Questions/Answers from Webinar: Convert Leads Faster by Integrating Webinar Data with Salesforce

Tuesday: 9/27/11, 2 pm EST

WHAT IS READYTALK?

Q. Is ReadyTalk the webinar platform or is it an app for GoTo Webinar or WebEx, etc?

A. ReadyTalk is a web and audio conferencing platform that can support all types of online meetings – from collaboration and sales demos to online training sessions to webinars with up to 3000 people. ReadyTalk for Salesforce is a free AppExchange application that automatically captures registration and attendance data from our platform in Salesforce.

VALUE OF INTEGRATION

Q. How does sales use the webinar info to close more deals?

A. By having access to webinar data directly from the Lead or Contact record, sales can instantly see which topics their prospect is interested in and tailor their message to speak to the prospect's specific use case or pain point. And, because attendance data is captured in Salesforce immediately after an event, sales can strike while the iron is hot and capitalize on opportunities rather than delaying follow up until marketing can do the manual work to get the data into the CRM.

Q. Did you face any resistance to adoption within your sales organizations?

A. Each of our panelists shared that ReadyTalk for Salesforce has been very well-received by their sales organizations because it:

- Gives them timely and convenient visibility into valuable webinar data right from the Lead and Contact record
- Makes it easy for them to invite prospects and customers to webinars and online trainings directly from the Lead or Contact record

Helena Brito, Marketing Specialist at Mandiant, was one of our panelists on the event and shared this feedback from one of her account executives during the webinar:

"Awareness of participation in events by potential customers allows me to enter the conversation with relevance and value, thereby earning their attention."

Q. Webinar uses vary, but generally how to webinars compare to other marketing activities in terms of % of total sales?

A. It really varies by organization. However, in a recent survey of marketing professionals, 92 percent of respondents indicated that webinars are one of the most effective means of generating high quality leads. And, ReadyTalk believes that making this data immediately available to sales in the environment where they live (Salesforce) will help more of these leads convert into opportunities and eventually into closed deals.

HOW DOES READYTALK FOR SALESFORCE WORK?

Q. Can you pull meeting data out of the meeting record and into the lead/contact or campaign records? Other than campaign status?

Q. When I look at a customer record will I be able to see a history of their webinar interaction directly associated with their customer profile?

A. Yes, ReadyTalk for Salesforce attempts to match each participant with a Lead or Contact record in Salesforce based on email address. From the related Lead or Contact record, you can see all of that person's meeting activity and drill down to the Meeting Member record for full details.

ReadyTalk Meeting History Invite to ReadyTalk Meeting ReadyTalk Meeting History Help

Action	Meeting Member Name	Meeting Name	Meeting Date & Time	Meeting Date & Time	Meeting Member Status	Duration (minutes)
Edit | Del	Paul Carollo	ReadyTalk for Salesforce.com Webinar	4/11/2011 2:00 PM	4/11/2011 2:00 PM	Attended	119
Edit | Del	Paul Carollo	demo	8/24/2011 8:00 AM	8/24/2011 8:00 AM	Invited	
Edit | Del	Paul Carollo	Sales Demo Test Meeting	8/31/2011 6:00 AM	8/31/2011 6:00 AM	Invited	
Edit | Del	Paul Carollo	Sales Training Test Meeting	8/31/2011 6:00 AM	8/31/2011 6:00 AM	Invited	
Edit | Del	Paul Carollo	ReadWriteWeb Demo	9/7/2011 6:00 AM	9/7/2011 6:00 AM	Invited	

Show 4 more » | Go to list (9) »

ReadyTalk Meeting Member Detail Edit Delete

Meeting Member Name	Paul Carollo	Meeting Title	ReadyTalk for Salesforce.com Webinar
Meeting Member Status	Attended	Meeting Date & Time	4/11/2011 2:00 PM
Contact		Meeting Status	Closed
Lead	Paul Carollo, ReadyTalk		

Registration Information

Registration First Name	Paul	Company	ReadyTalk
Registration Last Name	Carollo	Phone	3032091754
Email	paul.carollo@readytalk.com	Mobile Phone	
Address		Fax	
Address 2		Job Title	
Address 3		Department	
City		Industry	Telecommunications
State		Number of Employees	
Zip Code		Website	
Country		Purchasing Time Frame	
Comments		Annual Revenue	
Custom Question 1	Favorite Color	Custom Answer 1	Fuschia
Custom Question 2	What is your dream job?	Custom Answer 2	Bounty Hunter
Custom Question 3		Custom Answer 3	
Custom Question 4		Custom Answer 4	
Custom Question 5		Custom Answer 5	

Attendance Information

Attendance Entry Time	4/11/2011 2:00 PM	Duration (minutes)	119
Attendance Exit Time	4/11/2011 3:59 PM		
Created By	Anita Wehnert, 8/22/2011 12:55 PM	Last Modified By	Anita Wehnert, 8/22/2011 1:09 PM

Also, if the participant isn't found in Salesforce, you can have the ReadyTalk for Salesforce application create a new Lead record using their event registration data.

Q. Will we be able to see a report generated from an event?

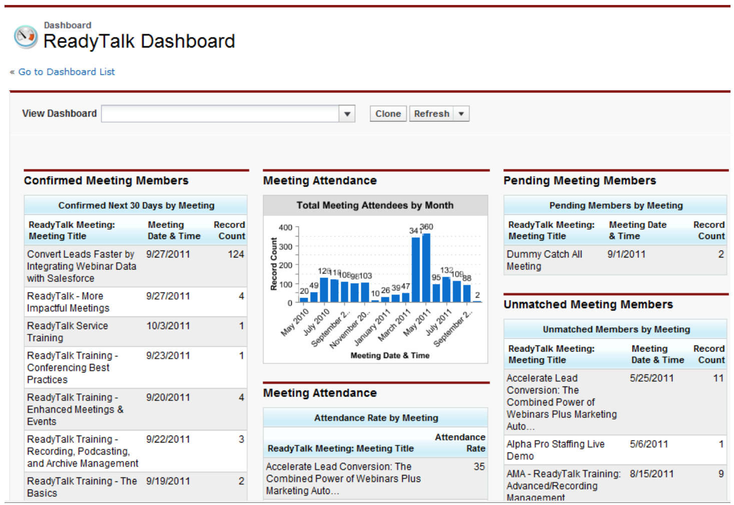
Q. Is there a diagram or goal funnel (visualization) to see drilled down results quickly at a high level?

Q. Assuming you can do dashboards based on any ReadyTalk fields in SFDC?

A. Yes, ReadyTalk for Salesforce provides a high-level view of event stats including the number of people invited, registered, and attended as well as the details for each individual Meeting Member. We also include a dashboard and canned reports that provide insight into information like attendance rate by event and number of registrants for upcoming meetings.

Meeting Member Summary

New	0	Pending	0
Invited	0	Declined	0
Confirmed	183	Email Failure: Opt-Out	0
Attended	98	Email Failure: Address Error	0
Unmatched Registrants	11 Manage Registrations		



Q. So one would purchase ReadyTalk and use it has the webinar tool for hosting the event? All data from the event is then passed into Salesforce. Does it check for duplicates and create a new lead or attach to an existing record?

Q. Can ReadyTalk address the question of managing duplicates?

A. Yes, ReadyTalk for Salesforce uses email address to attempt to match an event participant with an existing Lead or Contact in Salesforce:

- If it finds a unique match, it automatically attaches the Meeting Member to that Lead or Contact.
- If it does not find a match, you can have the application automatically create a new Lead or use our matching tool to try to find an existing Lead or Contact using additional information (e.g. name, company, etc.).
- If it finds multiple matching records, it will add the Meeting Member to a queue of "Unmatched Registrants" so you can select the Lead or Contact that you want related.

Q. So when someone registers for an event, I see they show up in the ReadyTalk tab in Salesforce, but does ReadyTalk actually create the new lead automatically?

A. We give you the option to either automatically create a new Lead for an event participant not found in Salesforce or to handle this task manually.

Q. How do you add new contacts?

A. Currently, ReadyTalk for Salesforce gives you the option to create a new Lead for participants not found in Salesforce. You could then convert this Lead into a Contact if desired.

Q. With this app, does it recognize a company even if acronym is used (and the full company name appears in SF?) - re: the reporting on if the account exists in SalesForce already?

A. ReadyTalk for Salesforce attempts to find a match based on email address. However, if a unique match isn't found, you can use our matching tool to search for a match by company name, participant name, etc.

Q. Can you stage or delay the upload of contacts to a later date? For example, if we run a webinar in late Q3 but want to wait to load those leads to SF until Q4, would that be possible or are they automatically/immediately imported?

A. Meeting data isn't added to Salesforce until you import the meeting and you can import a meeting that occurred in the past, so you have full control over the timing.

Q. Is polling information retained at the contact level?

Q. Are responses to polls during webinars available at the contact level?

Q. Are you able to utilize the Ready Talk survey and have that info feed into the Salesforce Contact record?

A. Currently, ReadyTalk for Salesforce does not pull in interactivity data like responses to polls and post-event surveys. However, we will be supporting this functionality in future releases.

In the meantime, this data is all accessible through reports available through our Conference Center portal.

API AND OTHER INTEGRATIONS

Q. Can ReadyTalk also integrate with marketing automation software that sits on top of Salesforce, i.e. Eloqua?

Q. Is there currently a cloud connector available with Eloqua and ReadyTalk?

A. Yes, ReadyTalk also has a direct integration with Eloqua through the Eloqua Cloud Connectors for ReadyTalk. You can learn more about that integration here or install it from the Eloqua App Cloud.

Q. Do all of the panelists use Eloqua as well or do they use different email marketing tools in conjunction with ReadyTalk and SFDC?

A. SchoolDude.com has used Eloqua for a number of years and OverDrive is excited about deploying Eloqua in Q4 2011. ReadyTalk also uses Eloqua as an integral part of our webinar marketing efforts.

While ReadyTalk gives you the ability to send email invitations through our system, you have the flexibility to use a marketing automation system or another email marketing tool for this task. ReadyTalk for Salesforce is designed to support this use case, so you can still capture registration and attendance data in Salesforce even if you don't use our invitation capabilities.

Q. Do you have an integration with Marketo?

Q. How about Marketo?

A. We are actively working with Marketo to develop an integration with between our webinar platform and their marketing automation system. In the meantime, there is a great article on the Marketo community site about how to use the new Marketo Events functionality with a webinar platform that does not currently have an adapter.

Q. We sometimes charge for our webinar series, depending on the content. Can we integrate payment into the webinar registration? Currently, we have a payment portal that we direct people to. We are trying to keep all of our registration and payment, for webinars and live workshops, under the same look and feel, and ideally the same web form.

A. You can continue to use your current payment portal and web form and then pass this registration data to ReadyTalk via our open API.

Q. If we give our members a link to register for a ReadyTalk discussion, is that form branded as ReadyTalk and hosted on your website, or can we brand it as part of our website, which is currently how we do things.

A. ReadyTalk gives you a number of options for handling registrations. You can customize our registration form with your branding and choice of standard fields and custom questions. However, if you prefer to use your own registration form, you can use our open API to programmatically pass the registration data into our system.

Q. Currently I am using Kentico-hosted forms, submitting to Eloqua form and through the cloud connector registering with WebEx. Its still cumbersome. How customizable are the Ready Talk registration forms?

A. The ReadyTalk registration form lets you add up to 20 standard fields and as many custom questions as you would like. You can also add your branding and speaker information to the registration form and include a custom message to registrants.

Q. Can you require that a business email address is used? i.e. no hotmail; gmail, etc.

A. No, you cannot require that a registrant use a business email address through the ReadyTalk registration form. However, we give you a lot of flexibility in handling registrations. A couple of options that could address this concern are:

- Use our Manual Confirmation feature so you have the option to decline any registrants who do not use a business email address.
- Use your own registration form which requires a business email address and programmatically pass registration data to ReadyTalk using our open API.

ACCESS, SUPPORT, AND PRICING

Q. Is it possible to set up a demo with ReadyTalk to see how this could work for our organization?

Q. How can we get a demo of the app? (Melissa Papasidero)

A. Yes, you can visit www.readytalk.com/salesforce to register for a live demo or contact sales@readytalk.com for your own personal demo.

Q. What version(s) of Salesforce are supported?

A. ReadyTalk for Salesforce is currently supported on Enterprise, Unlimited, and Developer Editions. We are working on an update that will add support for Professional Edition and that will be out shortly.

Q. Would you discuss pricing models?

A. The ReadyTalk for Salesforce application is offered as a free value-add for our customers. We offer a variety of flexible pricing and packaging models for our web and audio conferencing service – from a pay-as-you-go per-minute option to various monthly subscriptions to all-inclusive webinar packages. You can contact sales@readytalk.com for more information on pricing and which option is right for your organization.

Q. I already have ReadyTalk in my Salesforce view. If I saw something today that I need to know more about, who can I contact?

A. We have a ton of great documentation, including an Installation Guide, Quick Start Guide, and User Guide, on the Resources section of our AppExchange listing. You can also contact our awesome Customer Care team at 800.843.9166 or 303.209.1600 or help@readytalk.com for additional assistance.