

Leverage Live Webinars to Launch Products and Showcase Expertise



This case study demonstrates how Wärtsilä, a global leader in smart technologies and solutions for the marine and energy markets, worked with Seatrade Cruise on a piece of content resulting in the collection highly qualified, targeted leads.

Together they facilitated a discussion around how different stakeholders within the cruise supply chain can work together to restart operations and restore consumer confidence – all to a live, engaged, digital audience.

CASE STUDY

Client Objectives

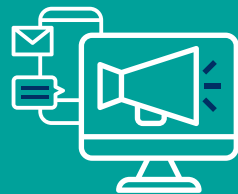
Wärtsilä manufactures and services smart marine power sources and equipment. In conjunction with the launch of their new product, **Wärtsilä** chose to participate in a live webinar to demonstrate their subject matter expertise. They chose an event taking place during **Seatrade's Digital Maritime Week**, ensuring a deep and broad reach amongst both cruise and maritime professionals.

Our Solution

Seatrade Cruise Talks created a live webinar that specifically focused on how the target audience (cruise lines, port and terminal operators and supply and service chains) could take measures to evolve embarkation, onboard and ashore experiences for the new reality, as well as develop a timeline to achieve it. *Moderated by veteran journalist Anne Kalosh*, the panel featured thought leaders with a broad range of expertise, including **Wärtsilä's own Director of Agile Business Development, Jörgen Strandberg**.

The discussion included assessments of the current challenges, actionable insights and best practices, and provided examples of how **Wärtsilä** has addressed these challenges. Before the event, **Seatrade Cruise** created marketing collateral to drive relevant decision makers from their database to a landing page to sign up for the webinar.

MARKETING



Content marketing generates **over three times as many leads** as outbound marketing and **costs 62% less!**

WEBINARS



Our webinar engagement rate is **16% higher than the industry average!**

LEARNING



70% of consumers would rather **learn about a product** than traditional advertising.

CASE STUDY

Campaign Results

Provide your target audience with **relevant, engaging content in a dynamic forum** that positions your brand at the forefront of a key topic.

Attract highly-relevant leads from our database of cruise industry decision makers.

Wärtsilä was presented as a valued resource to its customer base and received

545
qualified leads.



93%
of survey respondents rated the webinar's quality as good or very good.



Of those leads, **438** attended the live webinar.



88% reported they were likely or extremely likely to recommend it to a friend.



Industry average webinar attendance rate

44%

Seatrade average webinar attendance rate

67%



CASE STUDY

Seatrade Cruise Talks is a series of virtual conversations, webinars, podcasts and more featuring cruise professionals and industry leaders discussing the challenges of the current – and future – climate. Sponsors can select from a variety of formats in order to optimize for the objectives and audiences that most fit their needs.



“Seatrade Cruise Talks allow suppliers to meaningfully connect with the cruise community as thought leaders. In return for providing valuable content, suppliers receive targeted leads, proven engagement, and customer insights for less than the cost of a traditional stand.”

To learn more about how **Seatrade Cruise Talks** can connect you with the largest, most qualified audience in cruise, visit seatradecruiseevents.com/talks