



Case Study

The Challenge

An accounting firm accustomed to in-person events needed a new way to get in front of audiences after the pandemic set in.

Our Solution

Boosted by an email marketing campaign to a targeted list of clients, prospects and industry figures, we helped organize and facilitate a webinar series that provided informative content centered on pandemic impacts to financial aid rules and new assistance programs.

Results

The webinars drew more than 1,000 attendees and hundreds of questions during the Q&A sessions. The firm saw increases to its newsletter subscriber total, website visitors and prospect outreach.

Webinar Campaign Creates a Virtual Success

Prior to 2020, a public accounting firm specializing in providing auditing and consultative services for postsecondary education institutions relied on speaking engagements, conferences and in-person meetings to promote its industry-leading expertise.

COVID-19, of course, eliminated the chance for in-person anything.

Instead, the firm had to find a way to translate its thought leadership and messaging to online platforms while clients were desperate for guidance amid shutdowns, the shift to remote learning, the arrival of new government lending programs and ever-changing rules.

The firm tasked WordWrite to identify the best way to clear up complex messages from the Department of Education and describe rapidly evolving best practices.

'In-person' Onscreen

After collaborative brainstorming sessions and our own research, we learned more about the dynamics between institutions, the Department of Education and lenders, as well as new programs and laws designed to mitigate effects from the pandemic. We also evaluated the tools that would be best suited for the firm to share its knowledge about these programs and how they affect their stakeholders.

We determined a series of webinars would be best to share the firm's thought leadership to a larger audience, particularly as their clients, prospects and industry partners became more familiar with video chat platforms. From April 2020 through October 2020, promoted by a targeted email campaign, organic social media posts and low-cost social media ads, we helped the firm host four informational webinar events that included Q&A sessions, interactive poll questions and downloadable assets, such as reporting templates and infographics that we helped develop.



At the same time, we also collected these assets and created more for a new “COVID-19 Resources” page on their website, using an email campaign to promote the downloads and the steady stream of news updates featuring the firm’s analysis.

Socially Distanced — But Very Social

The webinar series and expanded written thought leadership campaign, backed by our inbound marketing efforts and the firm's existing reputation, surpassed expectations.

Collectively, the webinars drew over 1,000 attendees and robust interaction, with 103 questions asked in the first session alone. The firm also saw a significant increase in subscribers to its regular newsletter, as well as increased outreach from prospects.

At a confusing and unsettling time in the postsecondary education industry, the firm remained a trusted source of information to its audience — and found a new way to be “in-person” for prospects.

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