

DEMAND GENERATION — WORKPLACE MENTAL HEALTH

How LifeLink turned webinars into a qualified pipeline engine

LifeLink wanted to launch a webinar initiative to position as a thought leader in workplace mental health, but had no internal bandwidth. They needed end-to-end support from topic selection through to lead conversion.

185

REGISTRANTS

85%+

RETENTION RATE

9

MEETINGS FROM 1 WEBINAR

WHAT WE BUILT

Webinar Management

End-to-end delivery of 4 webinars including topic selection, speaker prep, and promotion.

Promotional Materials

Full creative support driving 185 registrants across the programme.

Lead Conversion

14 qualified meetings generated directly from webinar registrants.

Thought Leadership

Positioned LifeLink as the go-to expert in workplace mental health.

"Our attendance rates have been outstanding, and the engagement has exceeded expectations. The webinars have proven to be an excellent hook for initiating sales conversations."

Jacqui Taylor, LifeLink

Want webinars that convert?

Let's talk about what ORRJO can do for your business.

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