

Case Study:

MediaMixNet

Alexa Ganakos, VP Account Development

IFA Supplier Forum Member Alexa Ganakos loves hosting webinars and for good reason. Her company, MediaMixNet, relies on these audio and web-based conferences to teach clients how to buy the right mix of media to achieve their organizations sales goals.

"We ask them about media planning, buying, whether they use an agency," she says. "We learn about our customers and educate them on why and how they can use the tools and information we provide. It is a great way to gather leads." Naturally, these leads turn into sales.

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MediaMixNet traditionally focused on hospitals but recently began working with the franchise community. Since franchises have outlets all over the country, they use MediaMixNet to help them plan their advertising strategies in local markets. Alexa wants to not only help her clients get the most for their money, but also to help MediaMixNet maximize its budget.

She explains, "We hosted two webinars with the American Hospital Association - the first using WebEx and the second with ReadyTalk. The ROI on the WebEx conference didn't make sense, but with the ReadyTalk conference, the ROI was definitely worth it. We cut people off at 110 registrants, and still had a lot of requests for participation, so we signed up another 50-60 people for an encore webinar. When considering the costs of the conferences (audio and web), we paid \$7.00 per registrant with ReadyTalk versus \$70.00 per registrant with WebEx.

Going forward, Alexa is planning on creating webinars for members of the IFA, to educate them on maximizing their media dollars. She says, "Past webinar attendees visit us at our trade shows and thank us for providing valuable information to them. They've helped us open up new vertical markets."

What an exciting prospect for all of us.

