

Summer of Clean: How Aspire Software Increased Brand Awareness with a Webinar Series



The Challenge

► Creating an Online Event to Engage Prospective Customers

Since Aspire Clean has been lacking in downloadable content and thought leadership pieces, we began an initiative to run webinars to entice commercial cleaning business leaders to join and learn more about how Aspire helps the industry. After running an initial webinar in March (hosted with product partner) with lackluster results, we needed to redesign the planning & execution process with more internal control.

How the Demand Generation Team Handled It

► Developing Topics Based on Audience likely to be More Engaged

Based on the company demographics that were clicking through our emails and downloading content off the Aspire website most often, we chose topics that would be intriguing to smaller to medium sized commercial cleaning companies. In addition, we grouped the topics to build off each other and scheduled the webinars to be once a month for 3 months instead of every other month as previously planned.

► Building on Momentum and Iterating on Event Learnings

Even though the first webinar was a success compared to the March webinar, we used the learnings during that process to improve the execution of the following webinars in the series. Some of the impactful improvements we made were to post to social media with at least a week of lead time, align webinar registration with trade media campaigns, and prepare/rehearse the content slides at least two days before going live.

The Payoff

► Happy Webinar Attendees and Influencing Sales Opportunities

By the time we finished the last webinar in the series, we had a few of the attendees complementing the content and requesting information for another webinar. The smooth execution of the third webinar provided quality content that could be turned into bite-sized video content.

Clean Summer Webinar Series	Registrants	Attendees	ICP Prospect Accounts	Customer Accounts	Influenced Pipeline
#1 - June	35	8	6	4	\$75k
#2 - July	47	16	1	9	\$30 (CC)
#3 - August	110	44	14	5	\$30k

The Result

► Garnered Goodwill from Customers and Influenced Prospects in Consideration

Throughout the series run, there was positive feedback and engagement from both customer and prospects. The webinars each influenced at least one deal that went into pipeline which resulted in a large ROI.

\$105k+ In pipeline influenced by webinar series

+2.2x Increase in registrations between 1st & 3rd webinars

+4.5x Lift in attendants between 1st & 3rd webinars



A ServiceTitan Company

“Thank you all for such a great series and for building up this program brick by brick.”

Amanda Salvatore, Aspire Webinar Content Specialist.