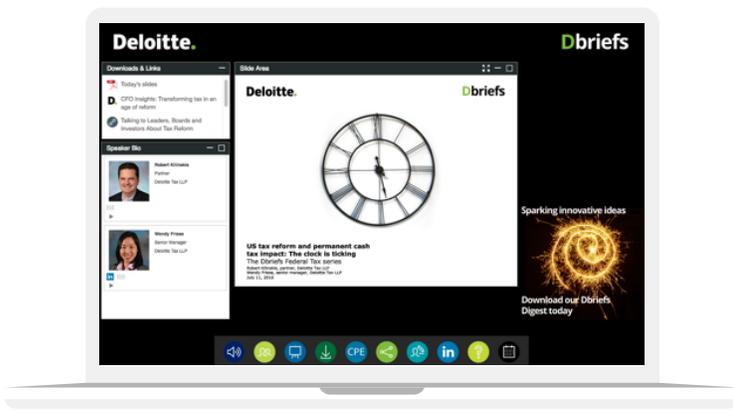


DELOITTE ENGAGES THOUSANDS OF POTENTIAL CLIENTS IN RECORD TIME WITH ON24



ABOUT DELOITTE

Name: Deloitte

Headquarters: New York City, NY

Founded: 2006

Employees: 286,000+

Funding: Private

Industry: Professional Services

Deloitte provides industry-leading audit, consulting, tax and advisory services to many of the world's most admired brands, including more than 85 percent of the Fortune 500 and more than 6,000 private and middle market companies. Our people work across more than 20 industry sectors to make an impact that matters—delivering measurable and lasting results that help reinforce public trust in our capital markets, inspire clients to see challenges as opportunities to transform and thrive, and help lead the way toward a stronger economy and a healthy society. Deloitte is proud to be part of the largest global professional services network serving our clients in the markets that are most important to them.



50%

Registrant-to-attendee conversion



300+

Questions asked by the audience



400+

Additional viewers through on-demand webinar engagement

INTRODUCTION

The subject of tax regulations can cause eyes to glaze over. But new regulations present both a massive opportunity and challenge for Deloitte, a global leader in auditing, consulting, and tax services. It's vital that Deloitte helps companies understand, prepare, and get up to speed on upcoming changes to tax codes and regulations happening in markets around the globe.

CHALLENGE

In 2018, Deloitte's Poland team was tasked with advising regional clients and prospects on pending VAT (value added tax) regulation changes that took effect at the beginning of July.

The goal of this program was to generate leads with new and existing clients and create cross-selling opportunities for additional services. The Deloitte team had to meet aggressive revenue goals in just six months, which presented the enormous challenge of reaching a large number of Polish CFOs, tax directors and tax controllers before the new tax regulations took effect and educating them.

It was a huge opportunity, constrained by a narrow time window, which required an aggressive outreach program and a strategic marketing approach to accelerate the education process and convert new business leads into wins.

SOLUTION

To accomplish these goals, Deloitte created a multi-tiered marketing campaign that incorporated a strong mix of live seminars, premium content, SEO, PR and webinars to drive awareness and interest.

Deloitte chose the ON24 Engagement Platform to run a series of webinars aimed at educating clients and new prospects about the upcoming VAT regulation changes. These webinars provided the best way to engage the largest number of people in an interactive, high-touch conversation that both educated audience members and provided valuable, real-time feedback to Deloitte on the needs and interests of their prospects.

Each webinar featured live Q&A sessions where audience members could interact with Deloitte presenters and real-time polling, allowing viewers to take an active role in the webinar and to provide feedback and direction on the topics being discussed.



ON24 is the vital point in our communication journey. We are trying to be the number one informational source for our clients and potential clients. So, we want to have a platform that is easy for them to use and easy to set up.”

IGOR BIELOBRADEK
SR. MARKETING MANAGER
DELOITTE

Once the live webinars were completed, Deloitte then archived the webinar campaigns and made them available on demand for anyone who couldn't attend the original webinar, helping maximize eyeballs on their content.

RESULTS

- Planning webinar campaigns with weeks of advance promotion through multiple channels drove high registration and attendance numbers for each of the webinars, achieving over 50% registrant-to-attendee conversion.
- Participation in real-time polling and Q&A provided Deloitte with valuable intelligence on the needs and interests of its webinar attendees. Over 300 audience questions were asked with 900+ responses to four polls.
- Deloitte made its live webinars available on-demand through its website, which resulted in 400+ additional viewers, increasing the lifespan of the content and the overall number of people reached.