

# Extend

your marketing reach  
with Webinars.

Conferences, seminars and trade shows are an excellent method for generating new sales leads. Webinars, however, offer the highest ROI for marketers today. Webinars let you hold live presentations via the Internet and can be effective in informing and influencing potential customers. They can educate your target market and reach prospects in a wide geographic area.

Making your webinar a success depends on many factors, including promoting your event and building excitement to generate response and drive event attendance.

At Linett & Harrison we've been promoting webinars for clients for years. Whether it's via e-blasts, e-newsletters or targeted online banners, we know how to get your webinar invitation to the right audience and help turn attendees into potential customers. Our strategic thinking and in-depth research let us make media recommendations that reach the right audience, with average open rates of 44.15% and click-thru rates to the webinar registration page between 10 and 12% - numbers well above average!

**We can make your next webinar well worth your while.**  
**Just contact Sam Harrison at [sharrison@linettandharrison.com](mailto:sharrison@linettandharrison.com) or Caryl Linett at [clinett@linettandharrison.com](mailto:clinett@linettandharrison.com), or call them at 908-686-0606.**

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