



WEBINAR MARKETING PLAN



PRIMARY BENEFITS OF SPONSORSHIP

**Opportunity to Share
Editorial Message with
Target Audience**

**Brand Exposure through
Print, Web and E-mail
Marketing**

**Ownership of Leads
Generated**



WEBINAR MARKETING PLAN

- One or Two Full-Page Ads (depending on how far in advance the Webinar is booked) in *Construction Business Owner* magazine promoting the Webinar with prominent sponsor logo placement
- Website Ad with link to registration on home page of www.constructionbusinessowner.com
- Static page on www.constructionbusinessowner.com with all information including click through to sponsor and other appropriate websites
- Promo on signatures of all *CBO* and sponsor E-mail correspondence
- Trade Show Coverage (when possible) – Distribute 4-color promo slicks
- National Press Release (PR Web)
- Post PR on *CBO*, Sponsor and other appropriate websites with link to registration
- PR in all monthly *CBO*, sponsor and appropriate association Newsletters
- Include sponsors' logos on all slides and all promotion materials
- Four-time E-mail campaign to *CBO* Subscribers and sponsor database (*NOTE: Those who have registered will be deleted from future e-mail invites, but will receive reminders)

Copy and design of all e-mail promos, slicks, house ads, etc., provided by *Construction Business Owner*.



WEBINAR SPONSORSHIP PACKAGES

PACKAGE 1 – SOLE SPONSORSHIP

Schedule:

- | | |
|--|-------------|
| • Introduction of speaker and “This Webinar is Sponsored by XXXX Corporation” by CBO Editorial Staff | 2 Minutes |
| • Technical Presentation | 40 Minutes |
| • Questions from Audience | 15 Minutes |
| • Concluding Message from Sponsor | 1-3 Minutes |

Registration is FREE for participants

Sponsor will receive:

- Prominent “Sponsored By” Logo on all the following marketing messages for the Webinar
 - Four e-mail blasts to CBO Subscriber Email List (approx. 17,000 names = 68,000 impressions) and sponsor list (with permission)
 - Full-page ad in one or two issues of *Construction Business Owner* magazine (42,000 copies per issue)
 - Promo slicks and signage at all *Construction Business Owner* trade show booths during marketing period
 - Ad on www.constructionbusinessowner.com for six weeks (approx. 40,000 impressions)
- “This Webinar Sponsored By XXXX Corporation” message at introduction of Webinar
- 3-Minute Sales Pitch time at end of Webinar
- Names and contact information of all registered Webinar participants, from initial live Webinar and downloads of archived Webinars for six months.

Sponsorship Fee (Exclusive)

\$15,000 Net

Sponsorship fee will be invoiced on the date the first marketing piece promoting the webinar is delivered.



WEBINAR SPONSORSHIP PACKAGES

PACKAGE 2 – SHARED SPONSORSHIP

Schedule:

- | | |
|--|-------------|
| • Introduction of speaker and “This Webinar is Sponsored by XXXX Corporation” by CBO Editorial Staff | 2 Minutes |
| • Technical Presentation | 40 Minutes |
| • Questions from Audience | 15 Minutes |
| • Concluding Message from Sponsor | 1-3 Minutes |

Registration is FREE for participants

Sponsor will receive:

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 - Four e-mail blasts to CBO Subscriber E-mail List (approx. 17,000 names = 68,000 impressions) and sponsor list (with permission)
 - Full-page ad in one or two issues of *Construction Business Owner* Magazine (42,000 copies per issue)
 - Promo slicks and signage at all *Construction Business Owner* trade show booths during marketing period
 - Ad on www.constructionbusinessowner.com for six weeks (approx. 40,000 impressions)
- “This Webinar Sponsored By XXXX Corporation” message at introduction of Webinar
- 1-Minute Sales Pitch for each sponsor at end of Webinar
- Names and contact information of all registered Webinar participants, from initial live Webinar and downloads of archived Webinars for six months.

Sponsorship Fee

\$8,500 Net each

Sponsorship fee will be invoiced on the date the first marketing piece promoting the webinar is delivered.

Sample of e-mail promotion

If you have trouble reading this email, please go to the [online version](#).



Free Webinar

**Don't Do It All Yourself! Build
the Right Team.**

Sponsored by:



**March 3, 2009 – 1 p.m. Eastern
Cost to Attendees: FREE**

Facilitated by:

- **Jayme Broudy, Founder and Principal of Contractors Business School**
- **Tim Stuck, Founder of TRS Consulting, Inc.**

Presented by [Construction Business Owner](#) Magazine

Trying to do it all yourself? How's THAT workin' for ya? Join us for our FREE March 3 Webinar that will teach you how to build a team of employees who will do the work instead of you.

Probably lots of hours, dropped balls and frustration because an owner can't do it all himself (and be effective). Ready to try a different way?

We'll cover:

- How to determine what employees you need
- How and where to find good people
- How to use them effectively once they're hired

Owning a business doesn't have to mean 70-hour weeks and juggling everything yourself.

A solid team creates great results without the owner's constant involvement.

[Register Now!](#)

More Information about the Speakers:

Jayme Broudy:

In addition to her monthly contributions to *Construction Business Owner* magazine, Jayme Broudy is the founder and principal of Contractors Business School, a coaching, training and consulting firm specializing in helping contractors produce more profit in less time. Since 1993, Jayme has worked with hundreds of contractors in many specialty areas to build successful stand-alone businesses.

Tim Stuck:

Tim Stuck, a new contributor to *Construction Business Owner* magazine, comes to the recruiting industry by way of the Commercial and Specialty construction industry. Tim has held roles in the construction world ranging from Field Superintendent, to Project Manager, to Division Manager. He has placed candidates and serviced clients in all 50 states and has worked in 6 different countries.

Sample of Web Home Page Peel Down Ad

The screenshot shows a Windows Internet Explorer browser window displaying the homepage of **CONSTRUCTION BUSINESS OWNER.COM**. The browser's address bar shows the URL <http://www.constructionbusinessowner.com/>. The website features a navigation menu with links for "Hardhat Connect", "Webinars", "Owner of the Month", "Equipment & Services Directory", "Advertise", and "Subscribe".

A large diagonal peel-down advertisement is overlaid on the top left of the page. The ad contains the following text and graphics:

- Live WEBINAR SERIES** (with a globe icon)
- Click HERE for more info** (with a large red arrow pointing to the right)
- FREE** (in a yellow banner)
- Register NOW for our March 3 Webinar** (in large orange and blue text)
- TOYMASTER TRAILERS & TRUCK EQUIPMENT** (with the website TOWMASTER.COM)
- A background image of a man in a suit holding a smartphone.
- Goodbye PDA. Hello Smartphone.** (in large yellow and white text)

The main content area of the website includes:

- A search bar with the text "search..."
- A "CONNECT" section with a link to "click here to join our community" and the text "to connect with contractors worldwide".
- A "Latest Blog Posts" section with a list of articles:
 - Mixing Style with Substance
 - Customer Satisfaction and Profitability? The Critical Link
 - Efficiency breeds Profitability
 - Revenue Analysis - Dollars, Not Quarters!
 - Reduced punchlist = Increased profit
- An "Owner of the Month" section with a link to "Enter to Be on Our Next Magazine Cover" and a small image of a magazine cover titled "CONSTRUCTION BUSINESS OWNER" with the sub-headline "ATTN: TO PREVENTING OVERSIGHT".
- A "Columnists" section with a link to "Click here to learn about the experiences of other construction business owners."

On the left side, there is a "Resource Center" menu with the following items:

- Safety
- Equipment Management
- Sales / Marketing
- Security
- Technology
- Equipment and Services Directory
- Blogs
- Ask the Expert
- Hardhat Connect
- Industry News
- Forms and Checklists
- Seminars and Tradeshows
- Tip of the Month
- Product Spotlight
- Latest Bids

Two featured articles are visible:

- Claim Your Share of Rising Federal Construction Spending**
Written by Anne Robinson
As media reports of declining construction spending have rolled in month after month, one bright spot has remained in spite of the slowing market: federal construction projects. Federal spending on construction in recent months has actually run contrary to private sector figures.
Tags: *adaptation*. [Click to add your tags...](#)
- Marketing in a Less than Perfect Economy**
Written by Sue Reinger
Construction Business Owner, February 2009
According to a quarterly market forecast by FMI Research Services Group, a management consult to construction business owners, the projects for those in the industry can be grouped into three categories: good, bad and ugly. FMI's recently released Fourth Quarter 2008 Report on the outlook of the construction isn't particularly new. However, with some

The browser's taskbar at the bottom shows several open tabs: "Home - Construction Busin...", "Pump Systems Problems, P...", and "vmgsrver\Users\smithh...". The system tray shows the time as 9:46 AM.

Don't Do It All Yourself... Build the Right Team!



**March 3, 2009
1 p.m. Eastern**

Trying to do it all yourself? How's THAT workin' for ya?

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In addition to her monthly contributions to Construction Business Owner Magazine, **Jayne Broudy** is the founder and principal of Contractors Business School, a coaching, training and consulting firm specializing in helping contractors produce more profit in less time.

Since 1993, Jayne has worked with hundreds of contractors in many specialty areas to build successful stand-alone businesses.



Register today at www.constructionbusinessowner.com



Grinder Pumps in Pressure Sewers

Dec. 11, 2008

TESTIMONIALS

"The timing was excellent. The attendance was outstanding, exceeding our expectations. This was most certainly a highly successful effort and we look forward to many others as part of our Association's Partnering Agreement with the magazine."

--Chuck Stolberg, Executive Director, SWPA

"The *Pumps & Systems* Webinar program has delivered great brand exposure for E/One Sewer Systems while providing important introductory content regarding grinder pumps in pressure sewers to the attendees. We are continuing to get more requests for the presentation and further info regarding E/One's offerings. And we're looking forward to future sponsorship opportunities."

--George A. Vorsheim, Jr., Director, Marketing Communications, Environment One Corporation

Participant Feedback

"Great presentation! Good info. Q&A session very informative."

"Worth the time."

"I found the information to be very relevant and insightful."

"Provided a good overview . . . I appreciate the presentation."

Generated 616 leads for sponsors during LIVE presentation

More leads produced via online archive access

249 people participated in the LIVE event

At least 105 others viewed the archived presentation within three weeks after the event