

“Webinar marketing works, and if you do it well you’ll find success. GoToWebinar is one of the top tools you can rely on to get you there.”

Stefanie Grieser
International Marketing Manager,
Unbounce

Problem

Marketing to marketers. Sounds like a no-brainer, right? In truth, say the savvy pros doing just that for Unbounce, builder of landing-page software for digital marketers, it’s not as simple as it seems. In this complex arena, **disparate products beget niche markets beget unique marketers with distinct challenges.**



Unbounce has pushed landing pages into the mainstream by empowering marketers to quickly build, publish and A/B test without IT bottlenecks. Today, Unbounce continues to help businesses create better marketing experiences by improving what is already the world’s fastest and most customizable landing-page builder.
unbounce.com

Solution

So, how to address them? It’s all about the webinar, says Stefanie Grieser, international marketing manager for Unbounce. GoToWebinar is Unbounce’s go-to tool for demos, training, presentations and more. With their live interaction and real-time features, webinars have bolstered Unbounce’s efforts in lead generation, brand awareness, thought leadership, acquisition and revenue.

“We’re marketing ourselves but also educating marketers on what works for us,” Grieser said. “This isn’t a one-size-fits-all audience, so we need to be really targeted. **GoToWebinar makes that possible for us, and we actually talk about GoToWebinar in our ebooks because we use it and it works.**”

Result



Increased webinar registration



Streamlined demos and training



Powerful customer acquisition

When Unbounce first began incorporating webinars into its marketing strategy, **the company saw webinar registrations grow from 190 to nearly 3,200 – a 594 percent increase – over just eight months.** Webinars have since cemented their place among the company’s most powerful marketing channels for customer acquisition, in the recent past even ranking as Unbounce’s No. 1 acquisition channel.

Ready to start growing your business with webinars? Visit gotowebinar.com for more information or **call us toll free at 1 888 646 0014.**