

Success Story:

ProductPlan

ProductPlan makes it easy for teams of all sizes to build and share beautiful roadmaps. Thousands of product managers worldwide trust ProductPlan to help them visualize and share their strategy.



Challenge

Like any SaaS company, ProductPlan's marketing team faces the challenge of generating leads – at a low cost – and converting those leads. ProductPlan has a reputation for delivering exceptional content and resources to their target audience of product managers. Their marketing team knows that successfully generating leads and moving them through the funnel depends on having meaningful interactions with their audience at each stage of their journey. But how do you drive that kind of quality engagement at scale?



Solution

ProductPlan has been using GoTo Webinar to deliver their valuable content in interactive experiences where they can build rapport with their audience and have real two-way conversations. The ProductPlan marketing team hosts two live webinars per quarter to generate new leads and move existing leads further down the funnel. They also host their recorded webinars on their website, using them to improve SEO and continue driving new leads. Meanwhile, their customer success team hosts quarterly webinars to educate their customers on best practices and product updates.

Their webinar goals are straightforward: Generate demand, convert prospects and promote customer success. Shaun Juncal, Sr. Product Marketing Manager at ProductPlan, explains: “GoTo Webinar allows us to easily partner with influential companies in our space to drive new business – our audience benefits from their expertise, and we benefit from the expanded marketing reach. It's an easy and effective way to increase our brand awareness and generate top-of-funnel leads.”

“With GoTo Webinar, we reach thousands of more leads, deliver value to our current leads and make our existing customers more successful.”

Shaun Juncal
Sr. Product
Marketing Manager,
ProductPlan

ProductPlan’s favorite thing about GoTo Webinar is its seamless integration with HubSpot, which serves as their marketing automation and CRM solution. With one click, ProductPlan funnels all their webinar registrants into HubSpot as new leads. From there, the leads are scored and enrolled in custom nurturing streams.

ProductPlan also leverages GoTo Webinar’s attendee analytics. During each webinar, they poll their audience to learn more about them. They then update their HubSpot lead records with attendees’ poll responses, giving their marketing and sales team insights they can use to personalize their follow-up and outreach.



Results

GoTo Webinar has become a staple in ProductPlan’s marketing strategy and a top source of leads – accounting for approximately 10% of their total lead generation.

They average 1,500 registrants per webinar and consistently see above-average attendance rates of over 30%. Because ProductPlan doesn’t do any paid promotion, instead relying on their partnerships, social and organic, their cost per webinar lead is incredibly low. What’s more, these low-cost leads convert into free trials and sales pipeline at a healthy rate.

Since they’ve begun using GoTo Webinar, ProductPlan has gained new big-name customers and partnered with influential businesses in their space, raising their own brand’s profile and developing valuable relationships in the process.

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