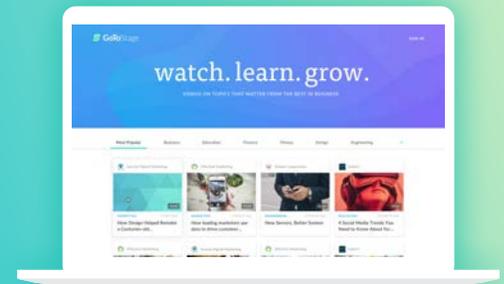


“We’re excited to show our content to a whole new audience to bring in leads we wouldn’t otherwise have exposure to and ultimately drive more business.”

Amanda Morgan
Marketing Manager, GoAnimate



 **Challenge**

GoAnimate had more leads than they could connect with one on one. So the team began hosting weekly webinars to engage prospects 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 Amanda Morgan, marketing manager for GoAnimate. That meant getting ongoing value from their webinars was critical.



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 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 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 10% of their demo-webinar attendees end up purchasing. And now, **with GoToStage, GoAnimate’s high-impact webinars have a new home and a massive new audience.**

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