

# Making Webinars the Driving Engine for 2ndQuadrant's Lead Generation Efforts

*Transforming B2B Outreach: Webinars as the Cornerstone of 2ndQuadrant's Marketing Strategy*

## At a glance

Faced with low lead generation in B2B, we revamped our webinar strategy, focusing on content relevancy and increased frequency. This led to webinars accounting for 45% of total leads, a 28x increase per event, and significantly fueling B2B growth.

## Key metrics

In a strategic shift at 2ndQuadrant, enhancing webinar content and frequency led to a 28-fold increase in leads per event and webinars contributing to 45% of total lead generation, revolutionizing our B2B marketing approach.



### 28X

Grew from 30 to 845 leads per webinar



### 45%

Contribution to Total Leads

2ndQuadrant<sup>®</sup>  
PostgreSQL



**EDB acquired 2ndQuadrant**



MBA-qualified Digital Marketer with expertise in scaling customer growth and sales.

**MUHAMMAD NOUMAN**  
Digital Marketing Expert

## CHALLENGES

At 2ndQuadrant, the primary hurdle was amplifying lead generation in a competitive B2B market. Traditional approaches were falling short, necessitating a novel and more effective strategy.

## SOLUTIONS

- We identified webinars as an untapped resource for lead generation. To maximize their potential, we revamped the content to better serve the B2B audience's needs and interests, incorporating industry expert insights and interactive elements.
- A key promotional strategy was featuring webinars in private user groups, creating a buzz and generating interest among a highly targeted audience.
- We intensified our marketing efforts, employing targeted email campaigns, social media promotions, and collaborations with industry influencers to broaden our reach and draw in more participants.
- To keep up with the growing interest and demand, we increased the frequency of our webinars from monthly to weekly, ensuring a steady stream of fresh and engaging content.

## BENEFITS

1

### 45% Total Lead Contribution:

This strategic overhaul led to a remarkable increase in leads, with webinars alone accounting for 45% of total lead generation.

2

### 28x Leap in Lead Acquisition:

The number of leads per webinar soared from 30 to 845, marking a significant transformation in our lead generation capabilities.

3

### Driving Force Behind B2B Growth:

The success of the webinars in generating high-quality leads made them the primary engine driving 2ndQuadrant's lead generation efforts, contributing substantially to the company's growth and sales pipeline in the B2B sector.