

Case Study

72X ROI: How Radware Leveraged BrightTALK to Increase Online Engagement

**An interview with digital marketer, Daisy Zhang,
Global Digital Growth Manager at Radware**

Radware is a global leader of cyber security and application delivery solutions for physical, cloud, and software defined data centers. As Global Digital Growth Manager at Radware, Daisy is responsible for webinar content creation, including topic selection, speaker selection, content structure, operational flow to promotion and follow-up.

What challenges were you facing that prompted your decision to work with BrightTALK?

I've always believed in webinars as one of the most powerful tools for generating demand. It's not just about hitting the numbers, it's about smart growth and building real connections. When executed effectively, webinars serve as invaluable resources for educating target audiences, cultivating relationships with potential customers, and driving substantial pipeline growth.

Our journey with BrightTALK began when the onset of COVID-19 abruptly halted in-person events. Seizing the moment to innovate, I embarked on a mission to shift our focus to online engagement.

Recognizing the potential, we designated the BrightTALK Channel as a key component of our demand generation strategy. With in-person events no longer viable, we were resolute in expanding our digital presence. Fast forward two years, and this concerted effort has translated into a 72X return on investment.

Challenge

Radware's objective was to increase online engagement.

Solution

Radware leveraged BrightTALK Channel, webinars and Content Leads to build pipeline with active prospects.

Results

Radware has seen significant success with its BrightTALK program, achieving **72X** return on investment.

Can you walk us through your process for creating content that resonates?

At Radware, demand-gen webinars serve as a channel to nurture new or top-of-funnel leads. Initially, we aim to attract individuals who may not have heard of Radware with webinars geared toward brand awareness, collecting their data in the process. Simultaneously, for leads already in our database from various channels, we leverage webinars with compelling topics to address their problems, hoping to build trust and prompt them to reach out to Radware. Over time, we also create a lasting brand impression by consistently generating digital content on interesting topics, employing a long-tail marketing strategy.

Ensuring our webinars are interesting and compelling is a daily challenge. To address this, we host quarterly meetings to discuss industry trends and brainstorm relevant, marketing-oriented topics. This approach involves framing technological discussions within a marketing context. Our product marketing managers contribute cross-funnel content, covering non-Radware specific and more product-specific topics and addressing audiences at different stages of the funnel. Our speakers come from diverse backgrounds, capable of delivering content on various product lines and technical aspects and ensuring a well-rounded perspective.

In summary, key considerations to creating content that resonates include: understanding the webinar goal, maintaining a pool of diverse speakers, and strategically selecting speakers based on the topic and content. The content itself is crucial, focusing on marketing-oriented technical content that resonates within the industry. This approach has proven effective in driving our demand-gen webinars and achieving our overarching goals.

How do you build a consistent content cadence?

It was important for us to make our webinar strategy scalable without compromising the personal touch. To

streamline and automate our workflow, we leveraged the Smartsheet platform. We created a form that speakers fill out during our quarterly meetings, covering topics, dates, and other essential details. This form triggers automated notifications to relevant parties, ensuring a seamless process.

Upon submission, our social media manager receives targeted notifications to schedule platform-specific posts. Simultaneously, the operational manager gets information on setting up the webinar on BrightTALK and linking it to our CRM, Eloqua. The copywriter receives details on topics and abstracts, using this information to generate marketing emails. The campaign manager is then notified to set up the campaign. This comprehensive automation ensures that every step is within the Service Level Agreement (SLA), preventing rushed processes and ensuring clarity for all involved parties.

This systematic approach guarantees timely and smooth webinar execution. It not only enhances efficiency but also contributes to a positive experience for all stakeholders involved.

How is your sales team actioning on Content Leads from your webinar programs and what success do you see?

BrightTALK has proven to be an exceptionally powerful tool for us, particularly due to its seamless integration with our CRM. BrightTALK provides us with the ability to sync leads directly into our system immediately after each webinar, accompanied by comprehensive information. As soon as leads hit our database, we gain insights into the individual's engagement with specific topics, job title, company details, total viewing time, and potential areas of interest. This wealth of information equips us to contact the person efficiently and enables our sales team to follow up promptly.

Our sales process involves a series of touches, utilizing omnichannel and multichannel approaches. We leverage platforms like LinkedIn, email, and phone calls, employing a dynamic mix to maintain

engagement. Assets are provided to the sales team to facilitate further interaction. For instance, if a person engaged with a DDoS webinar, we offer assets aligned with different funnel stages, starting with top-of-funnel and middle-of-funnel content. Successful engagement prompts the delivery of bottom-of-funnel assets, aiming to secure a meeting with the prospect.

Meanwhile, on the marketing side, our efforts don't cease after passing the lead to sales. We have a comprehensive Go-To-Market (GTM)-based nurture email system. Based on the person's engagement topics, industry, and job title, they are automatically funneled into a product-focused marketing messaging email flow. This integrated approach enhances our ability to seamlessly convert leads into meaningful engagements and relationships.

What results have you seen since you started working with BrightTALK?

WSince we started collaborating with BrightTALK, we've witnessed exceptional results. Over the past two years, we've seen significant growth, resulting in a 72X return on investment, underscoring the effectiveness of our partnership with BrightTALK.

By incorporating these strategies, you can transform your webinars into dynamic, engaging experiences that not only capture your audience's attention but also foster a thriving community and drive meaningful results.

Daisy Zhang

Global Digital
Growth Manager



A big thank you to Daisy for sharing this success story with us. We look forward to hearing about more of her wins using BrightTALK in the future!

Make sure to check out the related webinar for additional insights: [72X ROI: How Radware Works Webinar Magic to Generate More Demand](#)



About BrightTALK

BrightTALK is a B2B marketing platform for content marketing and demand generation. Marketers use a single platform to engage professional audiences with webinars and virtual events that deliver pipeline and revenue growth. With a global audience of 50M+ subscribers, BrightTALK extends your reach to win more customers.

Industry leaders such as Dell, Cisco, Citrix and BNY Mellon trust BrightTALK to drive marketing and sales performance.