Lead Generation: Sponsored APA Webinars

73% of sales and marketing leaders say webinars are the best way to gather high-quality leads.¹ Sponsoring a webinar with APA is a great way to generate lead-to-business conversions and drive new business.

The Process:

1. Sponsoring company suggests the webinar topic; APA reviews the topic to ensure it will resonate with APA members, is educational in nature, and not salesy or product focused

2. In collaboration with the sponsor, APA works to identify and secure expert speakers and develop the webinar content

3. APA promotes the webinar starting two weeks prior to the event through relevant APA marketing channels (custom email to targeted member list, banner ads on APA webpages and in APA eNewsletters, social media, etc.). Sponsoring company is also expected to promote the sponsored webinar to their client base

4. After the live webinar, the recording is sent to all registrants. It will also be hosted in the Membership section of APA.org for one full year

You Receive:

1. Thought leadership recognition in the field of psychology

2. Visual recognition as the webinar sponsor throughout the deck as well as verbally at the beginning and end of webinar

3. Recognition as the webinar sponsor in all registration materials and promotional marketing

4. Guaranteed leads report of all registrant names and email addresses from the live webinar and recording

PRICING: BASED ON GUARANTEED NUMBER OF REGISTRATIONS (~$10-20K)