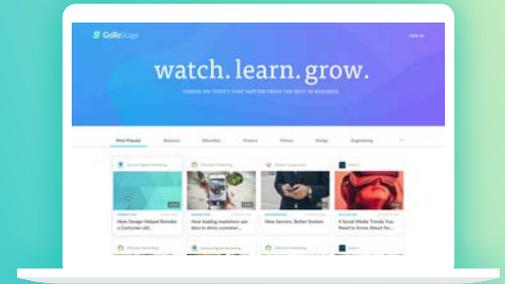


“We’re excited to show our content to a whole new audience to bring in leads we wouldn’t otherwise have exposure to and ultimately drive more business.”

Amanda Morgan
Marketing Manager, GoAnimate



Challenge

GoAnimate had more leads than they could connect with one on one. Amanda Morgan, marketing manager for GoAnimate, and her team began hosting weekly webinars to engage hundreds of prospects, free-trial users and customers, creating experiences that felt truly personal and immersive. They found it was the perfect way to answer questions, provide product tutorials, share industry insights and have real two-way conversations.

But webinars take considerable effort. **“It’s no small task to create and coordinate a piece of live content that brings in thousands of registrants and hundreds of people,” said Morgan.** In GoAnimate’s case, each webinar requires up to ten team members from marketing, sales and customer support who do everything from creating the content, securing presenters, promoting and ensuring all the technology involved is working together.

Getting ongoing value from an event like that is critical. The solution: GoToStage.



GoAnimate enables businesses, educators and individuals to produce a wide range of custom videos – from scratch – in the cloud – using drag-and-drop tools.
goanimate.com

Solution

GoToStage is a video platform for the top webinars where millions of GoToWebinar attendees are invited to discover new content from their favorite brands and industry leaders. GoAnimate decided it was the right place to share their own on-demand webinars. “We’re excited for GoToStage to bring in a new audience to the content we’ve already worked so hard to create,” said Morgan. **“It really is a ‘set it and forget it’ channel that can make sure our hard work pays off,** long after the live session ends.”

Result

Higher conversion

Improved engagement

Top lead source

For GoAnimate, webinars are one of the best ways to move prospects through every stage of the funnel. In fact, GoAnimate found that prospects who attend a live demo webinar are 150% more likely to purchase than those who don’t.

Webinars consistently outperform other types of content, being the only type that holds attention for more than 30 seconds, let alone an entire hour. **Now, with GoToStage, GoAnimate’s high-impact webinars have a new home and a massive new audience.**

Ready to reach new audiences? Visit www.gotowebinar.com/GoToStage or call us toll-free at **1 888 646 0014.**