

Webinar concept: Overview.

Target audience

Existing customers without expense solution today

Concept

Partner runs live webinar towards their existing customer base to raise awareness about their Expense solution. Webinar is suggested to be in interview format, with a product expert answering questions + giving product demo. Estimated webinar duration 25-30 mins.

Participants

- Interviewee - Product Owner/Expert from Partner org.
- Interviewer - TBD, suggested to be colleague from e.g. Partner's Marketing department

Execution

Findity provides the below content to Partner, who executes the campaign in preferred ways + channels:

- Example of questions to cover in webinar
- Stats of expense management trends (*see following slides*)
- Email invite x1
- Encourage partner to share on SoMe (*support available upon request*)

