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# Webinar Marketing Plan

A PUBLICATION OF  CAHABA  
MEDIA GROUP

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[WWW.CONSTRUCTIONBUSINESSOWNER.COM](http://WWW.CONSTRUCTIONBUSINESSOWNER.COM)



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Opportunity to share editorial message with target audience

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Brand exposure through print, web, e-mail marketing and tradeshow distribution

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Ownership of leads generated

## Marketing Plan Includes:

- One full-page ad in *Construction Business Owner* to 40,000 subscribers promoting the Webinar with sponsor logo placement
- Prominent real-estate on website homepage
- E-mail signature promotion
- Tradeshow Coverage
- National Press Releases (PR Web and Industrial Web)
- Promotion on social networking sites, including Facebook, LinkedIn and Twitter
- PR in all monthly e-newsletters
- Six direct e-mail blasts to more than 17,000 email subscribers
- Copy and design of all e-mail promos, slicks, house ads, etc., provided by *Construction Business Owner*
- Sponsor will receive names and contact information of all registered Webinar participants from initial live Webinar. Contact information for downloads of archived Webinar will be provided to the sponsor for one month after the live event.

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## Schedule of Webinar

- |   |           |
|---|-----------|
| • Introduction of webinar and speaker(s) by editorial staff | 60-90 sec |
| • Technical Presentation ( <i>provided by sponsor</i> )     | 40 min    |
| • Questions from Audience                                   | 15 min    |
| • Concluding Message from Sponsor                           | 60-90 sec |
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**Exclusive Sponsorship Fee**

**\$15,000 Net**

**Shared Sponsorship Fee**

**\$8,500 Net**

Sponsorship fee will be invoiced on the date the first marketing piece promoting the webinar is delivered.



## Profit Fade: Reduce Risks & Increase Profit Margins

"At half the cost of many other publishers, Construction Business Owner delivered a better webinar and more leads for us..."

—Isaiah Walker, Viewpoint Construction Software

**Generated 210 leads for sponsors during LIVE presentation.**

**More leads produced via online archive access.**

**81 people participated in the LIVE event.**

## Don't Do It All Yourself...Build the Right Team

"The CBO webinar was a great way to get the word out about our programs and services while delivering valuable information to CBO readers. The webinar software CBO utilizes to facilitate the program is very professional and allows each speaker to express their brand image throughout the presentation. We look forward to the opportunity to present webinars with CBO in the future."

—Jayme Broudy, Contractor's Business School

"I cannot overstate the value that the CBO webinar has brought to our organization. It was a wonderfully simple, yet powerful approach on how to best present our company in a quick, clear and concise manner. This process helped us convey our unique value, differentiate ourselves from others, and it gave us the ability to crisply communicate with others. I would highly recommend this approach to anyone trying to achieve market penetration."

—Tim Stuck, TRS Consulting, Inc.

**Generated 188 leads for sponsors during LIVE presentation.**

**More leads produced via online archive access.**

**66 people participated in the LIVE event.**



**Managing Information Overload** **FREE**  
Transitioning to a Paperless Environment

E-Newsletter | Webinars | Videos | Directory | Magazine

SEARCH CBO

A ROOMIER CAB IS JUST ONE FEATURE OUR CUSTOMER HELPED DESIGN. YOU'RE ON. CLICK HERE TO SEE MORE FEATURES.

ACCOUNTING SOFTWARE MARKETING LAW INSURANCE EQUIPMENT FLEET

**Performance Under Pressure.** [www.information.com](http://www.information.com)

**Top Stories**

- Workers' Comp. Insurance for Contractors
- How to Conquer Davis-Bacon Act Compliance
- Consistency in Project Management
- Improve Your Risk Management Strategy

**CONSTRUCTION INDUSTRY**

- United Rentals Completes RSC Holdings
- SANY America Named 2012 Awards Finalist
- ISSA Identifies Potential Current Industry Challenges
- Commercial Real Estate and Construction Rebound
- Equipment Lease Financing

**IN THE OFFICE**

Construction Insurance Captives: An Alternative Construction Risk Management Approach

**IN THE FIELD**

Safety Generator Safety: Beyond the Basics Train your construction crews to safely use portable

Accept Credit Wherever You Go **FREE** Card Reader

Sample Web Home Page Peel Down Ad

**Michelle Segrest**, VP of Editorial  
Cahaba Media Group  
1900 28th Avenue South, Suite 110  
Birmingham, AL 35209  
205-314-8279, msegrest@cahabamedia.com

Sample E-Mail Signature Promotion

**LIVE WEBINAR CONSTRUCTION BUSINESS OWNER SERIES**

**Profit Fade** **FREE**  
Reduce the Risk and Increase Profit Margins

**FREE Webinar...Register today at**  
[www.constructionbusinessowner.com](http://www.constructionbusinessowner.com)

April 28 1 p.m. Eastern

Sponsored by **VIEWPOINT CONSTRUCTION SOFTWARE**

Sample Full-Page Ad

**Managing Information Overload**  
Transitioning to a Paperless Environment

Contractors in today's marketplace are caught in the middle of a paper and paperless culture. Managing this information overload can be difficult. Many take advantage of digital and the ones that have are still lames of data. This places a large and back office.

**In this webinar, you will learn how to:**

- Manage the influx of standard mail, email, faxes, of faxes, contracts, etc.
- Standardize multiple forms of documentation
- Improve collaboration
- Promote inter-departmental communication between the field and back office
- Safeguard against possible future litigation
- Increase overall project visibility with current and past jobs

**101010**  
**010101**  
**101010**

**June 21, 2012 • 1 p.m. Eastern**

**Speakers:**

**Tom Gray**  
World Development Manager, Viewpoint Construction Software  
Gray has been the 22 years of professional accounting experience with a construction industry focus since 1992. He holds an MBA with a concentration in Construction Management.

**Kathleen Schreiber**  
President, Business Knowledge Systems  
Schreiber specializes in assisting employees with their personal and professional development through the adoption of technology, process improvements, and team building and coaching. She has worked for various construction firms, including a company where she was a key party administrator. She is also a frequent speaker at industry events and has been featured in various publications and trade journals.

Sponsored by **VIEWPOINT CONSTRUCTION SOFTWARE**

Register today at [www.constructionbusinessowner.com](http://www.constructionbusinessowner.com)



## Webinar Marketing Track Viewpoint – Profit Fade

	Marketing Activity	Registrants/Direct Leads
Preliminary	Marketing materials received from sponsor 2/1/11 Promo Slick, Mag Ad, web ads, email sigs designed and approved (2/9/11) Registration Set-up and Posted on constructionbusinessowner.com Full Page Ad runs in March 2011 Issue of <i>CBO</i> Promo runs in <i>CBO Alert</i> e-newsletter (2/24/11) Promo Slicks distributed at NTEA Truck Show in Indianapolis (3/7-3/10)	11
Week 1 3/14 – 3/18	National PR and Industrial PR Web Releases (3/14/11) Promote on Social Networking Sites (HardHatConnect, Facebook, Twitter, LinkedIn) Post Web Ads on constructionbusinessowner.com Post on Viewpoint Website with link to Registration	13
Week 2 3/21 – 3/25	Email Blast to CBO reader list, Viewpoint forwards to customer list (3/22/11) Promote on Social Networking Sites (HardHatConnect, Facebook, Twitter, LinkedIn) Distribute Promo Slicks at ConExpo in Las Vegas (3/21 – 3/25) Promo runs in <i>CBO Alert</i> e-newsletter (3/24/11)	18
Week 3 3/28 – 4/1	CBO Editor Jeana Durst posts blog/promotes Webinar registration Full Page Ad runs in April 2011 Issue of <i>CBO</i> Promote on Social Networking Sites (HardHatConnect, Facebook, Twitter, LinkedIn)	57
Week 4 4/4 – 4/8	Email blast to CBO Reader List (4/5/11) Viewpoint forwards to customer list Promote on Social Networking Sites (HardHatConnect, Facebook, Twitter, LinkedIn)	104
Week 5 4/11 – 4/15	Email blast to CBO Reader List (4/14/11) Viewpoint forwards to customer list Promote on Social Networking Sites (HardHatConnect, Facebook, Twitter, LinkedIn) Viewpoint delivers Power Point presentation to CBO Marketing Mgr for approval and upload (4/15)	121
Week 6 4/18 – 4/22	Run Through Rehearsal with Speakers/Sponsors/CBO Team (4/21/11, 1 p.m. eastern) Email blast to CBO reader List (4/19/11), Viewpoint forwards to customer list Promote on Social Networking Sites (HardHatConnect, Facebook, Twitter, LinkedIn)	150
Week 7 4/25 – 4/28	Last chance Email Invitation (4/26/11) and Final Email Reminder (4/27/11) Promote on Social Networking Sites (HardHatConnect, Facebook, Twitter, LinkedIn)	185
	<b>Live Event (April 28, 2011 – 1 p.m. Eastern)</b>	<b>210</b>



## Webinar Marketing Track

### Top Down Metrics for Construction Business Owners Webinar

	Marketing Activity	Registrants/Direct Leads
<b>Week 1</b> 5/10 – 5/14	Post Registration on constructionbusinessowner.com Create Signature Ads for all CMG employees and sponsors Post Event on HardHatConnect, LinkedIn and Twitter Post Peel-Down Ad on constructionbusinessowner.com home page Post Ad on HardHatConnect home page Email Invitation (5/12/10)	31
<b>Week 2</b> 5/17 – 5/21	LinkedIn and Twitter Posts National PR Releases	33
<b>Week 3</b> 5/24 – 5/28	Full Page Ad appears in June 2010 CBO LinkedIn and Twitter Posts June Reader E-newsletter (5/26/10)	39
<b>Week 4</b> 5/31 – 6/4	LinkedIn and Twitter Posts Email Invitation (6/2/10)	61
<b>Week 5</b> 6/7 – 6/11	Email Invitation (6/9/10) LinkedIn and Twitter Posts Run Through with Speakers (Date and Time TBA)	76
<b>Week 6</b> 6/14 – 6/16	Last chance Email Invitation (6/15/10) Final Email Reminder (6/15/10) LinkedIn and Twitter Posts <b>Live Event (June 16, 2010 – 2 p.m. Eastern)</b>	100



Marketing track is from webinar conducted in conjunction with sister publication, *Pumps & Systems*

## Webinar Marketing Track Grinder Pumps in Pressure Sewers

	Marketing Activity	Registrants/Direct Leads
Weeks 1-2 10/13-10/31	Promoted with Color Slicks at ISA and WEFTEC Posted Leaderboard on pump-zone.com home page Created Signature Ads for all CMG employees and sponsors	60
Week 3 11/3 – 11/7	Reader Newsletter promo Full Page ad appeared in Nov. P&S	214
Week 4 11/10 – 11/14	OEM Newsletter promo PR Web Release	245
Week 5 11/17 – 11/21	Email Invitation Run Through with Sponsors and Presenter	346
Week 6 11/24 – 11/28	Email Invitation	445
Week 7 12/1 – 12/5	Rehearsal with Sponsors and Presenter Promo Slicks at Power-Gen Email Invitation Full Page ad appeared in Dec. P&S	518
Week 8 12/8 – 12/11	Email Invitation Email Reminder Live Event (actually attended 249)	616
As of 3/31/09	Playbacks on Website Archive	161