

- **Long sales cycles.** Prospects need several useful touchpoints before they are ready for a sales conversation, so one campaign was never going to be enough.

What we did

LadyBugz planned, promoted, produced and hosted both webinars. These are the principles behind it, and why each one mattered.

1 Topics that start with the buyer's problem

Neither webinar was about a product. The first asked what a modern, digital workplace demands of employers, from digital tools to employee wellbeing. The second looked at third-party and supply chain risk: how a business protects itself when its suppliers and vendors become a way in for attackers.

2 Experts on stage, not salespeople

Each session put credible experts in front of the audience alongside the client's own people: a panel of workplace and people specialists for the first, and specialist cybersecurity speakers for the second.

3 Organic promotion through real networks

Both webinars were promoted organically on LinkedIn, through the client's company page and the personal networks of its leaders, with thought leadership content in the weeks before each event to show the expertise behind the invitation.

4 A series, not a one-off

Running the webinars as a series meant the second event could invite everyone from the first, people who already knew the client, while still reaching new people.

The results

Based on the client's own reporting for the February 2023 webinar and the webinar platform's attendance report for the November 2022 panel:

- **47 sales opportunities.** The client counted 47 sales opportunities from the February webinar: nearly one in five of the people who attended live.
- **An audience that stayed.** Half of the people who joined the November panel live stayed for 45 minutes or more of a 91-minute session.
- **Reach beyond South Africa.** The November panel's live audience joined from six countries: South Africa, four other countries in southern Africa, and the United Kingdom.

The webinar is not the sales pitch.

LadyBugz plans, promotes and hosts B2B webinars for technology companies in South Africa and internationally: topics that start with the buyer's problem, credible experts, organic promotion and follow-up that keeps the conversation going.

Book a strategy call

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ABOUT THE DATA

The February 2023 figures in this case study (621 registrations, 256 live attendees, a 41% attendance rate and 47 sales opportunities) are as reported to us by the client. The November 2022 figures come from the webinar platform's attendance report, and the promotion details from LadyBugz's own campaign records. The client is anonymised and the session topics are described rather than titled, but the results are real.