



Expert Laboratory Legionella – Rapid quantification  
and substantiation of the thermophila in evaporative  
cooling

**rqmicro AG**

LIVE WEBINAR



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makewater safe

# Webinar Marketing Strategy

Generated **135** registrations for a single webinar through  
strategic event marketing, achieving a webinar  
participation rate as high as **43%**.



## Objectives

Organize a high-quality webinar to drive conversions and promote the product by leveraging university research and expert insights.

The webinar positioned the product as a scientifically validated solution, strengthening its market credibility and contributing to lead generation efforts.



## Solutions

- Invited a university expert as a keynote speaker to enhance credibility and attract industry professionals.
- Coordinated with key stakeholders to ensure seamless planning, organization, and promotion.
- Developed a targeted marketing strategy, utilizing email campaigns, social media, and direct sales outreach to maximize attendance.
- Ensured high production quality, engaging content, and smooth execution to optimize audience experience and engagement.



Grundfos

# Customer Event

Successfully strengthened long-term relationships with key customers, resulting in increased trust and loyalty. The event helped establish stronger partnerships and enhanced brand position with top-tier clients.



## Objectives

Organize a VIP trip to strengthen relationships with key customers and showcase our product at the EMO exhibition in Hanover, Germany.



## Solutions

- Collaborated with sales managers to plan and organize the trip, ensuring alignment with customer needs and company objectives.
- Coordinated logistics for a two-week journey across Denmark, Hungary, and Germany, including factory tours, engaging tourist activities, and attendance at the EMO exhibition.
- Overcame cultural and language barriers while managing complex schedules, ensuring a seamless experience for all attendees.