

“We do one webinar and we get between 500 and more than 1,000 new leads... with an hour of live webinar and a little promotion.”

Patrick Whatman
Head of Content

 **Problem**

All leads are not created equal. So you booked a big influencer as a guest speaker on your webinar and got a bunch of new leads – great! **Then you realize those leads aren’t always coming from the audience you intended to target. Not so great.**

Social media monitoring service Mention discovered exactly that and went a different direction: co-marketing. By partnering with big players in their space to promote and deliver webinars on topics of mutual interest, the firm is now generating droves of new – and, crucially, relevant – leads from a single webinar. That makes it the company’s best overall tactic for lead generation, says Patrick Whatman, head of content for Mention.

“We’ll partner with someone and find something in common around maybe how their tool can help our audience and how our tool can help their audience, or maybe have a discussion of the strategies people can use that might also be interesting to the kinds of people who use Mention,” Whatman explained. “It’s something we’ve seen great success with.”



Mention was born in 2012 with a simple idea: helping people learn what’s being said about them online. Since opening another office in New York in 2014, Mention has grown exponentially. In a few short years, the Mention customer base exceeded 500,000 users in over 125 countries, with over 4,000 enterprise clients. <https://mention.com/en/>

 **Solution**

GoToWebinar gets a lot of the credit. Where they once used the tool for on-boarding, **Mention has found its sweet spot in employing GoToWebinar as its sole solution for the co-marketed content that’s bringing in serious leads.**

“In our use of GoToWebinar, we’ve had no issues with audio or video, the chat feature is really helpful and we use it a lot. We generally have no problems at all with GoToWebinar. In fact, we really enjoy using it, and we’re enjoying it more the more we use it,” says Whatman.

 **Result**



Targeted lead gen



Seamless tool integration



Simple yet powerful

From lead generation, better attendance rates and improved audience targeting via the cross-pollination with their co-marketing partners, Mention derives a host of benefits from GoToWebinar. Toss in the steady cultivation of loyal customers that comes when you offer incredible content and you’ve got a solid formula for marketing success.

“In all the time we’ve been using GoToWebinar we have never had reason to look elsewhere,” says Whatman. “It does exactly what it says it’s supposed to do and it’s a lot more powerful than we even realized initially. It’s relatively simple but it’s incredibly robust. The handouts, the chat function to interact with people live, the surveys and polls – those kinds of features make webinars more impactful and more interesting to our guests.

“And the integration with HubSpot, which we use for landing pages, e-books, checklists, everything, has been excellent. It’s automatic now to just pass information from one to the other, and that makes it very straightforward and valuable.”

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