



# The cure for content fatigue: online events

Content fatigue results when customers become so overwhelmed with content that they begin to tune it out. Lead quality and quantity suffer, and marketing campaign ROI falls. **But there is a cure.**

## SYMPTOM



Poor lead quantity and quality



9 out of 10

people have unsubscribed from company emails they previously opted into.<sup>i</sup>



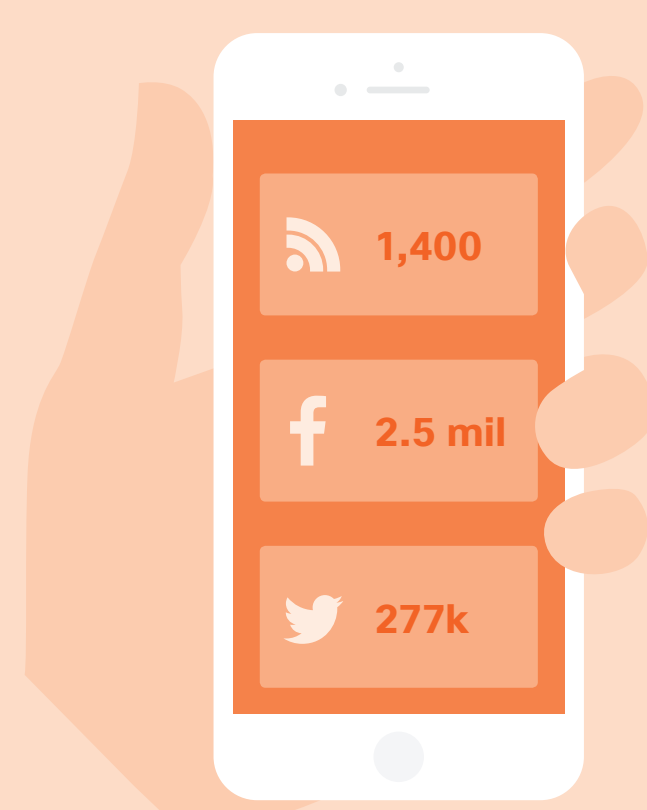
Difficulty engaging with prospects



Struggling to determine which assets to offer at each marketing campaign touch. Prospects opt out of campaigns with purposeless touches.



Declining attention and engagement



Content being produced every minute is overwhelming customers<sup>iii</sup>

- 1,400 new blog posts
- 2.5 million Facebook shares
- 277,000 tweets



Falling campaign ROI



Click-to-open rates fell to a historic low of

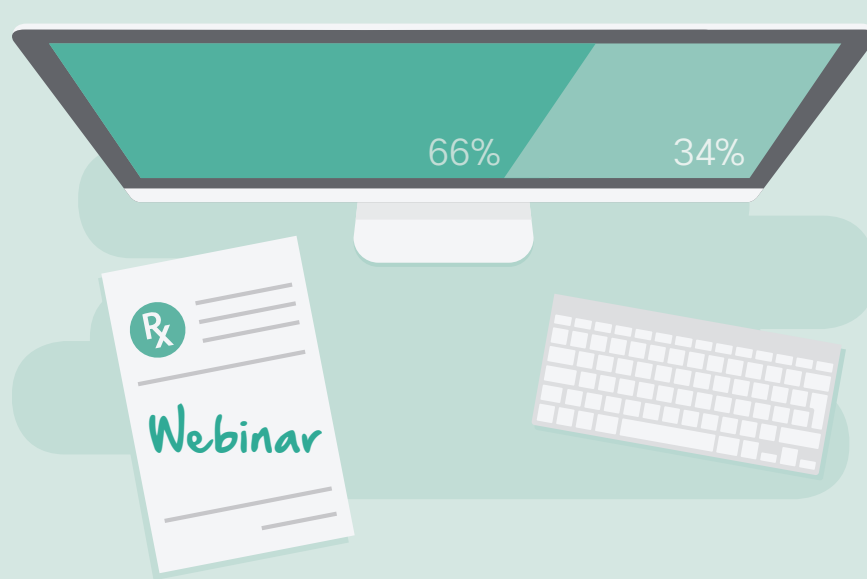
13.1%

in 2014.<sup>iv</sup> You're buying more contact lists and more ads to get leads.

## CURE



Webinars can help generate more and better leads

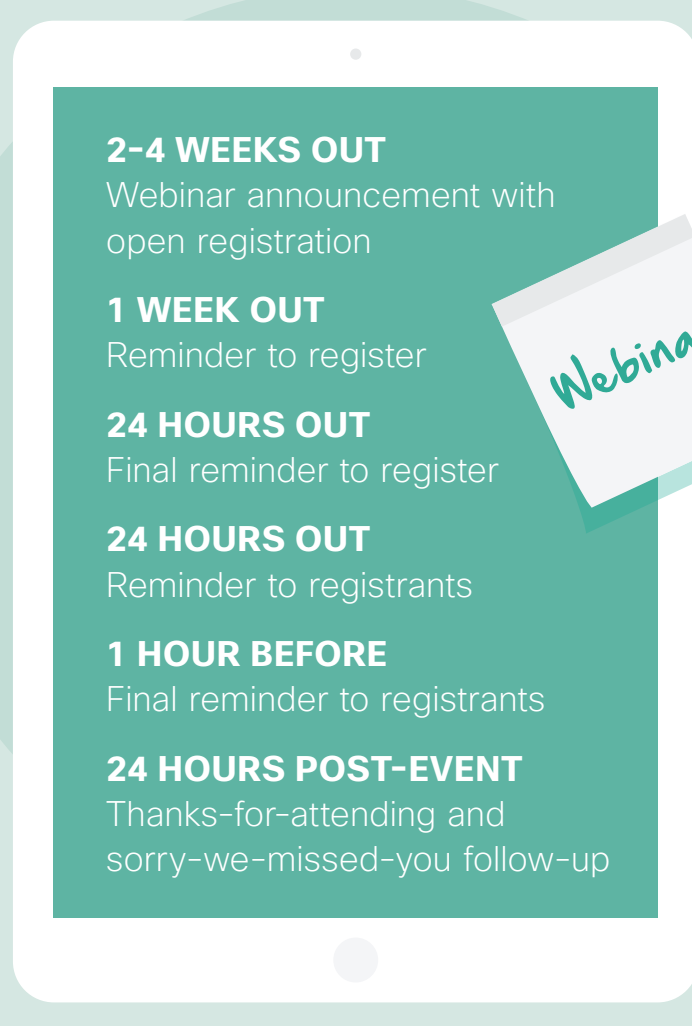


66%

of B2B content marketers say webinars are an effective marketing strategy.<sup>ii</sup>



Webinars offer a natural communication cadence



People would rather attend a webinar than read a white paper



Create more engaging online events and meetings with:

- Multiple presenters in an interview or panel discussion format
- Polling, live chat, and Q&A sessions
- Video clips, website tours, or live demos



Webinars break through the clutter and can increase ROI



34%

of U.S. B2B technology decision-makers used webinars to help them evaluate a potential purchase in 2014.<sup>v</sup>

Present exclusive events with targeted content:

- Industry-specific challenges or trends
- Persona-specific subject matter
- In-depth technical, solution-focused topics
- Product demos

Content fatigue is reaching epidemic proportions. But a cure is in sight: dynamic, engaging, enlightening online events.

For more information on how your organization can beat content fatigue with online events, visit [webex.com](http://webex.com).

### SOURCES

<sup>i</sup> Business 2 Community, "104 Fascinating Social Media and Marketing Statistics for 2014 (and 2015)," Dec. 2, 2014

<sup>ii</sup> eMarketer, "For B2Bs, Webinars Are a Winning Tactic," June 5, 2015

<sup>iii</sup> The Content Stop, "Why Visual Content Matters To Your Business," Nov. 18, 2015

<sup>iv</sup> ClickZ, "Email Benchmarks: Highest Open Rates in Years - Again! But All Is Not Rosy...," Aug. 4, 2014

<sup>v</sup> eMarketer, "For B2Bs, Webinars Are a Winning Tactic," June 5, 2015

