How Lucidchart Generated 20,000+ Webinar Registrations in 9 Months

Customer: Lucidchart, a cloud-based visual productivity platform

Challenge: Needed a versatile, yet simple-to-use video communications service that would support a robust webinar program

Solution: Zoom's reliable audio and video quality, intuitive design, and features helped Lucidchart's webinars become one of its most successful programs

Result: In addition to thought leadership and customer testimonial webinars, Lucidchart hosts up to six thought leadership or training webinars every month to better help users

Customer

Founded in 2010, Lucidchart is an essential visual productivity platform that helps anyone understand and share ideas, information, and processes with clarity. Lucidchart integrates easily with most major applications such as Google, Microsoft, Box, and Slack, is supported by all major web browsers, and has over 12 million users worldwide. With 278 employees, Lucidchart is located in the heart of Silicon Slopes, Utah.

Challenge

With an increasing demand for training webinars from customers, Lucidchart decided to capitalize on their webinar program, which included not only training webinars, but also webinars on product applications and industry-related topics. In addition to reliable video and audio quality, Lucidchart needed a communications service that would be simple and intuitive to the hosts and users, and have all the features and functionality required in a modern webinar program. Before Zoom, Lucidchart tested a wide variety of communications services such as Cisco WebEx Event Center, GoToWebinar, join.me, ON24, and WebinarJam. None of these solutions met their expectations and requirements.

Solution

Compared to the multitude of other options, Lucidchart found that Zoom Video Webinars had the best functionality and features while being the simplest and most intuitive to use. Lucidchart also discovered that Zoom integrated easily with their must-have marketing automation platform, Marketo. One particular feature Lucidchart loved was Zoom's live polling feature, which drastically raised customer and prospect signup rates for product demos

with the sales team. "One 'Aha!' moment was to ask live webinar attendees if they were interested in an in depth Lucidchart product demo half-way during the live webinar. Traditionally, hosts will ask the attendees this vital question a few days after the webinar is over via email, but we realized attendees are most excited during the actual webinar and are more prone to the call to action that the webinar host offers. **By using Zoom's easy-to-use live polling feature, we now ask for the demo during the live webinar, and our Lucidchart demo request rates have increased significantly**," says Gabe Villamizar, head of B2B marketing for Lucidchart. Villamizar and his team found Zoom's automated processes to be the best in the industry, including auto reminders and auto recording, which increased the webinar program's overall efficiency, from signing up and launching/joining webinars to accessing and sharing recordings afterwards.

Result

Using Zoom, Lucidchart's webinar operation grew to one of its most successful lead generation and upsell programs quickly after launching. In addition to webinars on industry topics, thought leadership, and customer testimonials, Lucidchart now hosts at least six product training webinars per month. These include two basic training webinar live streams called "Master the Lucidchart Basics," two advanced training webinars called "Become a Lucidchart Expert," and two training webinars for international customers. Lucidchart's basic and advanced training themes have become the most popular webinars, and are so in demand that Lucidchart hired two training specialists as the program's exclusive webinar instructors. "Over the last 9 months, we've had over 20,000 webinar registrations, which have created thousands of low-cost marketing leads, qualified opportunities, product registrations/upsells, and much more. We've been able to generate $50,000+ in sales, and this is just phase 1 of our webinar livestream program. **Our team is still amazed at these results, and we expect bigger and better things to happen as we keep improving our webinar program with Zoom,**" says Villamizar.

"These webinars have become an important marketing lead source for generating sales pipeline, revenue, and increasing registrant and attendee numbers. Zoom has become vital in the entire webinar (before, during, and after) marketing process. It's hard for companies to make a versatile and feature-filled product and make it simple and intuitive at the same time. **Zoom does it all, and our webinars are now easy and simple for everyone to create and consume. Zoom is one of those must-have innovative tools that marketers should have in their tech stack if they want to run a successful world class webinar program,**" says Villamizar.