



ELECTRICAL
Contracting Products

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Business Media

HAVE YOU THOUGHT OF DOING A WEBINAR WITH *Electrical Contracting Products*?

Here is what one Webinar client from the accounting industry had to say about the performance of their Cygnus webinar:

“The webcast event programs with *The CPA Technology Advisor* are a great educational tool. The knowledge and expertise behind the program’s content and hosting, as well as the promotional package, make these events head and shoulders above other options for our particular market. As a three year sponsor of the Webcast series, we are very pleased with the lead generation part of these programs and see this as an intricate part of our overall marketing plan.”

Teresa Mackintosh
VP Strategic Marketing
Thomson Tax & Accounting
Professional Software & Services

IF NOT, YOU SHOULD. HERE’S WHY...

- An *Electrical Contracting Products* Webinar is a **GUARANTEED lead generator**. A Webinar is one of the most proven ROI marketing programs there is.
- *Electrical Contracting Products* Webinars are **successful** regardless of the traffic levels on your website.
- If you don’t have the time or money to display at a tradeshow, an *Electrical Contracting Products* Webinar is an **excellent** option.
- An *Electrical Contracting Products* Webinar is not just about the Webinar itself – it’s about **promoting and branding your company name, products and services**.
- *Electrical Contracting Products* Webinars are essentially **turn-key** and have low impact on your time.
- *Electrical Contracting Products* Webinars are NOW an **established and valued channel** for education and marketing communications.
- **Participation is up** dramatically across the B2B landscape from just one year ago.
- More and more **industry decision makers** see *Electrical Contracting Products* Webinars as a **positive, time-efficient** and **low-cost opportunity** to gain industry knowledge.
- *Electrical Contracting Products* Webinar sponsorships have the opportunity to come from budgets outside of traditional advertising budgets, including product launch funds, education, training, research and industry outreach.

Let us help put everything together for you with our complete turn-key Webinar program. Our editorial and marketing teams will work with you to determine the best way to build the appropriate content for your specific Webinar topic and discuss how to generate audience appeal among our subscribers.

To find more about the entire *Electrical Contracting Products* Webinar Program, contact your *Electrical Contracting Products* marketing consultant today. You’ll be glad you did.

Jim Benesh
702-871-9370
jim.benesh@cygnusb2b.com

Jean Simkins
847-454-2708
jean.simkins@cygnusb2b.com

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1.800.547.7377 | www.cygnusb2b.com
1233 Janesville Avenue, Fort Atkinson, Wisconsin 53538



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WHY WOULD MY COMPANY WANT TO DO An Electrical Contracting Products WEBINAR?

WEBINAR STATS:

It has been said that people will retain 10 percent of what they read, 20 percent of what they hear, 30 percent of what they see, and 50 percent of what they both see and hear.

TO FIND MORE ABOUT HOW AN **ELECTRICAL CONTRACTING PRODUCTS WEBINAR** CAN BE BENEFICIAL TO YOUR COMPANY, CONTACT YOUR CYGNUS BUSINESS MEDIA MARKETING CONSULTANT TODAY.

THE OPPORTUNITY IS THERE... DON'T MISS IT.

- **Supplements** – Good subject material for a Webinar. Combination package of a supplement ad and a Webinar sponsorship. Or, identify a major industry player as sole sponsor of the subject matter of the Webinar for more impact.
- **New technology/product introductions** – Opportunity for client to give in-depth presentations. Discreet budget above dedicated ad dollars.
- **Roadshows** – If a company is currently doing training sessions for their clients in various cities or doing demonstration roadshows, a Webinar is the perfect way to bring it all together.
- **Legislative/regulatory issues** – Sponsors will be seen as industry leaders if they are on board with any legislative/regulatory-based Webinar.
- **White Papers and Case Studies**– Solid content from which a live presentation would gain extra reach. Clients can include partners (possible \$\$\$) and clients (customer exposure). Check out what they are promoting or providing currently on their site.

WEBINARS: ON THE RISE

- The use of both video and audio webcasting by B2B marketers increased in 2006 over 2005, though video grew somewhat faster (44% vs. 32%), driven by the increasing acceptance of webcasts as a B2B lead generation tool and the widespread adoption of broadband Internet connections, even in home and small office environments.
- Average attendance per event increased by about 9%.
- On average, more than half of registrants actually participate in the event.
- The use of live webcasts grew significantly faster than on-demand events, and account for the vast majority (85%) of webcasting events. However, archiving live presentations increases viewership/listenership by nearly 50% on average (not everyone who's interested can attend at the scheduled time).

Source: Key Webcasting Trends For The Publishing Industry , January 2007, On24

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WATT'S NEW FOR CONTRACTORS
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BE AN INDUSTRY LEADER...

THINK BIG

Electrical Contracting Products WEBINARS DELIVER

Establish rapport directly
in a 60 minute,
uninterrupted educational
format with industry
professionals looking for
YOUR SOLUTIONS!

**It has been said
that people retain:**

- 10 percent of what they read;
- 20 percent of what they hear;
- 30 percent of what they see;
- 50 percent of what they see and hear.

**THE ELECTRICAL
CONTRACTING PRODUCTS
WEBINAR MARKETING
PROGRAM IS A COMPLETELY
TURN-KEY OPERATION, SO
SIT BACK, RELAX AND LET US
HELP YOU BUILD A BETTER,
STRONGER BUSINESS.**

**CALL YOUR ACCOUNT
EXECUTIVE TODAY TO FIND
OUT MORE ABOUT A WEBINAR
MARKETING PROGRAM.**

With an *Electrical Contracting Products* Webinar, companies are able to ensure that their important business communication or product demonstration is delivered efficiently and effectively.

Companies can **INTERACT WITH A HIGHLY-QUALIFIED AUDIENCE, ANYWHERE, IN REAL-TIME!** And Webinars have proven to garner some of the best ROI in generating new business prospects – all at a minimal cost compared to an off-line event.

Electrical Contracting Products offers an **ALL-INCLUSIVE** marketing and Webinar and data collection program designed to **INCREASE BUSINESS OPPORTUNITIES** with industry professionals.

An *Electrical Contracting Products* Webinar program isn't just about the Webinar event itself, it's much more than that – it's about marketing and branding your company as an **INNOVATIVE, FORWARD-THINKING INDUSTRY LEADER!**

EVERY STEP OF THE WAY — Our editor and marketing team will work with you to determine the best way to build the content for your specific Webinar topic and discuss how to generate audience appeal among our subscribers.

Your Webinar marketing program includes all of the following promotional elements used to create the Webinar audience and promote the event:

- Promotion to e-mail names from our "opt in" list through 3 (minimum) e-mail blast messages; Highlighted as sponsors in the appropriate e-newsletter;
- The Webinar event posted on the "Webinar" section on our web site www.epczone.com;
- One hour (minimum) streaming audio PowerPoint presentation;
- One-year archive for on-demand viewing;
- One full page 4-color ad in *Electrical Contracting Products*, promoting the upcoming Webinar;
- Full detailed demographic interactive report of each of the attendees who signs up for the event or views it in the archived version at a later date, plus polling survey results from the Webinar attendees.

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