



## **Discover How One Marketing Technique Increased Sales by 300% in one month that cost less than 100 dollars to implement!**

*"Using Stealth Seminar improves your bottom line - We highly recommend them"*

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### **Case Study - Real Estate Information Marketing Industry**

TWG Media is an information marketing business where webinars are used to drive information sales. TWG Media was seeking to increase sales by using a regular schedule of webinars.

#### **The Challenge**

Driving revenue to sell top of the line real estate courses requires more than a typical sales letter. Presentations, or one on one demonstrations have always been required to achieve success. However this success came with a price as well as constraints.

TWG Media has been using GoToWebinar for Live Webinars once a week, every two weeks, at 9pm Eastern.

One of the inherent problems with webinars is scheduling, timing, replay technology, and cost.

1. Not every webinar can be held with the promoter or speaker at the best time to run an event.
2. To replay a seminar to this point in time is both costly, and also not always available to book the time to replay with the production company.
3. Replay Technology and personnel cost about \$300 per 90 -minute replay.

#### **The Solution:**

Stealth seminar allows you to run consecutive events, multiple times per day at one low monthly price.

Stealth Seminar has the ability to have 3 different call to actions at different times, which creates a sense of urgency to buy now.

Stealth Seminar provides the ability to integrate into 3rd party auto-responder services and keep track of who attended and who did not, and send them different marketing material based on their actions.

Stealth Seminar also has the ability to run webinars as LIVE, REPLAY, or in progress, and allows the marketer to set up different types of campaigns to maximize viewing of the sales presentation.

Stealth Seminar can also be used to provide training in a membership coaching drip fed method, which frees up resources and optimizes personnel scheduling to do other tasks.

In conclusion, a company can implement the Stealth Seminar technology very quickly into their current business model without a huge learning curve. Tracking and tweaking seminars to audience demand is easy, and will provide a platform for any marketing company to grow sales.

For follow up

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