



# SUSTAIN

 eyefulpresentations



# THE SUSTAIN PHASE



The time, money, blood, sweat and tears invested in your webinar or virtual event is ultimately there for one purpose - to drive action. The form this action manifests itself in will differ from event to event. It may be the number of leads that are generated from the events or maybe the value of the renewed contracts. It could be as simple as increasing the understanding of a topic from your audience.

**Bridging the gap between a well-received event and the action is where Sustain comes into its own.**

However, the events on its own would only go so far. Numerous scientific studies over the years have highlighted the fact that people, surprise surprise, forget stuff. Going all the way back to 1885 and Ebbinghaus's Forgetting Curve, communicators have recognised the need to reinforce, reengage and ultimately **Sustain** the message that they have delivered. Yet bizarrely when it comes to events, virtual or in person, this phase is rarely done properly. To ensure you bridge the gap between delivering your message and audience action, we recommend that you focus your attention on three key areas.



# DATA

This may not sound particularly sexy, but data is an incredibly powerful part of the Sustain process as it allows you to focus your attention on the areas that will drive most value.

The following anecdote will ring true for any marketing or sales leader that has been involved in an event:

- It's the end of an event and you've created a number of leads which you're confident salespeople will be delighted to receive
- In this example, let's say they each receive a hundred leads.
- The salespeople dutifully go off, update CRM and assure you that each lead has been followed up.





In reality, the following has happened:

- Most of the salespeople will review the list of leads, identify what they perceive to be the hottest leads and follow these up.
- The remaining leads go wanting, gathering dust on your CRM system.
- Based on our anecdotal evidence, perhaps 30% of leads generated from an event will be followed up properly.
- This means the remaining 70% won't even be nurtured through a coherent marketing campaign. **They are just left to slowly whither away.** This is an incredible waste of opportunity and investment.

Now, it's very easy to blame the salesperson for not doing their job properly but the reality is, sometimes **too** many leads can be the problem. A mass of opportunities delivered in one bulk doesn't give the salesperson the opportunity to do anything properly with it.

Data gives you the insight to deliver the correct focused message to the right audience. You can also gauge how interested they are in the actual services you have to offer. It may be that those 70 leads just need to go into a nurturing campaign delivered by marketing. It's likely that these are still of value and will ultimately contribute to your ROI calculation, however in the absence of clear and quantifiable data, it's impossible to reach those conclusions.

Finally, data is only a value if it aligns itself to your strategy, again highlighting the importance of the Connect phase when planning your events. In the absence of a strategy, no matter how much data you have, you won't get any closer to you actually driving greater value from it.

A man in a dark suit and tie is shown from the chest up, holding a pen over a presentation slide. The slide displays a pie chart and some text. The background is a solid dark blue.

# CONTENT

This is a topic that sends a shiver down the spine of many a marketing person!

## **Why?**

Because it means creating even more content when they've just gone through the battle to extract and collate sufficient detail from presenters to deliver a valuable presentation. Our recommendation is to not look at the Sustain phase as a need to create new content but rather repurpose and refocus the content you've already collated:

- From the speaker's presentation, information can easily be repurposed into an infographic
- Animated gifs can be created to support your social media campaigns
- Event content can be repurposed and shared as video to reinforce your message
- The same content can also form the basis of hard or electronic copy documents to be shared post event.

**Note** - We would implore you to never simply email your presentation slides. Slides without the presenter are of little value for the simple reason that they should be visual and unable to deliver the story in the absence of the presenter.



## PEOPLE

It is vital that organisations are aligned when it comes to engaging at the Sustain phase. It's very easy for the stressed marketing person to collapse in a heap at the end of an event, awash with the inevitable sense of relief that comes end of a successful event. However, **the reality that the end of the event does not mean the project has reached its conclusion.**

Marketing and sales need to work together very much around maximising the impact of the data that you collate and maximising the strategy that sits behind content sharing to ensure that you get the most out of your events. This is the time for a combined and coordinated response for the simple reason that ultimately, Sustain is the phase that delivers the return on investment.





## ONE FINAL THING

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Ignore the Sustain phase of your webinar or virtual event at your peril. If you are going to deliver on your ROI objectives, you must take this final phase as seriously as the everything else. Failure to do so will have a longer term impact on all stakeholders and their willingness to engage next time around.