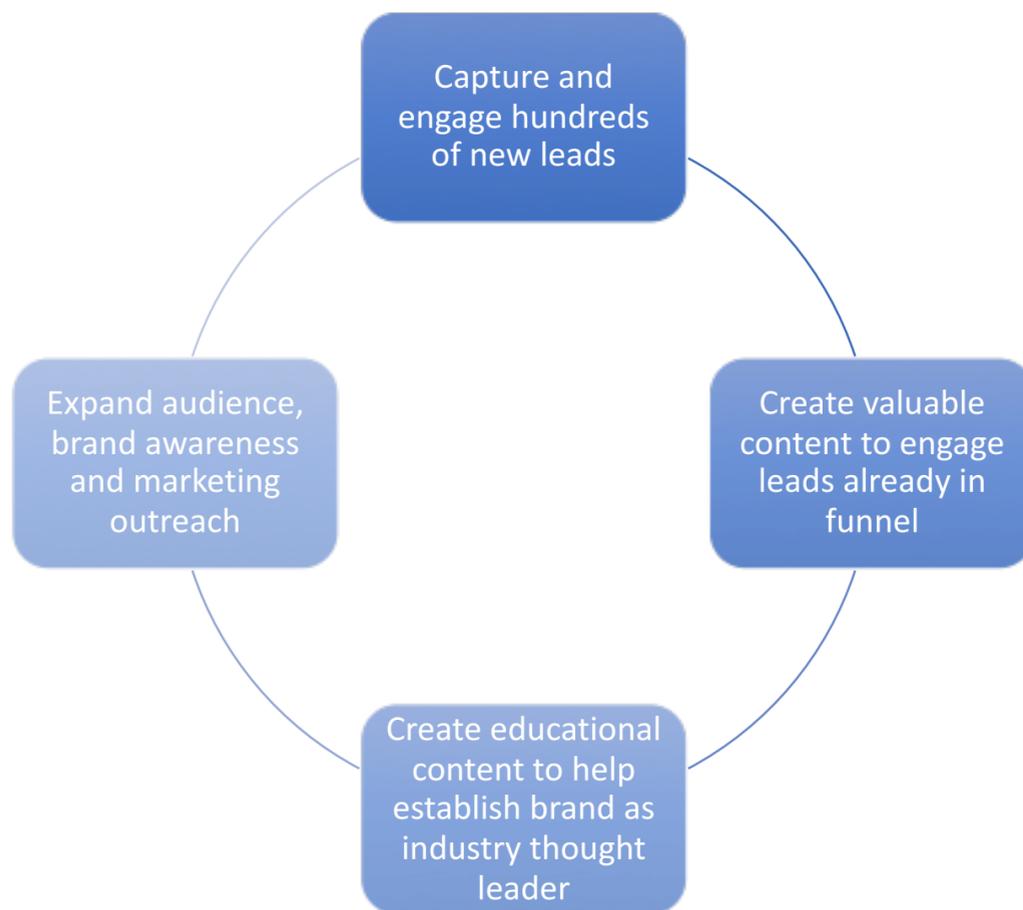


# Joint Webinar Campaign

At StayNTouch, we value our partnership with many of the leading brands in hospitality and we know first hand the results a well planned and executed co-marketing initiative can yield. That's why we're inviting you to join our Webinar Partnership Campaign!

Smart companies understand the importance of competitive research but smart marketing includes strengthening your outreach efforts by partnering with brands who share the same industry, similar audiences and are non-competitors.

## GOALS



## CONTENT COMPONENTS



The duration of this campaign will last 4-5 weeks. Planning, promoting and executing the campaign will be a joint effort across all parties with a shared commitment to success. **To achieve maximum results, we require each partner to fulfill and commit to the items detailed below.**

## PROCESS

### **Planning**

- Use shared google doc for planning and organizing campaign
- Establish theme, scope and timeline for campaign
- Settle on a topic that appeals to each respective audience

### **Start Content Creation**

- Split the creation and content between partners (design/write)
- After draft, send to partners for feedback
- After finalizing content, begin process of promotion with landing pages, emails, social media image, etc.

## Webinar Assets

### **Landing Page**

- Single co-branded landing page and registration form designed and hosted by Stayntouch

### **Logos**

- HQ company logos and presenter headshots provided by each partner to Stayntouch for branding

### **Email templates**

- Email templates for webinar invites will be created internally by each partner with registration link included

### **Social Media image**

- Image for social media use designed by Stayntouch and distributed to each partner

### **PowerPoint**

- Webinar powerpoint. Co-branded, 5-6 slides for each presenter, audience poll questions included.

## Promotion

### **Email**

- Send 3 webinar email invites to email database
- Each partner will send one email per week for three consecutive weeks leading up to the live webinar

### **Social Media blitz**

- Promote webinar on social media at least 2 times per week
- Share campaign content (blogs, ebooks, press release, etc) like and repost partner content

### **Online-Syndication**

- Syndicate webinar press release announcement and registration link to online hotel publications
- Each partner will syndicate to at least one hotel news outlet that they have credits to

### **Other forms of promotion**

- Use any other form of promotional outreach available

## Follow-UP

At Stayntouch we provide complete transparency and visibility to our partners so that you can have all of the information necessary to evaluate the success of our joint marketing effort. All reports, follow-up emails and recordings will be distributed within 24-hours of the conclusion of the webinar.

## Reports

### **Registration Report**

- A full Marketo registration report with registrants name, email, company and country fields included.

### **Attendees Report**

- A full GoToWebinar attendees report with details about each attendee, including questions they asked during the webinar and how long they attended it.

### **Performance Report**

- A high-level engagement statistics about registration, attendance and feedback including responses to poll questions

## Follow-up Email

### **Email**

- Attendees will receive a follow-up thank you email with webinar recording and powerpoint asset attached
- Non-attendees will be sent a 'sorry we missed you' email with webinar recording and powerpoint asset attached

**\*All partners will receive the webinar recording within 24-hours of the conclusion of the webinar**