

# WEBINAR PACKAGES



# HOSTING A WEBINAR HAS HUGE BENEFITS!

There really is no better way to gain access and demonstrate your knowledge to a captivated audience of your qualified targets for an extended period of time.

If you have valuable information to share and are looking for solution that allows you to increase credibility, build brand recognition, and gain qualified leads, we can help. With 3 tiers of webinar packages based on the scope of involvement and promotion of your webinar, we are sure to meet your **needs, expectations and budget!**



## CHOOSE A PACKAGE BEST SUITED FOR YOUR NEEDS!



# TIERED PACKAGES

**PRE-WEBINAR PROMOTION**

**TIER 1**

**PRE-WEBINAR PROMOTION  
+  
iA HOSTS WEBINAR**

**TIER 2**

**PRE & POST WEBINAR  
PROMOTION  
+  
iA HOSTS WEBINAR  
+  
EDITORIAL & STRATEGIC  
ASSISTANCE**

**TIER 3**



Need to get the word out about your upcoming webinar? No Problem. Tier 1 is great when you have a webinar set up and want to ensure webinar registration and attendance!



# SIDE BY SIDE COMPARISON

What's Included?	Tier 1	Tier 2	Tier 3
60± Minute Webinar	✓	✓	✓
Event Listing on iA.com	✓	✓	✓
Social Media Posts	✓	✓	✓
eBlast(s)	2 Sends	2 Sends	3 Sends
Editor's Note Mention(s)	1	2	3
Featured Event Mention(s)	1	3	5
Registration & Set Up		✓	✓
Moderating		✓	✓
Poll Questions & Survey		✓	✓
Webinar Reporting		✓	✓
Recorded Webinar Video		✓	✓
Asset Hosting & Lead Capture		✓	✓
Rehearsal(s)		1	2
★ Editorial Guidance			✓
★ Project Management			✓
★ Content Post			✓
★ Slide Deck Creation			✓
★ Asset Creation			✓
★ Post- Webinar Hosting & Lead Capture			✓



# WHAT DOES IT ALL MEAN?

## Asset Hosting & Lead Capture

Extend your webinar exposure even further by hosting an asset either pre or post webinar on [insideARM.com](https://insidearm.com) [in our free reports section](#) for 4 months. When anyone downloads your fact sheet, white paper, info brief, or other content piece, their information will be sent straight to you for lead purposes.

*Exclusively* with Tier 3 you get:

### ★ Asset Creation ★

by the iA team! Our editorial team takes your topic idea and puts it on paper to create a 3-5 page asset perfect for webinar promotion (pre or post)!



## Editorial Guidance & Project Management



Tier 3's webinar package certainly sets itself apart from the rest with the addition of editorial guidance and project management. insideARM has been specializing in the debt collection industry for over a decade and has the knowledge and expertise to prove it. Our candid editorial team takes their knowledge and their webinar experience to help you create topics, structure your powerpoint, pinpoint webinar flow, and provide strategic decision making advice. With the Tier 3 package, insideARM takes your webinar a step further, managing your webinar pre, during, and post by guiding you each & every step of the way!



## Content Post



Only in Tier 3 can you get an article written and posted on insideARM.com to encourage webinar registration. Our editor's will create a content piece relating to your webinar topic and publish it prior to your webinar.

## eBlasts

Sending out an eBlast to insideARM subscribers is a great way to encourage registration & could not be easier. Develop your messaging and branding and we will send your eBlast out for you! With Tier 1 & 2, you get one eBlast send and one re-send of that same eBlast. We take it one step further in Tier 3 by developing and sending 3 eBlasts for you!

## Editor's Note & Featured Event Mention(s)

The ARM insider (insideARM's flagship eNewsletter) is the industry's most-trusted daily. Each day our editor spotlights an important piece of information in the Editor's Note section, and highlights a featured event in the industry!

## Event Listing on insideARM

The events page on [insideARM.com/events](https://insidearm.com/events) is the industry's glance into any up and coming events. Get listed & be included in 1 biweekly events eNewsletter sent out to our subscribers!

## Poll Questions & Surveys

To gain valuable insight, you get the opportunity to poll your webinar attendees with up to 3 questions during the webinar, & survey your attendees at the end of the webinar with 3-5 questions.

# WHAT DOES IT ALL MEAN?

## Recorded Webinar Video

After your insideARM webinar is complete, you will receive a recorded video of your webinar to keep. This is yours to keep, distribute, or market as you wish!

## Registration, Set-Up, & Rehearsal(s)

When insideARM takes on hosting a webinar for you, we ensure a fast and seamless process. Relax while we take care of setting up a webinar in our webinar platform, hosting the webinar, and arranging your rehearsal(s) so you are ready on your big day!



## Slide Deck Creation



Another premium option only available with Tier 3 is the creation of your PowerPoint slide deck for your webinar. insideARM takes your topic and talking points and puts it into a presentation for you.

## Social Media Posts

Create a buzz around your next webinar by getting your event promoted on insideARM's social media outlets. Once set of social media posts means announcements on the insideARM [Twitter](#), [Facebook](#), & [LinkedIn Pages](#)!

## ★ Webinar Hosting & Lead Capture ★

You have your recorded webinar video, but what now? Let insideARM host your webinar on our site & collect leads for you! This will increase webinar exposure, get you credible leads, and there is no additional work on your hands!

This program is much like the Asset Hosting & Lead Capture program, but takes place for 2 months after your webinar.

## Webinar Moderating & Reporting

As a part of the moderating process, insideARM will write a webinar introduction, introduce panelists, provide administration support during the webinar, guide through the Q&A session, and conclude the webinar. In addition, you will receive 1 attendee report with attendee information and the questions and answers from the poll + survey, as well as 1 registration report with contact information for all of those who signed up.

## DID YOU KNOW?

insideARM is the industry's *most-trusted* source of news & information. We not only set the bar high for our readers, but for our clients too! insideARM helps you create the best possible campaigns & we stand behind our offerings; that's the insideARM standard!



# WHAT DOES IT COST?

## TIER 1

Pre-Webinar Promotion = **\$6,000.**

## TIER 2

Pre-Webinar Promotion + iA Hosting Webinar = **\$11,750.**

## TIER 3

Pre & Post Webinar Promotion + iA Hosting Webinar + Editorial & Strategic Assistance = **\$17,500.**



Don't have enough hours in the day to put on your own webinar? Ask about upcoming insideARM webinars that you can **sponsor!** Be associated with the latest best practices in **compliance & operations.** Sponsorships start at \$1,750!

### QUESTIONS? PLEASE CONTACT:

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