

ReadyTalk for **ExactTarget**

ReadyTalk was built with marketers in mind. With our comprehensive, easy-to-use webinar software and seamless integration with ExactTarget, marketers can host webinars that create awareness and generate quality leads. Get the best of both worlds when you leverage ExactTarget for event-related emails and registration and ReadyTalk for sharing content and interacting with your audience.



ExactTarget®

SPEED SET-UP

Save valuable time by instantly creating ExactTarget webinar invitation, confirmation, reminder, and follow-up emails using your own existing ExactTarget templates or ReadyTalk's easily customizable templates.

SEND WEBINAR EMAILS FROM EXACTTARGET

Take advantage of ExactTarget's customizability, deliverability, and reporting capabilities when you send all event-related emails from ExactTarget.

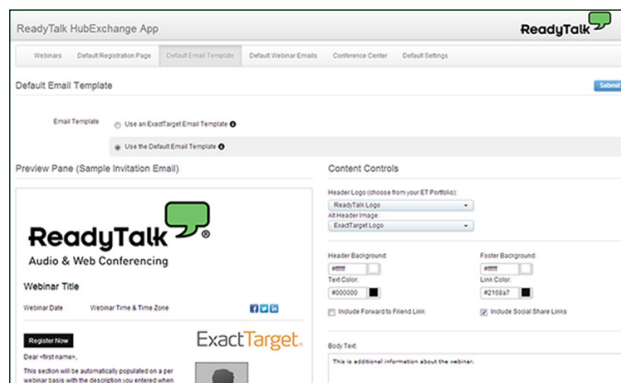
CAPTURE REGISTRATION

Quickly create and customize a polished webinar registration page using your own

ExactTarget landing page template or our HubExchange registration form. Once a prospect completes the form, they will be automatically registered in ReadyTalk and instantly receive a confirmation email from ExactTarget.

DRIVE MORE LEADS

Extend your reach and leverage your audience's networks to drive more webinar leads with built-in social sharing tools for LinkedIn, Facebook, and Twitter plus 'Forward to a Friend.'



ReadyTalk is helping us collaborate, share ideas and build relationships at every level. It's great to have a trusted partner who can make sure our events go without a hitch every month."

Kaila Garrison
Marketing Manager
Compendium

ReadyTalk 
Audio & Web Conferencing

ReadyTalk HubExchange App

Webinars | Default Registration Page | Default Email Template | Default Webinar Emails | Conference Center | Default Settings

Current Webinars | Archived Webinars | Import Webinar

Search

Webinar Title	Webinar Date & Time	Webinar Status	Invited Webinar Members	Confirmed Webinar Members	Attended Webinar Members
Take Your ExactTarget Webinar to the Next Level	June 30, 2013 2:00 - 3:00 pm	Scheduled	2204	402	
ReadyTalk for ExactTarget Virtual Event	July 17, 2013 2:00 - 3:00 pm	Scheduled			
Streamlining the Sales Cycle with Webinars	May 23, 2013 2:00 - 3:00 pm	Closed	1050	358	150
How Webinars Fit into Content Marketing	Apr 30, 2013 1:00 - 2:00 pm	Closed	2802	682	301
The New AdWords: Keep Pace in 2013	Mar 21, 2013 2:00 - 3:00 pm	Closed	1565	402	185

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INCREASE WEBINAR ATTENDANCE

Drive higher attendance rates by making it easy for prospects to add the event to their calendar. Include an ICS file with all of the information people need to join the event (including their unique 'Join Meeting' link) in confirmation and reminder emails sent from ExactTarget.

FOLLOW-UP FASTER

Timely follow-up is essential for driving higher conversion rates. Automatically capture attendance data and the recording link in ExactTarget so you can send post-event emails to attendees and no-shows immediately after the webinar.

MANAGE WEBINARS

Keep track of webinar activities and view key metrics for your event in ExactTarget's Interactive Marketing Hub. Metrics include email sends and open rates along with webinar registration and attendance data.

LEARN MORE

Visit www.readytalk.com/exacttarget to learn how ReadyTalk can help you improve your marketing demand generation programs with a full-featured webinar solution that seamlessly integrates with ExactTarget, Salesforce, and Pardot.

ABOUT READYTALK

ReadyTalk is committed to helping customers conduct successful audio and web conferences of all sizes – from small, ad hoc meetings to large, formal events. Visit www.readytalk.com to learn more about our full range of technology and services including:

- Audio, Web and Video Conferencing
- Webinars and Professional Services
- Recording and Syndication

WHY READYTALK FOR WEBINARS?



- No downloads, so participants can join without hassle
- Host events with as many as 3,000 attendees
- High-quality audio delivered over the phone or streaming to the desktop
- Personalized support and service from a team of event experts
- Easily leverage recorded content to drive more leads
- Share slides, video clips, applications, or your desktop
- Engage your audience with polling and chat
- Seamless integration with ExactTarget, Salesforce, and Pardot

ReadyTalk
Audio & Web Conferencing

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