

SUCCESS STORY

LIVEWEBINAR x MARKETER+



CLIENT

Marketer+ is one of the biggest Polish media groups specialized in business and marketing areas. Since 2011, they've published titles like Marketer+ and E-commerce in practice, but it is only a small fraction of the workload they share with the industry and everyone who is trying to start off their business journey or improve the skills they already have.

Besides magazines, Marketer+ has published business books and thrives on bringing professional know-how to a greater audience online. They regularly share online courses that cover various fields of business marketing - from mind mapping and developing a marketing strategy, to social selling and copywriting.

On top of that, they also invite their followers to take part in conferences (sometimes they are conducted online, other times they are a hybrid), and many (mostly free) webinars.

The content for their publications is delivered by the best experts in their fields. On the basis of their rich experience on the Polish market, they show how to conduct effective marketing activities step by step. To their audience, they present tools, effective techniques and solutions that can be successfully implemented in any company.

Their readers include managers and directors, marketing specialists, as well as owners of small and medium-sized companies. Marketer+ is also a great source of inspiration and a practical guide for representatives of the advertising industry.

MARKETER+

CHALLENGE

It's the digital era out there and we are talking about a company that promotes new digital marketing tactics. Obviously, they couldn't stop with just books and magazines.

Willing to introduce additional learning channels, such as free webinars and paid online courses, they started to look for an appropriate solution.

THEIR MAJOR DEMANDS were for the software to be:

- **intuitive,**
- **secure,**
- **and able to record the events.**

As the marketing influencers they are, the Marketer+ team knows that pressing the 'Stop' button after your webinar is not really the end of the webinar itself. On the contrary, they record and share the webinars with their readers on their website - either as freebies or an element of a paid course.



As a publisher of industry magazines, we were looking for a solution that would allow us to efficiently organize webinars for our readers. We were looking for a tool which would be, above all, intuitive to use, secure and provide a high-quality webinar recording which we could share with our readers. LiveWebinar meets all these requirements and I sincerely recommend it.

Paweł Koziara
Head of Marketing and Sales

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COOPERATION WITH LIVEWEBINAR

While looking for the perfect solution tailored to their needs, the Marketer+ team decided to pick LiveWebinar, as it turned out to meet all of their expectations.

Since May 2020, LiveWebinar has been the technological partner of Marketer+. Our platform lets them host webinars that aim to promote the paper's issue and generate new subscribers for their newsletter. On top of that, LiveWebinar enables running courses, both online and offline, in the form of an academy.

What pleased Marketer+ right from the beginning was how simple to use the app is. The easy implementation was also a big plus.

At the beginning of the cooperation, LiveWebinar provided them with a set of manuals about starting an event, and about any other feature that it offers. The support team was available all the time to answer major and minor questions about using the application.

Marketer+'s editors don't have to worry about data

breaches or outside intrusions during their online meetings - LiveWebinar has it covered. All of the meetings are secured and encrypted according to the latest market standards. You can also control the security of your room with features like Waiting Rooms and room passwords or tokens. Oh, and it's totally GDPR compliant.

LiveWebinar allows its users to record and reuse the webinars, letting their clients incorporate them as evergreen webinars in their marketing and sales funnels.

MARKETER+ IN NUMBERS



4000 printed copies/month



14000 subscribers of an online issue



~120 pages of knowledge/paper

