

StealthSeminar Customer Success Story

Matt
Olson



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StealthSeminar has a followup process where automated emails and text messages. I think that contributes a lot to the show-up rate. For anybody who needs to educate their potential prospects, there's no better tool no better platform than an online webinar

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Matt's Results

- High engagement with webinars as a lead magnet
- The ability to qualify and educate leads
- Highly positive feedback from clients
- A reliable source of leads



How StealthSeminar helped Matt find and educate high-quality leads

- Responsive and supportive customer support
- Industry-leading tools for automating and scheduling webinars
- A wealth of real industry experience to help you get started
- Detailed analytics to help you fine-tune your webinar strategy



What were the challenges you had generating sales and lead before using StealthSeminar?

My name is **Matt Olson**, and I'm a marketing consultant. I specialize in the healthcare niche, and one of my largest customers or clients is an international cancer research organization.

We're using StealthSeminar to get the word out for them. Before StealthSeminar, we were using what you would consider a traditional advertising funnel.

This consisted of a lead capture which is a free report. People would reply to a social media post to get that free report in exchange for their email. We would build an email list that way.

We found that this traditional approach does work to some degree, but email open rates are plummeting. On top of that, people just weren't engaging with the content.

It wasn't an ideal way to get people through this educational funnel and get them to engage.

Did you have any concerns about using StealthSeminar?

I had a clear struggle reaching the people I needed to. My initial concerns with StealthSeminar were about if it would be just another platform requiring a long learning curve.

I didn't want a situation where we had to figure out and troubleshoot everything on our own. We were pleasantly surprised, though.

The customer service from StealthSeminar is outstanding. If there's an issue, I have somebody on the chat right away, walking me through the process.



What was your eureka moment?

When we were setting up our webinar, one of the questions I had for the customer service staff was about the best schedule for the webinars. Once a day, five times a day, every other day?

I had my instincts for this, but I wanted to hear what they had to say, and they gave me an answer. I won't get into the details, but they gave me an answer for scheduling webinars that I thought was counterintuitive.

They said they had done this a thousand times and data that proves it works. I said, okay, I'll give it a shot, you know, what do I have to lose?

It turned out that it's the perfect scheduling for the webinars. We consistently see a 75% show-up rate for these webinars, which is phenomenal.

Out of every hundred people who register for a webinar, 75 people go to the live webinar or watch a replay. The engagement is through the roof.

About 30% of those folks want more information and want us to follow up with them, which was great.

When they initially told me the scheduling they recommended, it was counterintuitive to me, but I tried it, and it worked so well. I realized these guys know what they're talking about, and I'm going to listen to them.



How did StealthSeminar help you?

One of my largest clients is an international cancer research organization. They are doing clinical trials in India, and it's very serious stuff.

The client told me that they have never seen leads of this quality in 15 years of doing this. They told me that the people coming to their consultations understand what's going on and have intelligent questions.

It is evident to them that these new leads had been through an educational process. The client has been blown away by the results, so now I'm just focusing on this lead generation method.

I'm not even doing any other type of lead generation. Probably 95% of all the clientele coming in is through these webinars, so it is very impressive.

Would you recommend StealthSeminar?

I would recommend StealthSeminar for anybody who is doing any kind of online marketing. I am in the healthcare niche, but this would work for any niche, especially where educating leads is paramount.

For me, there's nothing that comes close to StealthSeminar. There's not even a close second, in my opinion.

