



15 NEW EXPERIENCES TO TRY RIGHT NOW

INSPIRATION AND LESSONS LEARNED FROM ON24'S OWN MARKETING CAMPAIGNS

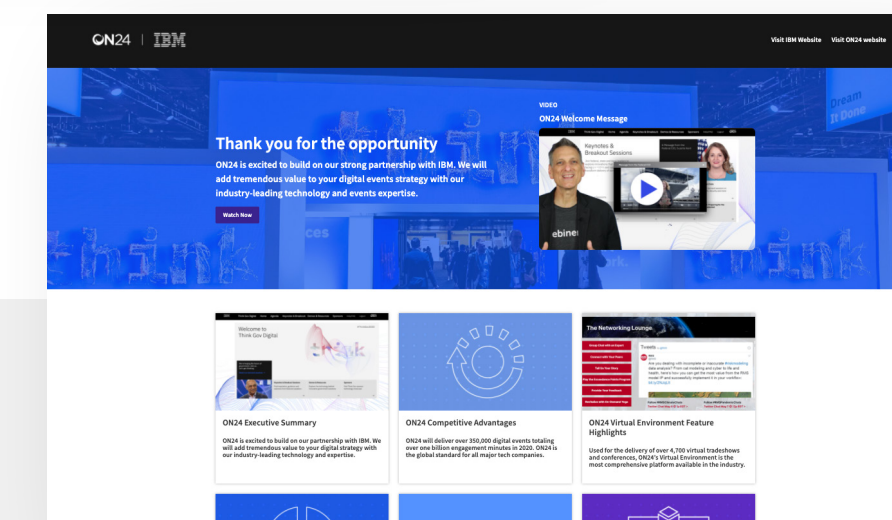
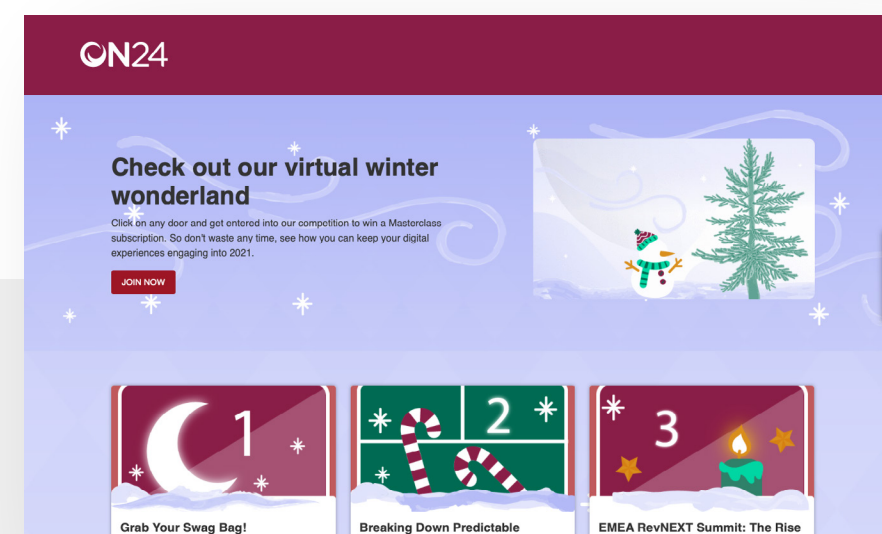
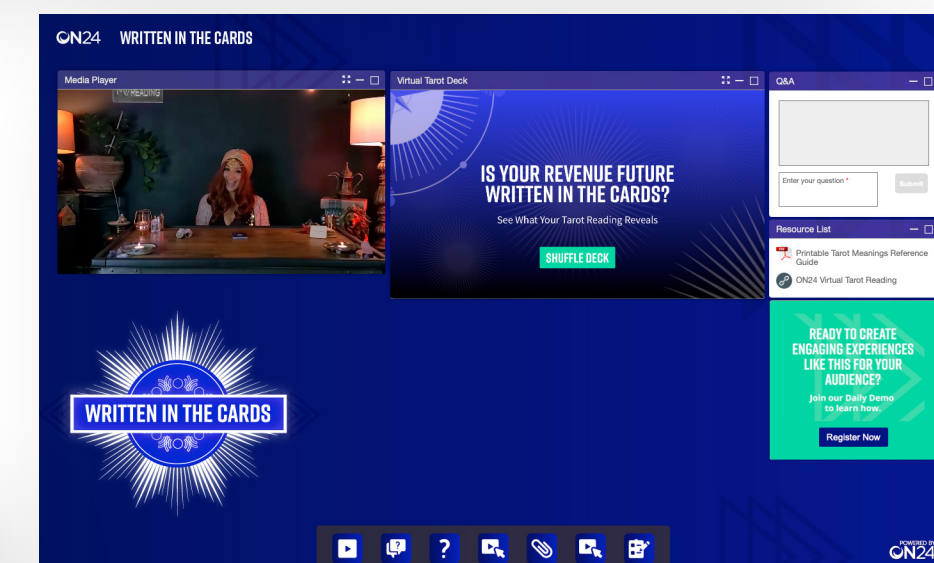
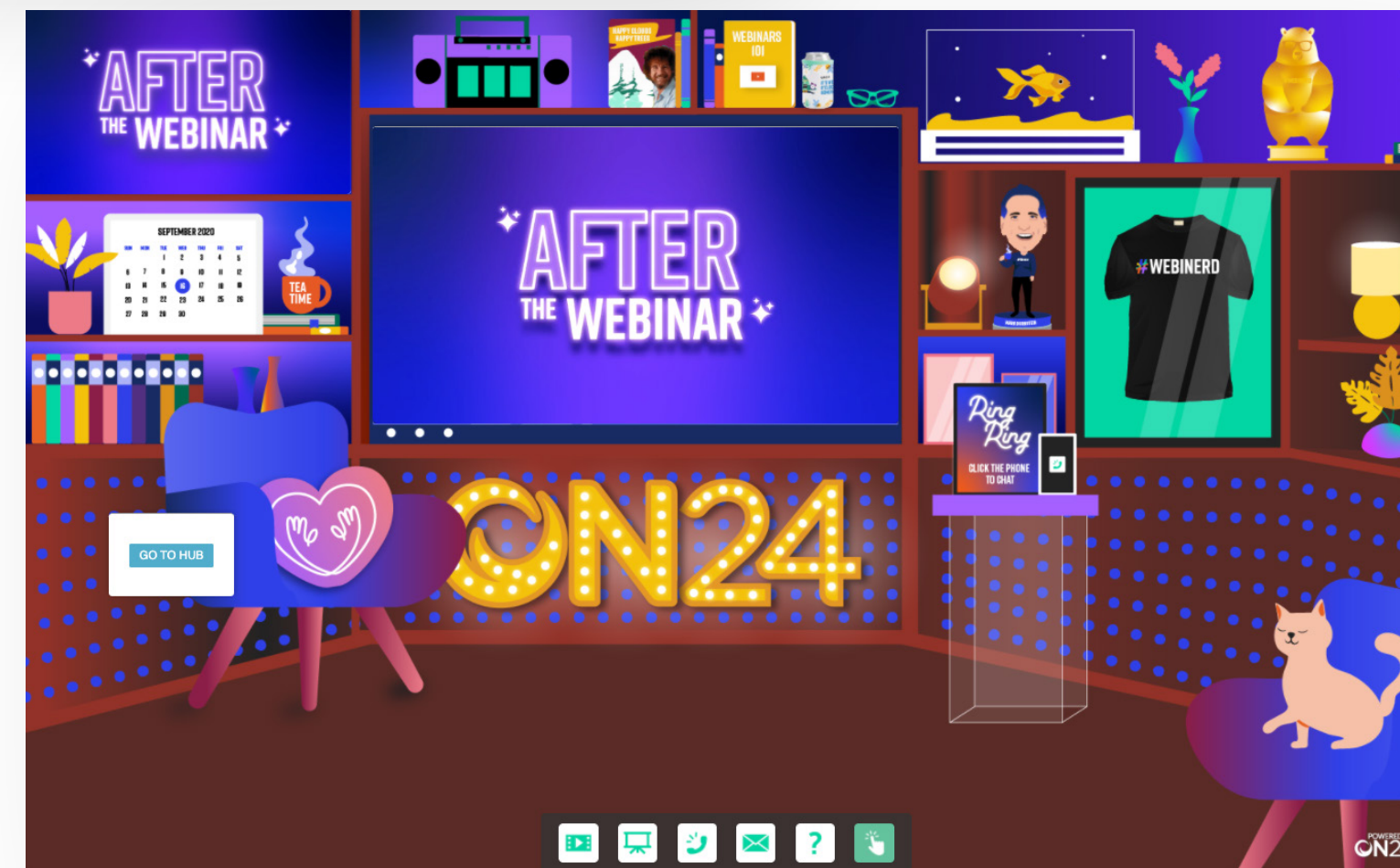
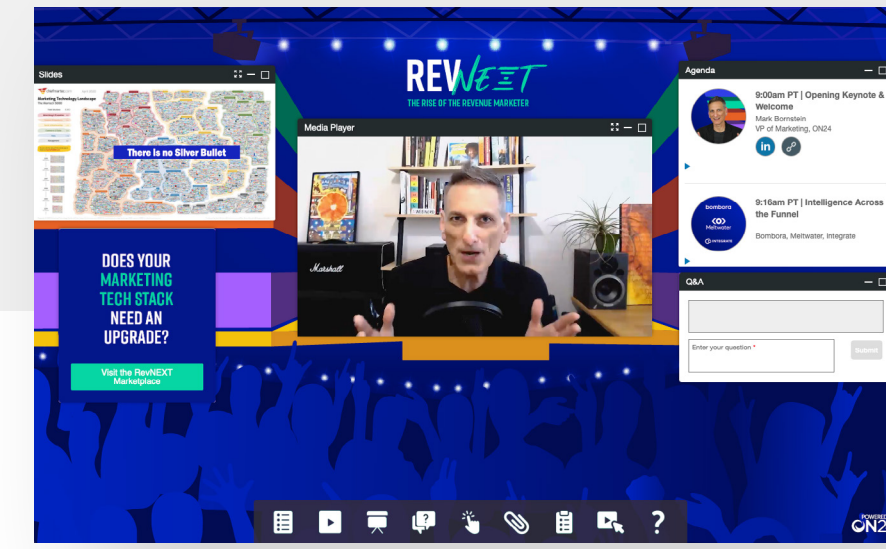
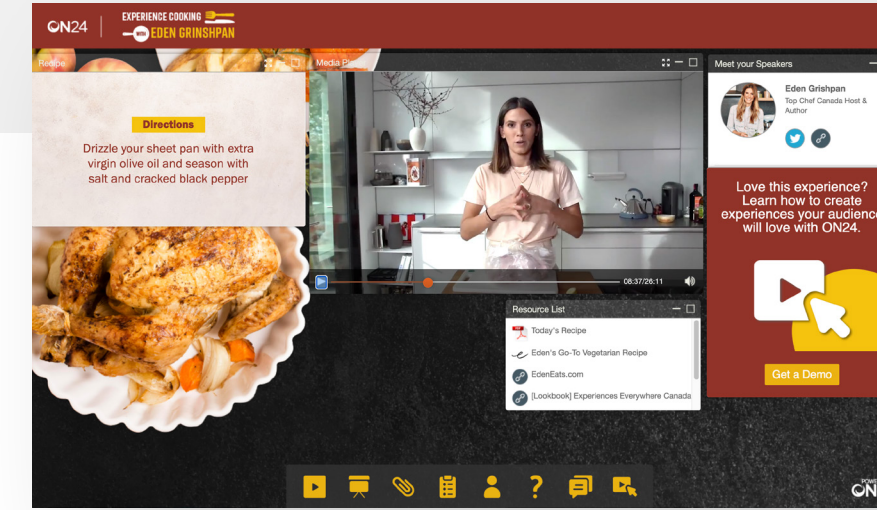
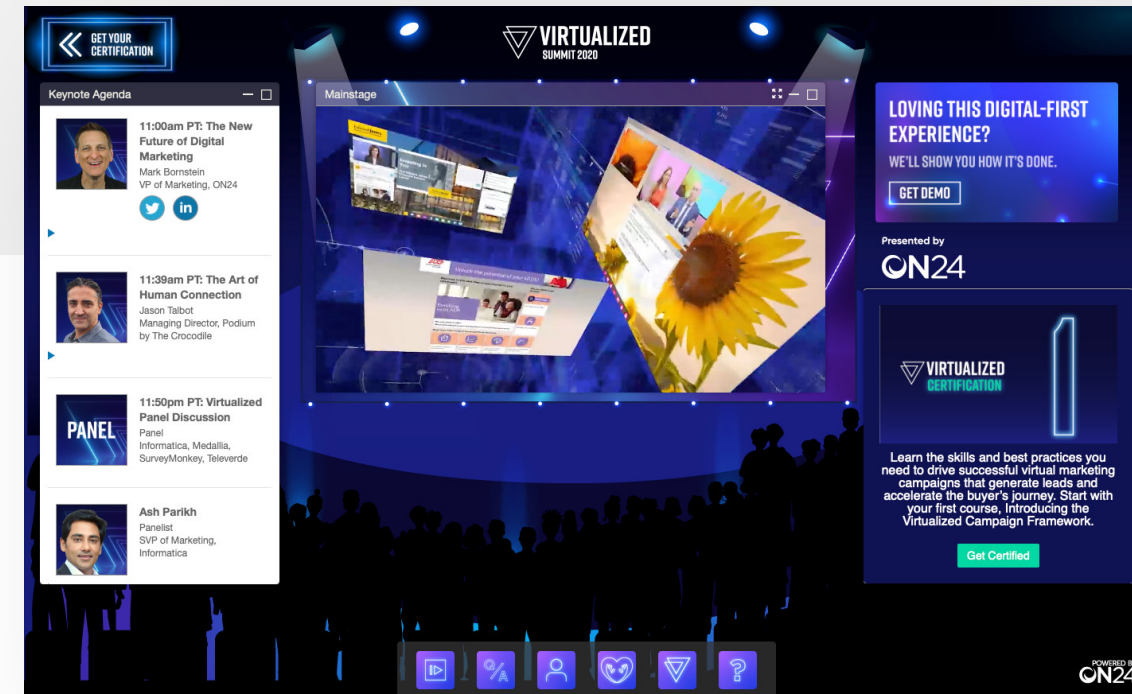
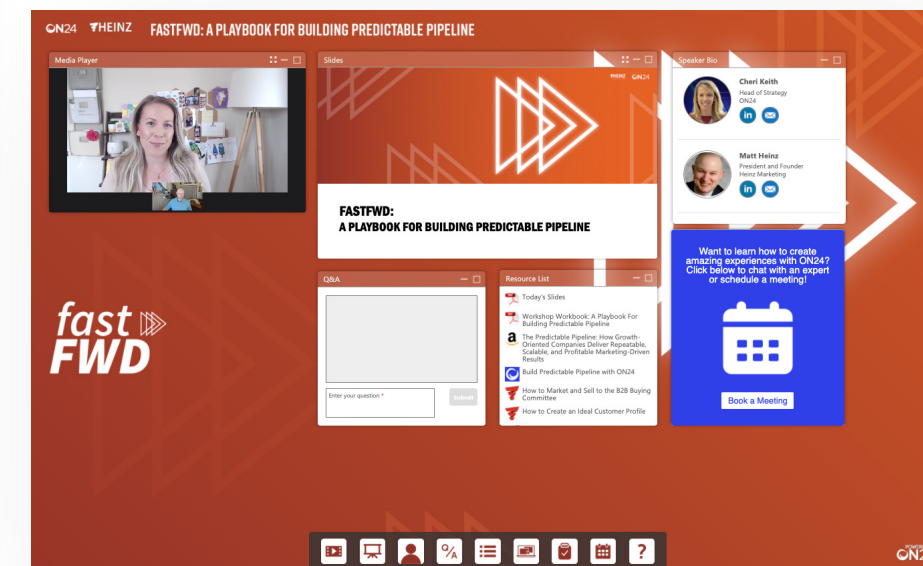
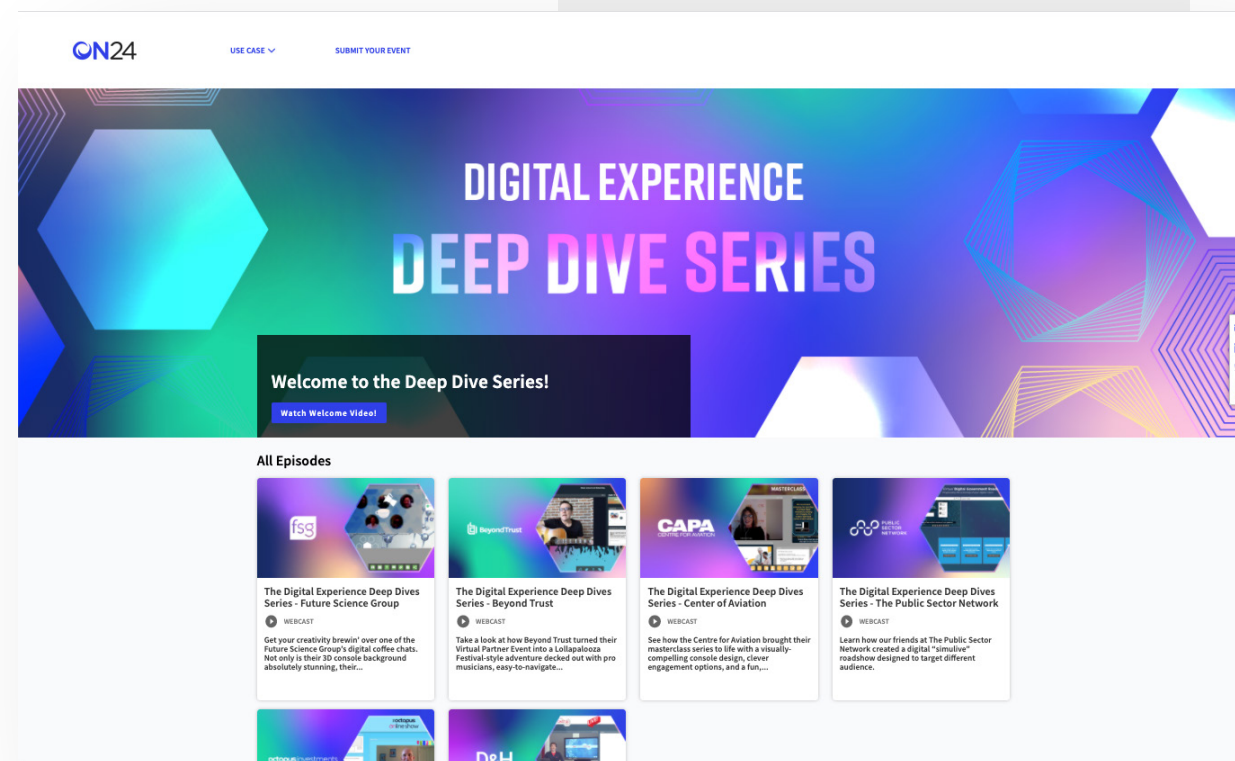


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INTRODUCTION

WHATEVER STATS YOU REVIEW, BUYERS ARE ENGAGING MORE THAN EVER WITH CONTENT.

Last year, B2B syndication network NetLine [saw total content requests rise by 27%](#). [Data from PathFactory](#) found that engaged visitors increased their on-page sessions by 43%. And at ON24, [our April 2020 Benchmarks Report](#) revealed a 293% increase in the number of webinar hours viewed.

The shift to digital-first buying, along with the corresponding rise in engagement, means marketers have more opportunity than ever to influence the buying journey and increase contribution to pipeline.

But as buyers take control of research, expectations are increasing. Turned off by low-quality sales spam, buyers only start conversations when there's value in doing so. Influenced by Netflix and spoiled for choice when it comes to content, they want experiences that are fun and educational.

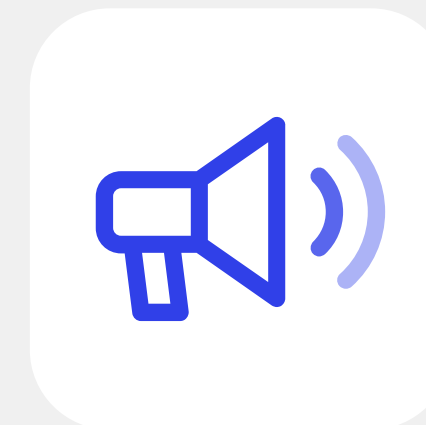
Under pressure, marketers are collaborating with partners to make their efforts go further. They are also looking to develop experiences that reliably drive revenue.

So how can marketers meet all of these challenges? What makes digital experiences engaging, effective and successful? And how creative can a B2B experience actually be?

AS THEY SAY, A PICTURE PAINTS A THOUSAND WORDS.

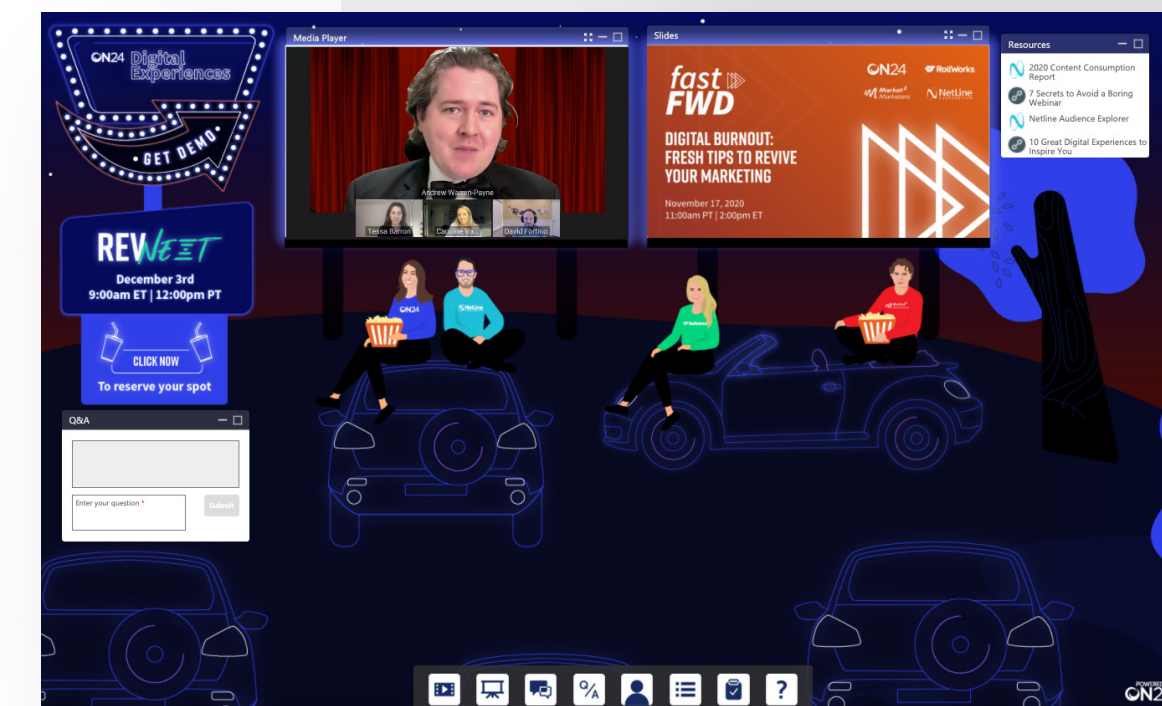
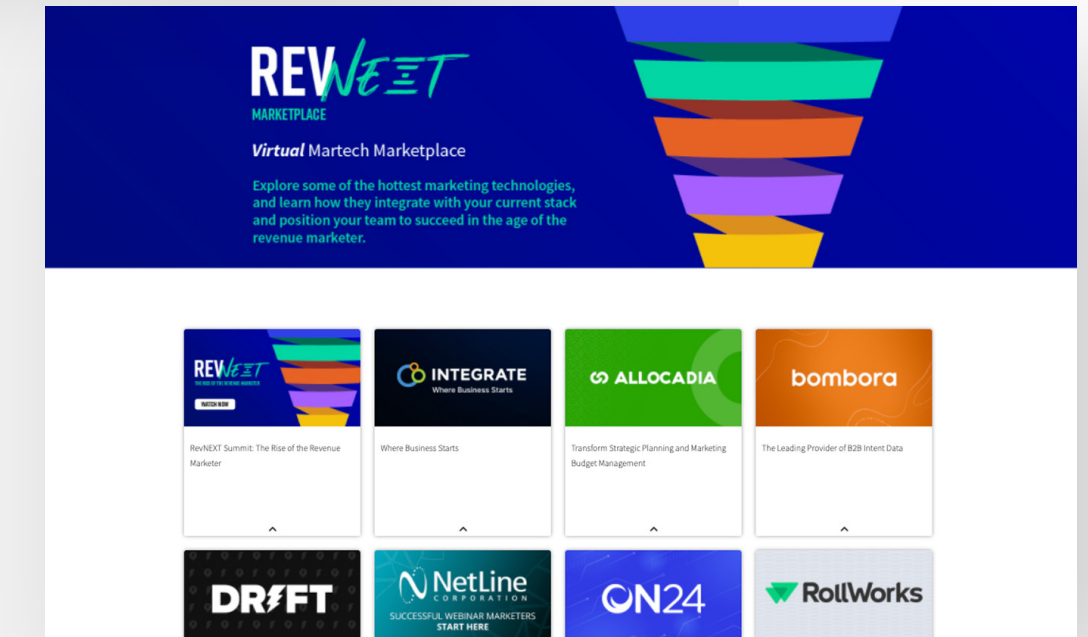
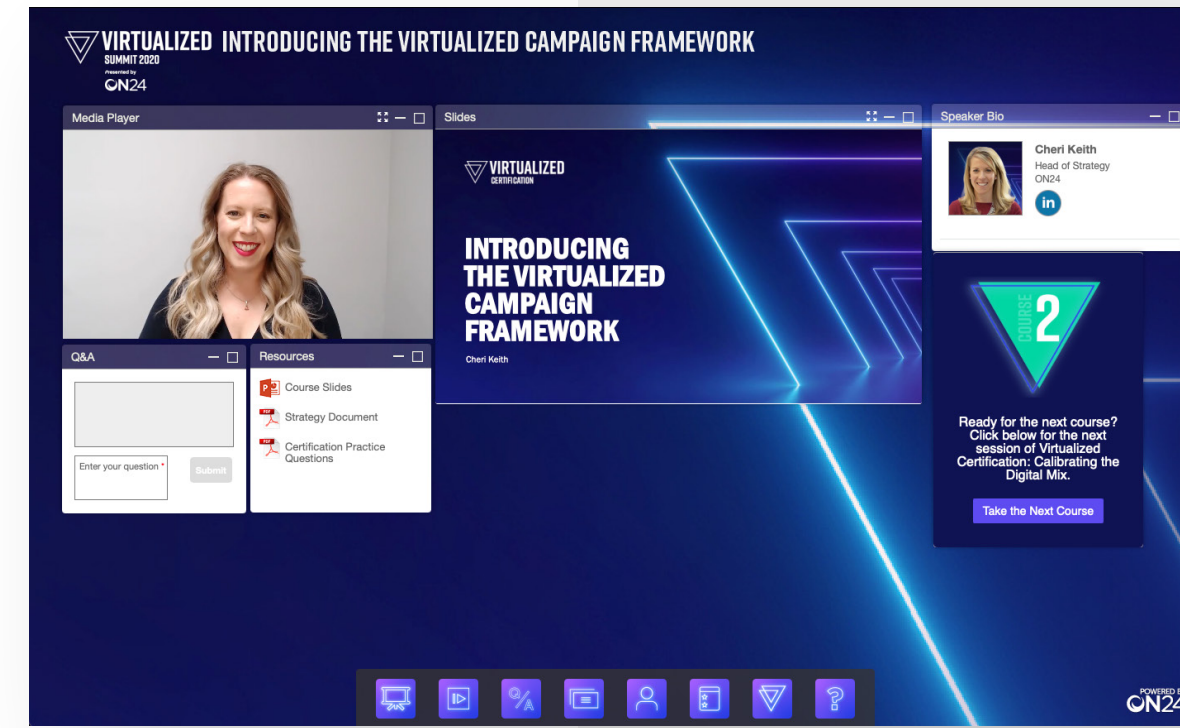
We've put this lookbook together to show you the digital experiences we've created so you can inspire your own efforts and see what is possible. Examples inside include fun and educational experiences that we've produced on our own and with partners.

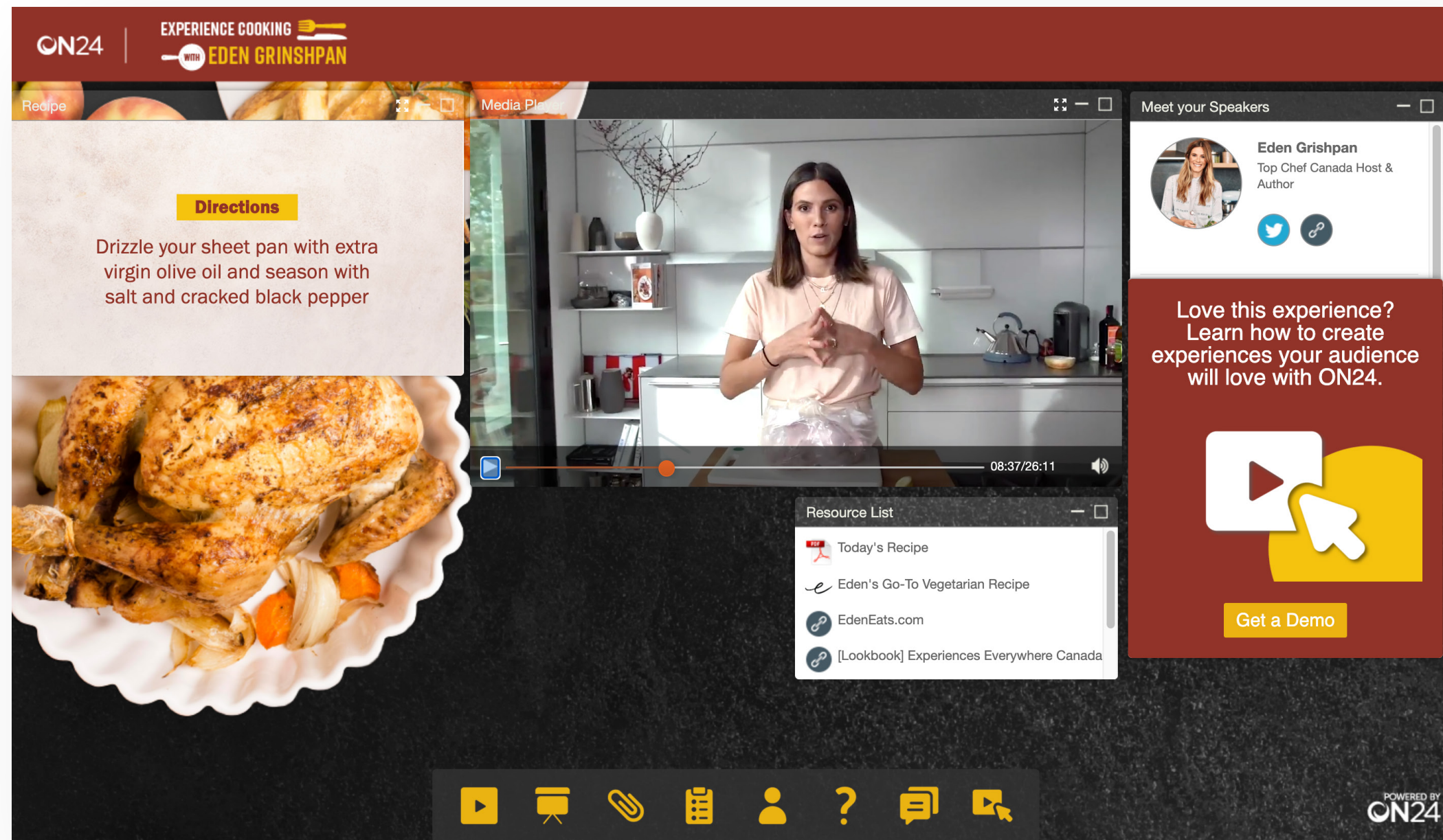
If you like what you see, [come and check out the The ON24 Digital Experience Platform for yourself](#) to learn how you can create your own exceptional experiences.





FEATURED EXPERIENCES





CREATE EXPERIENCES THAT AUDIENCES LOVE

EXPERIENCE COOKING WITH EDEN GRINSHPAN

Even the most productive professionals need to take a break from the daily grind. For many people, the chance to relax and recharge comes from enjoying good food. Marketers have used this tactic before through invites to intimate dinners, but how can this be done with more of us working from home? To connect with our audience and help them unwind, we asked top chefs to share their favorite recipes and to guide people through cooking at home. While waiting for the culinary action to commence, Mark Bornstein gave a three minute introduction (with a countdown timer) to explain the ON24 Platform. After that, it went straight to the food. Chefs presented in their kitchens while the attendees could connect in the chat window, providing an authentic and human experience that also demonstrated the power of the ON24 Platform.

WHAT MAKES THIS EXPERIENCE EXCEPTIONAL:

- A refreshing alternative to pure business content.
- The recipe in the resource list captures attention for other assets.
- Sells the ON24 platform while providing personal and emotional value.

KEY EXPERIENCE TOOLS

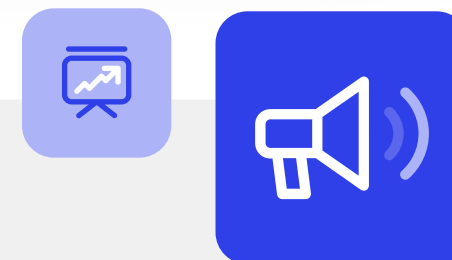
- Resource List
- Audience Chat

WHEN WOULD YOU USE THIS?

If your audiences are burned out or you are struggling to connect with new contacts, an enjoyable experience that provides a reason to take a break can help draw them in.

ON24 TIP: USE A COUNTDOWN TIMER ON YOUR MEDIA PLAYER TO KEEP PEOPLE WATCHING.

If you're running a live event and waiting for the action to begin, use a countdown timer on your media player so people don't go away before the experience commences. Just make sure to not make them wait for a few minutes!



[FIND OUT MORE](#)



SHOWCASE YOUR PARTNERS

THE REVNEXT SUMMIT

Running partner events has many advantages. They allow you to pool resources, maximize the size of your potential audience and recruit speakers. However, even virtual events can be a challenge to organize — and with so many speakers, there’s always a risk that someone has an internet outage, computer malfunction or other issue.

How can you make it easier and make sure it will go off without a hitch? With the RevNEXT Summit, we pre-recorded each session and joined them together to create a seamless event. Although the full webinar was a half-day event, attendees were free to jump in when they could. It was also made available on-demand for those who wanted to catch up afterwards. We also used the event to set the scene for [the RevNEXT Marketplace](#).

WHAT MAKES THIS EXPERIENCE EXCEPTIONAL:

- Diverse schedule of speakers.
- Used pre-recorded sessions to guarantee a seamless event.
- Made available on-demand, enabling attendees to catch speakers they may have missed.

KEY EXPERIENCE TOOLS

- Simulive
- Agenda Panel

WHEN WOULD YOU USE THIS?

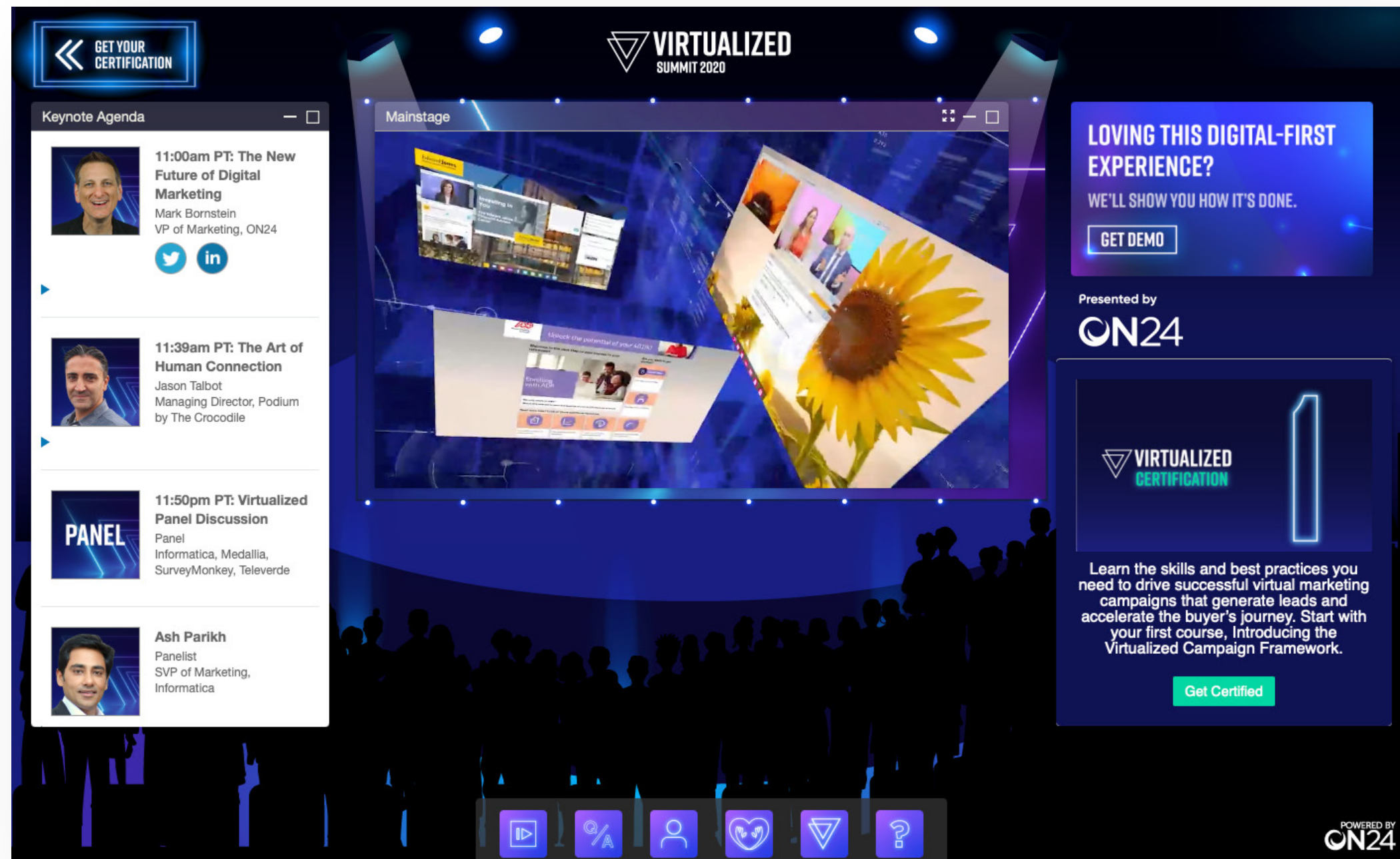
Use simulive and partner marketing sessions as a way to pool resources with non-competing companies that are targeting the same market as you. They can also be used to support channel marketing partners, resellers and integrators.

[FIND OUT MORE](#)



ON24 TIP: USE PRE-RECORDED SESSIONS TO MAKE YOUR VIRTUAL EVENTS EASIER TO RUN.

Avoid the dreaded internet issues or interruptions that sometimes happen when hosting a live event. Pre-recording enables you to piece together sessions into one smooth-running event.



HOST A VIRTUAL SUMMIT

THE VIRTUALIZED SUMMIT

The pandemic has changed the way business is done and how events are held, with digital coming to the forefront more than ever before. But for marketers that had historically relied on in-person events, translating them to digital experiences was something they had not yet done.

As a remedy, we developed an online summit designed to educate and improve the skills of professionals, giving them the techniques and strategies to succeed in a digital world. Taking advantage of the ON24 Digital Experience Platform, the event educated attendees on running virtualized campaigns, tactics for omnichannel promotions, a playbook for putting engagement data to work and a whole lot more.

WHAT MAKES THIS EXPERIENCE EXCEPTIONAL:

- Invited experts from various digital companies to share their knowledge.
- Responds to a real-world event and offers guidance.
- Offers certification.

KEY EXPERIENCE TOOLS

- Media Player
- Speaker Bio

WHEN WOULD YOU USE THIS?

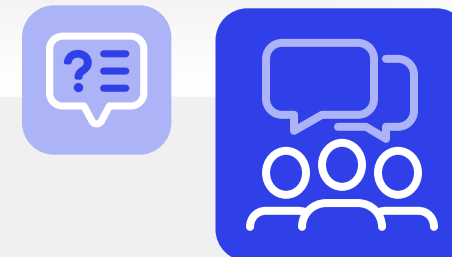
Online summits can offer the same high-impact, high-value content as your flagship conferences and face-to-face events, but with the benefit of increased scale and reach. Use them as an alternative to or to complement your most important events of the year.

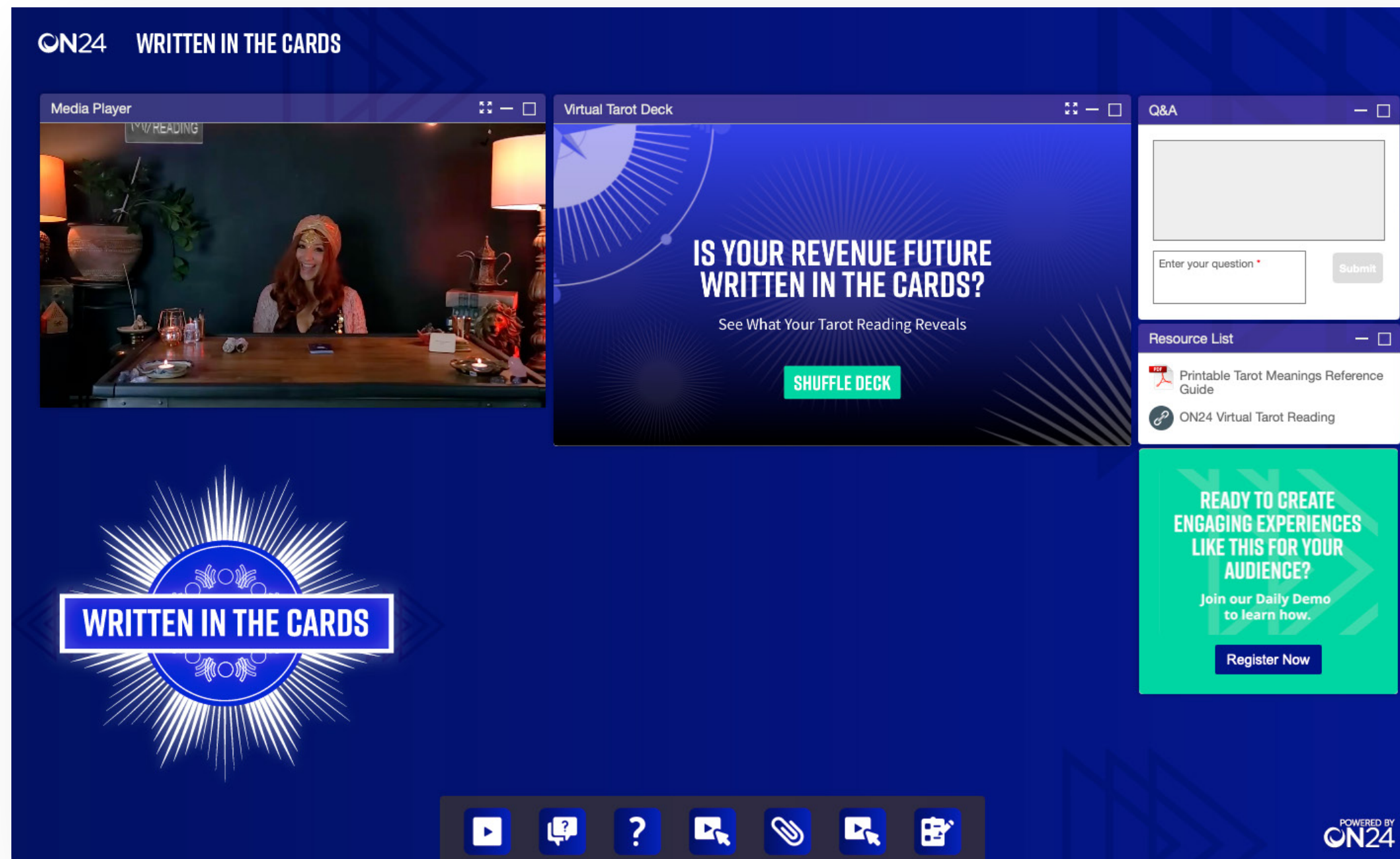
[FIND OUT MORE](#)



ON24 TIP: MAKE SURE TO ADAPT YOUR FACE-TO-FACE EVENTS BASED ON THE DIFFERENT BEHAVIORS OF VIRTUAL ATTENDEES.

Virtual events need to be produced differently than face-to-face events. Consider running shorter sessions, make them available on demand and broadcast your event campaigns over a longer time period (i.e., weeks instead of days).





OFFER SOMETHING MAGICAL

WRITTEN IN THE CARDS

Real-world conferences often have attractions and entertainments to keep attendees happy — from cotton candy and ice cream stands, to fortune-tellers and acrobats. But is it possible to emulate this virtually? Indeed it is. “Written in the Cards” was the final session of our FastFWD Summit. It was a fun lesson on reading tarot cards. While the tarot card reader explained what each card symbolized, attendees could follow along with a virtual tarot deck. And, with a flip of a card, participants were given a message that encouraged them to engage with an array of other content.

WHAT MAKES THIS EXPERIENCE EXCEPTIONAL:

- Fun and interactive experience.
- Encourages further engagement.
- Clickable virtual tarot deck.

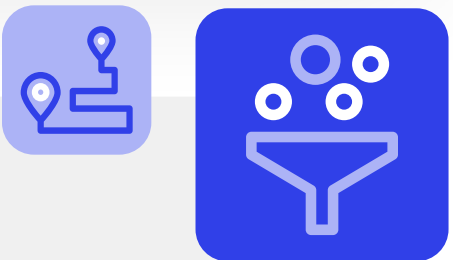
KEY EXPERIENCE TOOLS

- Poll Questions
- Virtual Tarot Deck

WHEN WOULD YOU USE THIS?

An experience like this is great to use as an incentive to draw an audience in to register for an event. It’s also a great retention tactic to offer at the close of a digital event as a reward.

[FIND OUT MORE](#)



ON24 TIP: CONSIDER HOW YOUR WEBINAR CAN BE INTERACTIVE AND FUN.

Thinking outside of the box can lead to fresh and unique webinars that entertain and inform attendees — and encourage further engagement.

POWER UP YOUR PANEL SESSIONS

THE FASTFWD DRIVE-IN THEATER

Panel webinars are quick, easy and effective events to create, but audience excitement around them can sometimes fall flat. How can you overcome the excitement hurdle? By crafting a fun webinar console and experience where attendees are drawn in. In this case, we partnered with RollWorks and NetLine to invite audiences into a drive-in movie experience on overcoming digital burnout.

The custom design turned what would have been a simple PowerPoint webinar into something special, complete with clickable buttons, prizes and embedded videos to keep audiences engaged. The moderator even got in on the action and utilized a green screen to enhance the movie-going experience.

WHAT MAKES THIS EXPERIENCE EXCEPTIONAL:

- Prizes to drive audience engagement.
- Embedded video clips and slides.
- Customized console.

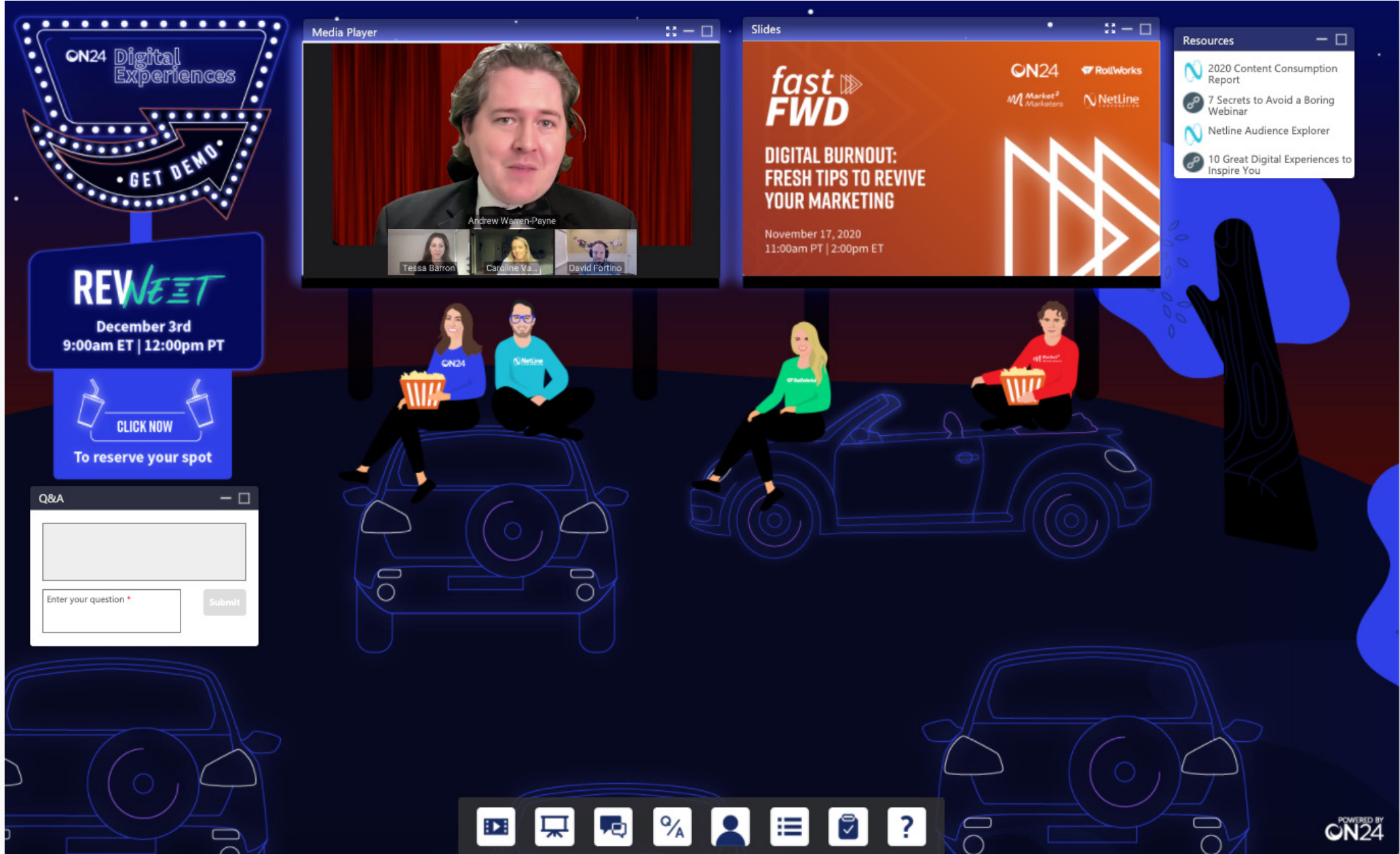
KEY EXPERIENCE TOOLS

- Q&A
- Slides

WHEN WOULD YOU USE THIS?

Using one-off, eye catching experiences are a useful way to change up existing campaigns so they appear new and enticing for your target audiences.

[FIND OUT MORE](#)



ON24 TIP: USING EMBEDDED VIDEO CLIPS AND SLIDES CAN ADD A FRESH VISUAL ELEMENT TO YOUR POWER WEBINAR.

While your presenters are a very important element to your webinar, incorporating slides and/or video clips not only helps clarify their points but adds some visual pizzazz.

CELEBRATE THE SEASONS

THE ON24 HEXPERIENCE

It can be difficult to grab the attention of viewers, especially when so much digital content pulls prospects in different directions. On top of that, not everyone has the time to dedicate to a full 30-60 minute webinar.

So, what's the solution? How do draw your audience in? We created a fun experience that takes advantage of several of our engagement tools and packs our message into a sub four-minute video, giving visitors plenty of time to explore what our experience had to offer. Our haunted digital experience console used a ghostly theme — a theme carried through all aspects of the webinar including calls-to-action, clickable images, links to a content hub “cemetery” and a chat bot powered by Drift.

WHAT MAKES THIS EXPERIENCE EXCEPTIONAL:

- Fun and exciting theme.
- Short but informative video.
- Use of engagement tools tailored to fit the theme.

KEY EXPERIENCE TOOLS

- Chat
- Media Player

WHEN WOULD YOU USE THIS?

Fun, seasonal experiences are a great way to drive engagement at key points throughout the year. They are also easy to plan in your marketing calendar and tie in with any other seasonal messages you might be using.

[FIND OUT MORE](#)



ON24 TIP: CUSTOMIZE AND BRAND YOUR ONLINE EXPERIENCES FOR MAXIMUM IMPACT.

By creating unique and fun designs, you can surprise and delight your attendees and encourage them to share with others. [Read our Console Branding Guide to find out how.](#)



THROW AN ONLINE AFTER PARTY

AFTER THE WEBINAR

For some webinars, there’s so much audience engagement that you just don’t want it to end. How do you keep that engagement momentum going? To capitalize on that audience energy, we created “After the Webinar.”

The after-party event was set up as a live chat with Mark Bornstein to answer any questions that were missed during a webinar. But, it was so much more than that. Using many of the cool engagement tools available, the console encouraged attendees to explore and discover other content by clicking on clickable images and GIFs, including a hidden Spotify playlist created just for the occasion by Mark.

The Group Chat widget enabled attendees to ask questions as well as chat amongst themselves. In case the console wasn’t engaging enough, there was also a trivia question with a prize giveaway!

WHAT MAKES THIS EXPERIENCE EXCEPTIONAL:

- Used full background with static images and GIFs.
- Fun, prize-filled experience.
- Lots of interactive elements on console.

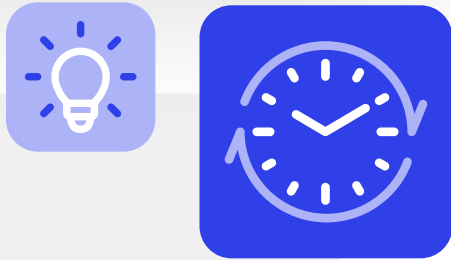
KEY EXPERIENCE TOOLS

- Clickable Images
- Group Chat

WHEN WOULD YOU USE THIS?

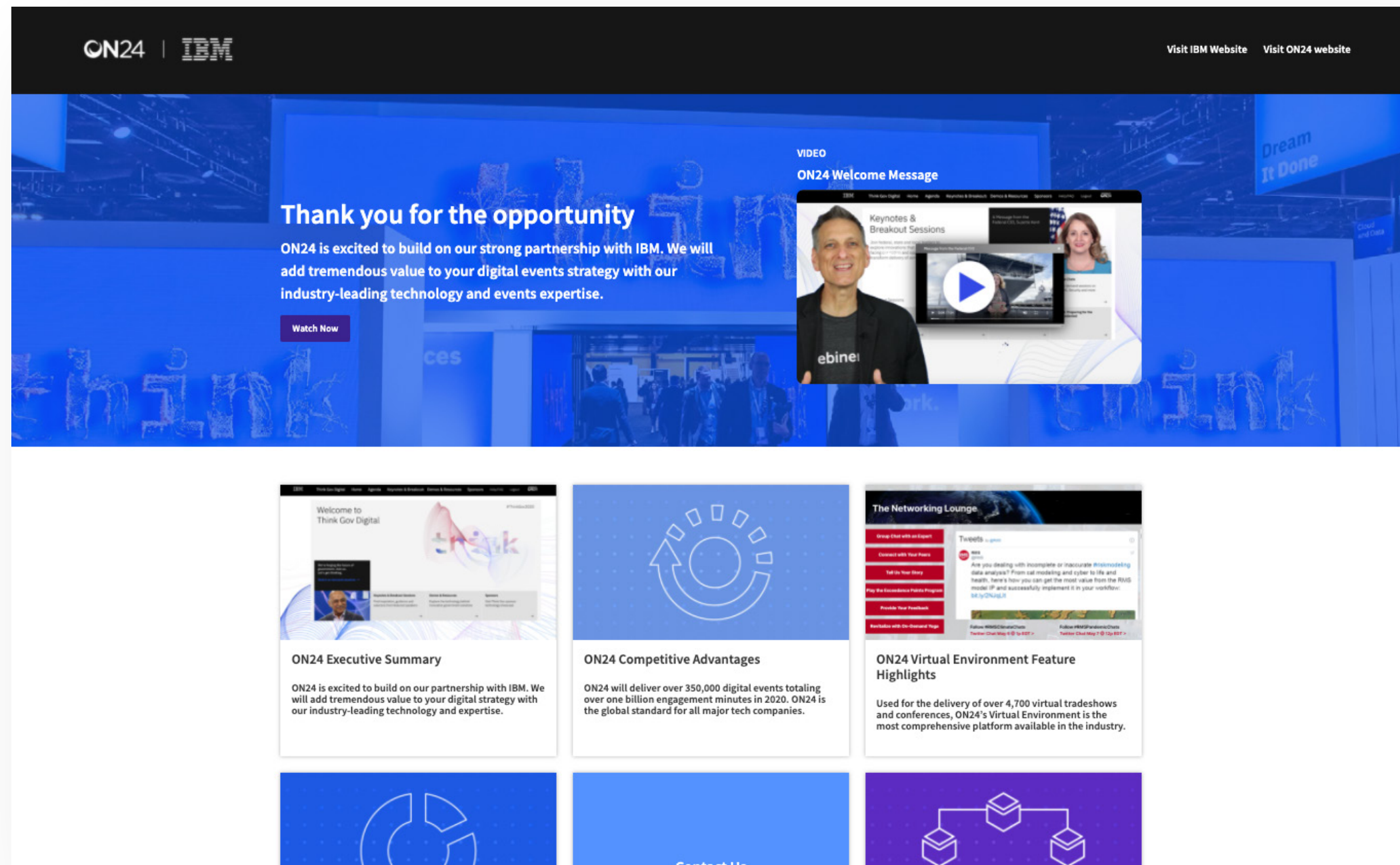
For webinars and online events where you expect a large number of attendees, follow up experiences can provide the opportunity to answer more questions and identify prospects that are more engaged than others.

[FIND OUT MORE](#)



ON24 TIP: CREATE EXPERIENCES THAT FOLLOW UP FOR YOUR MOST ENGAGED PROSPECTS.

This gives your prospects the opportunity to ask more questions and spend more time finding out about what your company has to offer. If they follow you to the after-party, this is a good sign they are interested.



CREATE PERSONALIZED ABM EXPERIENCES

BUILDING ON OUR PARTNERSHIP WITH IBM

When one of your most important accounts is a business with tens of thousands of employees and offices across the globe, connecting in a consistent yet personal way can be a major challenge. So how does the ON24 team do that? For IBM, we used [ON24 Target](#). Featuring a customized welcome video from our Chief Webinerd, this branded experience puts all the information that any stakeholder needs in a single page. An executive summary provides the headline facts. Tech staff can access details on infrastructure. A contact us button allows any questions to be sent straight from the page, while all key account managers at ON24 are listed for direct outreach. There are also links to the ON24 experiences that IBM employees have created. All these features help to support IBM and help with getting the most out of ON24.

WHAT MAKES THIS EXPERIENCE EXCEPTIONAL:

- One page provides a live, up-to-date hub for any IBM employee.
- Featured content provides information for any role.
- Engagement data helps ON24 understand internal usage.

KEY EXPERIENCE TOOLS

- Video
- Target

WHEN WOULD YOU USE THIS?

When building relationships with your most valuable accounts, ON24 Target allows you to deliver all the information they need in a single, accessible location.

[FIND OUT MORE](#)



ON24 TIP: EMPOWER YOUR SALES AND CUSTOMER SUCCESS TEAMS WITH EASY-TO-PERSONALIZE PAGES.

Personalized pages not only impress your customers. They also provide insights into decision making through rich engagement data.



Check out our virtual winter wonderland

Click on any door and get entered into our competition to win a Masterclass subscription. So don't waste any time, see how you can keep your digital experiences engaging into 2021.

[JOIN NOW](#)

1
Grab Your Swag Bag!

2
Breaking Down Predictable Pipeline

3
EMEA RevNEXT Summit: The Rise of the Revenue Marketer



ON24 TIP: OFFER A VARIETY OF CONTENT TYPES IN YOUR CONTENT HUBS AND LANDING PAGES.

Webinars are great, but sometimes people lack the time or the inclination to tune in. By offering a variety of content formats, you allow your buyer to choose the types they want exactly when they want it.

DRIVE ENGAGEMENT WITH GAMIFICATION

THE VIRTUAL WINTER WONDERLAND

Content hubs provide an opportunity for buyers to find what they need all in one place. But even making that process super easy provides no guarantee that they will engage with more than a single asset on a single day — let alone provide accurate contact details. So how did ON24 address these issues?

The Virtual Winter Wonderland provided a reason for ON24's leads to come back to the site for 24 days in the run up to Christmas. With the first day offering a physical swag bag of gifts, registrants were both delighted and had a reason to give accurate contact details. Clicking on each further door gave registrants the chance to win a subscription to Masterclass, providing an exciting way of driving engagement even during the quieter holiday period. Best of all, the holiday themed Engagement Hub reused existing content, making it quick and easy for the ON24 marketing team to put together.

WHAT MAKES THIS EXPERIENCE EXCEPTIONAL:

- Physical swag provided a reason to collect addresses for direct mail.
- Competition offer provided a reason to keep coming back.
- Content was repurposed with a festive theme.

KEY EXPERIENCE TOOLS

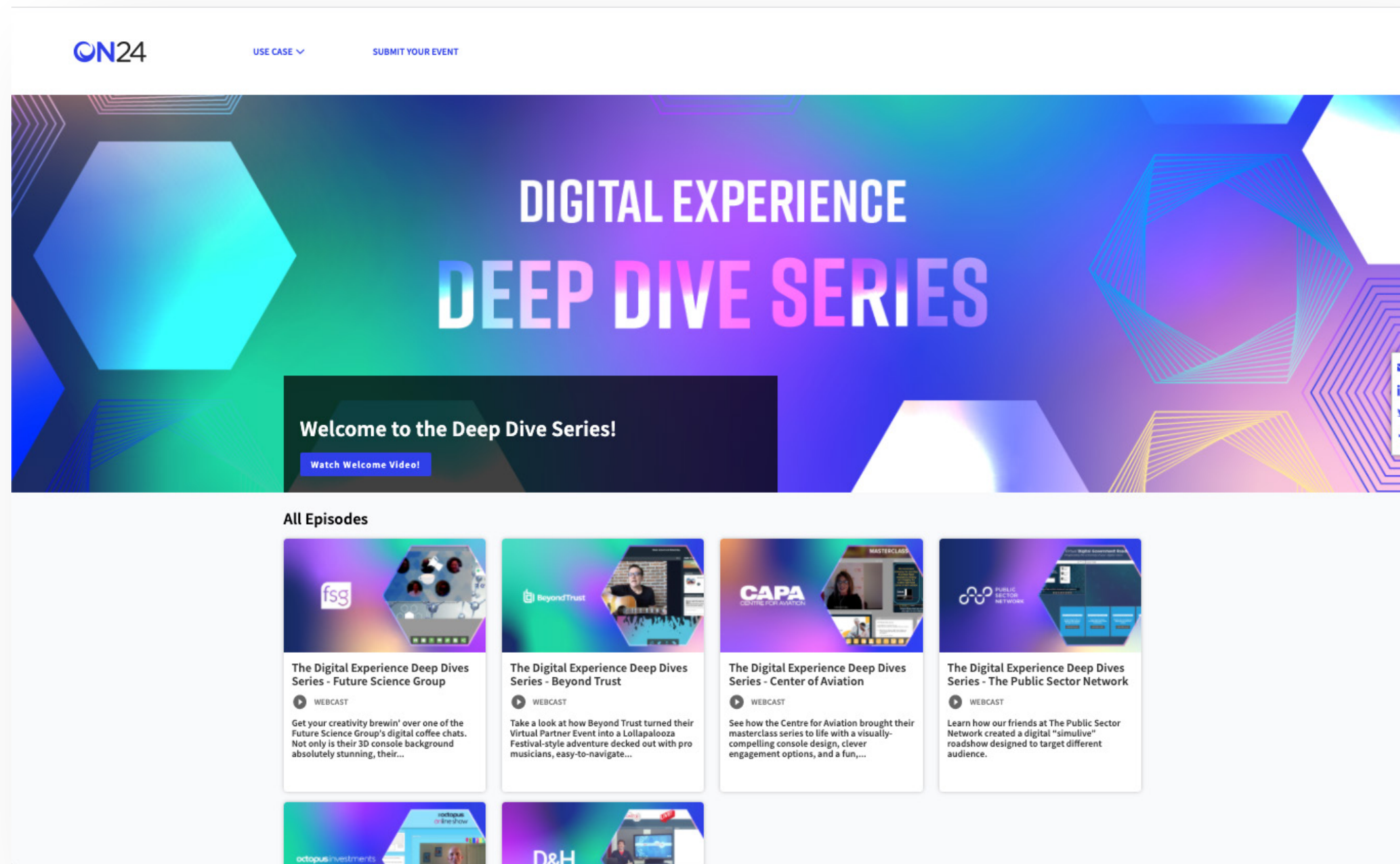
- Engagement Hub
- Social Sharing

WHEN WOULD YOU USE THIS?

If you need to re-engage existing leads and contacts, providing a fun experience with [Engagement Hub](#) allows you to reactivate their interest ready for a conversation with your brand.

[FIND OUT MORE](#)





DIRECT A NETFLIX-STYLE SERIES

THE DIGITAL EXPERIENCE DEEP DIVE SERIES

Great video and box sets are easy to binge on. But when it comes to business communication, is it really possible to get your customers to kick back and consume lots of content in a single sitting? ON24 aims to do just that. Powered by [ON24 Target](#), the “Digital Deep Dive Series” explores the experiences that its customers have created in accessible, 15-minute videos. When attendees enter one of the Deep Dives, the media player resizes into a large format as our hosts share their screens to investigate how others have used the ON24 Platform. The off-the-cuff commentary between the hosts presents an authentic and insightful take on the experiences crafted by others across the globe.

WHAT MAKES THIS EXPERIENCE EXCEPTIONAL:

- Unscripted dialogue between co-hosts creates a chat show feel.
- Screen sharing makes for compelling viewing.
- Brings to life what otherwise would be a static case study.

KEY EXPERIENCE TOOLS

- Screen Sharing
- Video

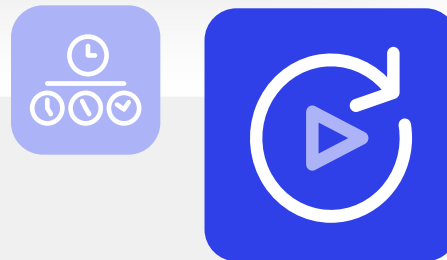
WHEN WOULD YOU USE THIS?

If you’re looking to drive up the engagement of your target audiences, put your regular series and campaigns on a single page as soon as they are created. This will grow into a bingeable library of content.

[FIND OUT MORE](#)

ON24 TIP: USE SHORT, REPEATABLE WEBINAR PROGRAMS TO BUILD OUT AN ON-DEMAND LIBRARY.

By developing quick-to-produce and recurring webinar formats, you can soon create a library of content that engrosses your audience and pays growing dividends over time.





CONSTRUCT A VIRTUAL SHOWROOM

THE MANUFACTURING SHOWROOM EXPERIENCE

In the physical world, showrooms and demo booths allow potential clients to get hands on and explore what your brand has to offer. However, your prospects can't always travel and trade shows are typically once-a-year affairs. Fortunately, you can bring such experiences to your target audience any time and at any place. To connect with the manufacturing sector, we use [ON24 Webcast Elite](#) to create virtual showrooms. The console has a custom background that replicates a physical experience. At the center, a virtual TV set features customer testimonials. The Group Chat Engagement Tool helped facilitate networking. Embedded gifs of a 3D printer and air conditioning unit add movement to the scene. An ask-a-question also kicks off sales conversations, while clickable images and calls-to-action provide technical content and a place to sign up for a demo.

WHAT MAKES THIS EXPERIENCE EXCEPTIONAL:

- A custom console design emulates a familiar, physical experience.
- Group Chat encourages networking and peer knowledge sharing.
- Question window connects with sales in real-time.

KEY EXPERIENCE TOOLS

- Clickable Images
- Custom Console Design

WHEN WOULD YOU USE THIS?

Whether you have target industries that have unique needs or want a virtual experience that emulates the physical, online showrooms can drive engagement and action even better than a regular webinar.

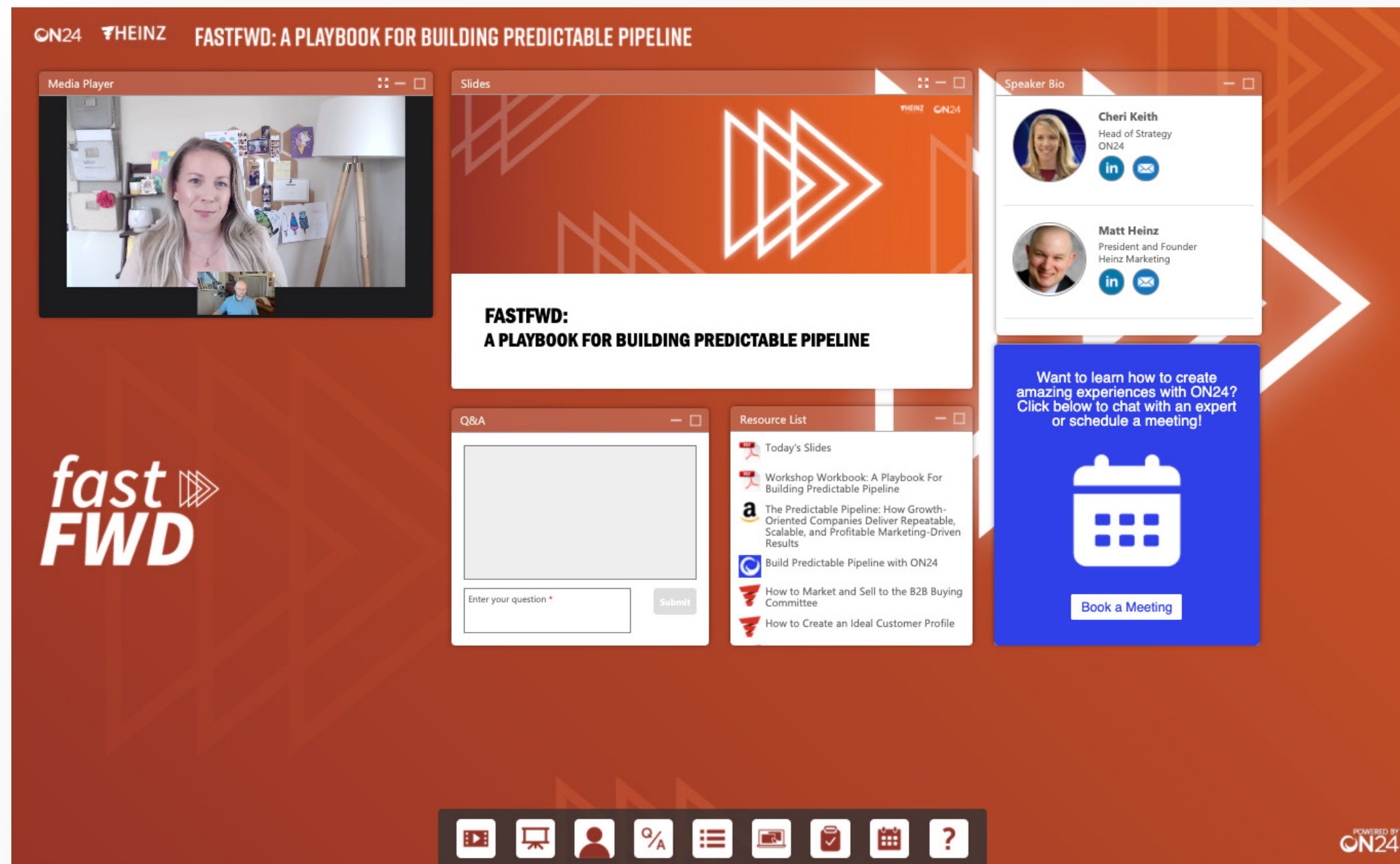
[FIND OUT MORE](#)



ON24 TIP: YOUR WEBINARS DON'T HAVE TO LOOK LIKE WEBINARS.

Find it hard to get webinar sign ups? By creating customized backgrounds and clickable images, you can use [ON24 Webcast Elite](#) to create experiences that are limited only by your imagination.





RUN AN INTERACTIVE WORKSHOP

THE PREDICTABLE PIPELINE WORKSHOP

Workshops are very effective events that help attendees to walk away with actionable steps and guidance, empowering them to work through their key challenges. But how to do this online?

The “FastFWD: A Playbook For Building Predictable Pipeline” workshop is a prime example of how workshops can be brought online without losing the educational benefits and interactivity of an in-person event. To drum up interest ahead of time, those quick to register were mailed a copy of the playbook to complete as they watched, while on-demand viewers could download a copy. The online workshop featured live presenters with recorded videos interspersed throughout. It also integrated poll questions, live chat and Q&A to keep engagement high.

WHAT MAKES THIS EXPERIENCE EXCEPTIONAL:

- Featured a workbook to be filled out along the way.
- Used live presenters and pre-recorded sessions.
- First 350 registrants were sent a hard copy of the Predictable Pipeline Workbook.

KEY EXPERIENCE TOOLS

- Resources
- Slides

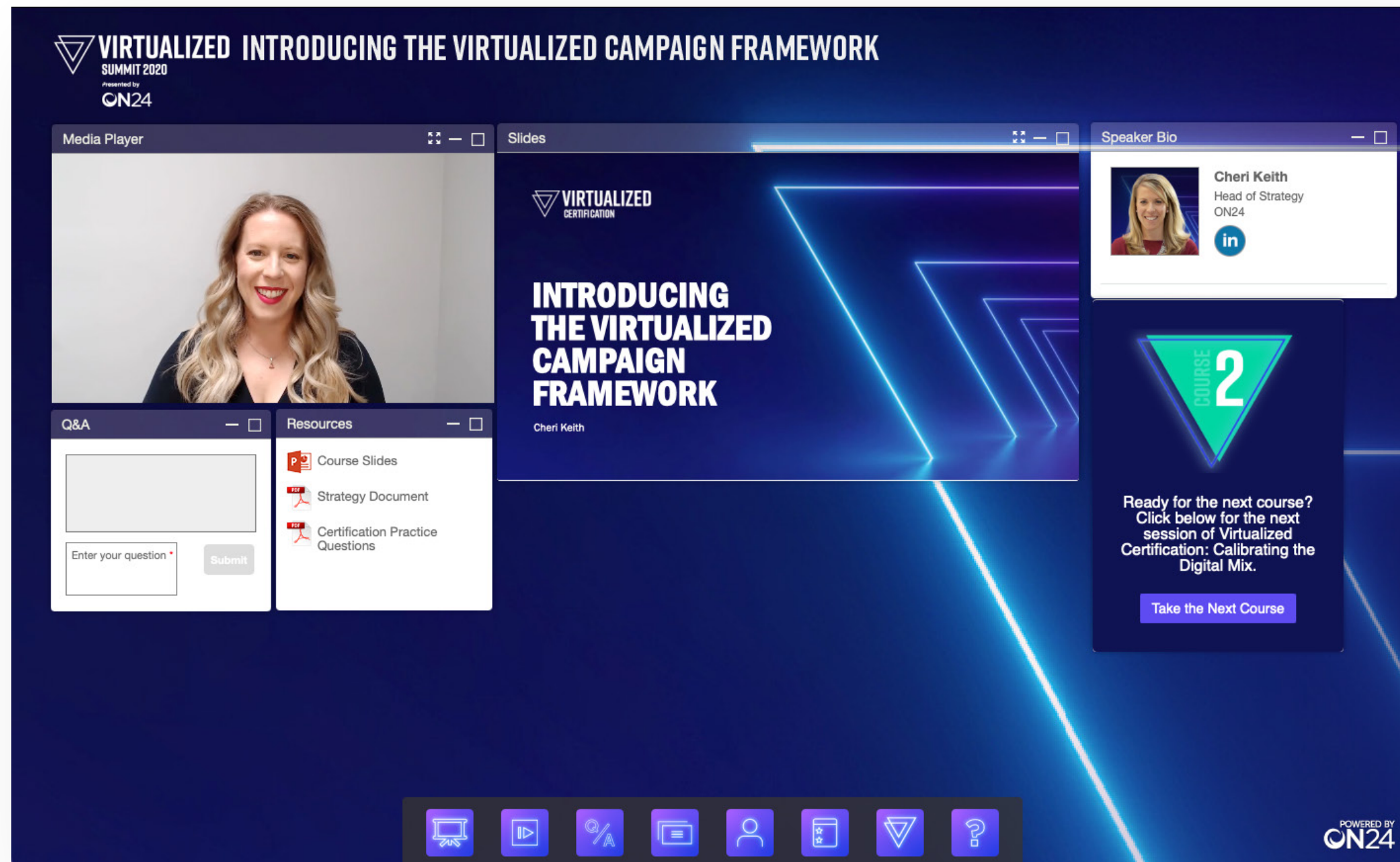
WHEN WOULD YOU USE THIS?

Virtual workshops can be a powerful tool in driving customer success or as an evergreen form of content. They also provide a scalable, on-demand alternative to face-to-face training sessions and briefings.

ON24 TIP: DON'T FORGET THE IMPORTANCE OF RESOURCES!

Using the Resource List and providing attendees with content that will further their education is an excellent way to keep the engagement going after the event.

[FIND OUT MORE](#)



PROVIDE VIRTUAL CERTIFICATION

VIRTUALIZED CERTIFICATION

Webinars offer an excellent way to educate audiences. When you use webinars as an educational tool you can provide a high-value offer and help customers achieve success with your products or services. So, how to go about it?

Our Virtualized Certification is one example of how we educate our audience on a topical subject and offer attendees something to show for it at the end. Designed to be viewed after the Virtualized Summit, the five-session program covered topics like “Calibrating the Digital Mix” and “Developing Captivating Digital Content Formats” and culminated in a final exam, along with a certification that recipients could share to LinkedIn straight from the webinar console.

WHAT MAKES THIS EXPERIENCE EXCEPTIONAL:

- Uses resource list to further education and engagement.
- Carries engaging background image with logo throughout series.
- Final test allows for sharing of certification on social media.

KEY EXPERIENCE TOOLS

- Resource List
- Built-In Assessments

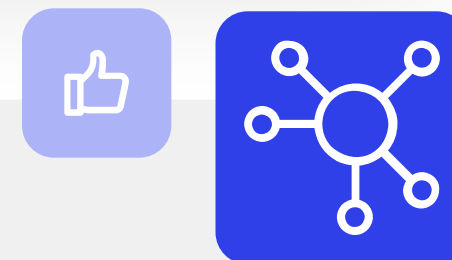
WHEN WOULD YOU USE THIS?

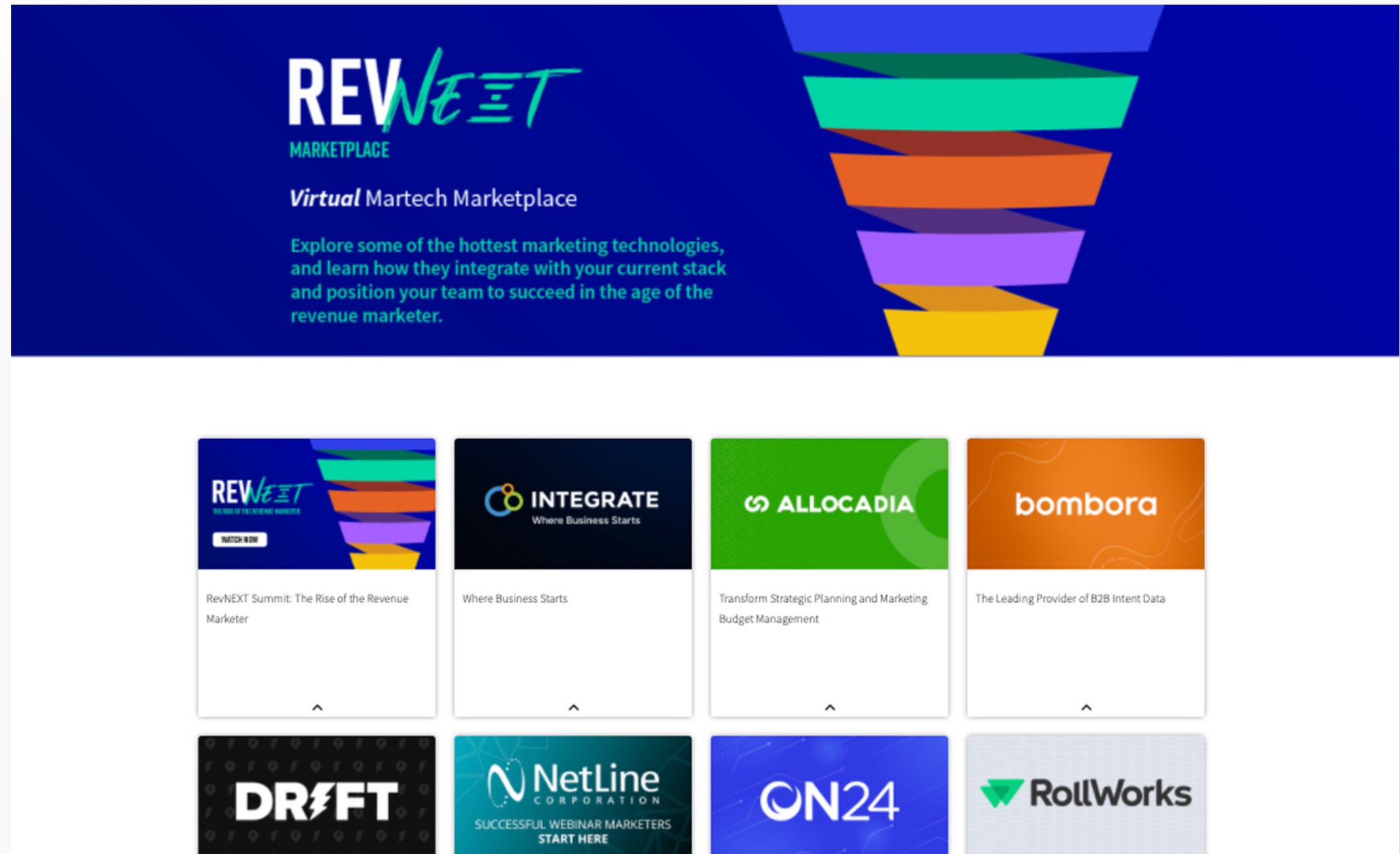
Use certification as a way to provide deep education to your customers, improve retention and drive brand recognition. Such programs are particularly valuable for technology products or services that benefit from specialist knowledge.

[FIND OUT MORE](#)

ON24 TIP: GIVE THOSE WHO COMPLETE THEIR CERTIFICATION THE ABILITY TO SHARE IT ON SOCIAL MEDIA.

By doing this, not only does it give recipients bragging rights for completing the certification, it also spreads the word to others who might want to participate.





TEMPT BUYERS WITH AN ONLINE MARKETPLACE

THE REVNEXT MARKETPLACE

When running a virtual event with partners or sponsors, digital technology allows the experience to last long after the broadcast itself. But aside from making the event available on-demand, what else can be done? To increase the impact of the RevNEXT Summit, we created [the RevNEXT Marketplace](#).

Taking advantage of ON24’s Engagement Hub, attendees and registrants could engage further with partner webinars and demos — letting visitors signal they’re more likely to be qualified and is a good fit. In essence, the RevNEXT Marketplace acted as a one-stop-shop of all martech companies that took part in the RevNEXT Summit.

WHAT MAKES THIS EXPERIENCE EXCEPTIONAL:

- Real-time engagement reporting.
- All partner demo/explainer webinars in one spot.
- A great extension of a partner event.

KEY EXPERIENCE TOOLS

- Engagement Hub
- Calls to Action

WHEN WOULD YOU USE THIS?

Create marketplaces and experience hubs for an opportunity to increase post-event engagement and drive additional value (and qualified leads) to your partners and/or event sponsors.

[FIND OUT MORE](#)



ON24 TIP: GET TOGETHER WITH YOUR EVENT PARTNERS AND TAKE ADVANTAGE OF THE ENGAGEMENT HUB TO ENCOURAGE FURTHER INTERACTIONS.

Combining the demo and explainer webinars of your event partners gives your prospects a centralized place to explore and try out all there is to offer.



WELCOME TO THE EXPERIENCES EVERYWHERE CANADA POST-EVENT EXPERIENCE!

I'm Jordan and I'm ready to chat with you about how to create engaging, human experiences for your audience! Click below in the bottom right-hand corner to start a conversation. Not seeing me? Disable your ad blocker to engage or click below to schedule a meeting.

[Watch Event On-Demand](#) [Register for Our Daily Demo](#)

WEBCAST
Experiences Everywhere Virtual: Canada

See How Marketers are Creating Experiences That Wow Their Audience...
DOCUMENT

Contact Us
Ready to continue the conversation? Get in touch to schedule a meeting.
[I'm ready!](#)

How the Remote Workplace is Changing Webinars: Covid-19 Benchmarks
DOCUMENT

VIRTUALIZED SUMMIT 2020

ON24 TIP: ASK YOUR SALES REPS TO ROTATE RESPONSIBILITY FOR LIVE CHAT.

When a prospect wants to have a conversation, a quick response significantly increases the chance of a sale. Make sure there's always someone to answer live chat by creating a rota for sales to be ready.

SET UP SALES WITH A POST-EVENT CHAT

THE EXPERIENCES EVERYWHERE POST-EVENT EXPERIENCE

When a conference closes, your sales team will be waiting in the lobby for a chance to strike up conversations over cocktails. It's a perfect opportunity with an audience that's there and feeling inspired. But there's no reason why you can't recreate a similar experience online — even when an event is accessed on demand. At the end of ON24's "Experiences Everywhere" event, attendees are directed to a post-event page which is customized based on their country or region. Just like an attendee might drop by a booth to pick up some information, this post-event experience provides further information for browsing, along with the chance to speak with a salesperson in their own region or set up a meeting.

WHAT MAKES THIS EXPERIENCE EXCEPTIONAL:

- Events customized by country or region creates conversations with the right salesperson.
- Live chat enables connections on-demand and in real time.
- Downloadable assets provide value for those not yet ready to have a sales conversation.

KEY EXPERIENCE TOOLS

- Call-to-Action
- Target

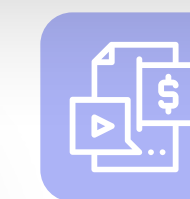
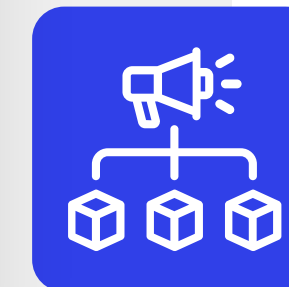
WHEN WOULD YOU USE THIS?

When you want to present to a global audience but create local conversations, this post-event chat helps to make that happen.

[FIND OUT MORE](#)



TAKING YOUR DIGITAL EXPERIENCES FORWARD



TAKING YOUR DIGITAL EXPERIENCES FORWARD

Now you've seen some of the examples we've created at ON24, we hope you are inspired to create experiences that will both be loved by your audience and help you achieve your goals.

These examples should help you tell others in your organization that webinars and digital experiences not only offer organizations limitless potential in the digital realm, but offer audiences the control they want. In fact, data shows audiences have, for a long time, expressed a preference too digital channels — even before the sudden shift to remote working in 2020.

Every passing year, figures from [ON24's Webinar Benchmarks Report](#) show professionals have turned to on-demand experiences in increasing numbers. Research by SiriusDecisions also highlights [the power of digital experiences in driving actions and buying signals for new and existing audiences](#).

It should be no surprise that the difference between companies will increasingly be determined by the quality of their digital experiences.

We look forward to seeing the exceptional experiences you'll create. Make sure to connect with us to share how you have delighted your audiences!

