Webinar Packages

Best for: Thought Leadership and Lead Gen

Includes:

- ✓ E-Blast campaign to 10,000-plus opt-in community bank leaders
- ✓ Promotion in ICBA *NewsWatch Today* and Independent Banker eNews
- ✓ Display ads on IndependentBanker.org
- ✓ Print ad in *Independent Banker* magazine
- ✓ Pre- and post-event listing in Independent Banker's webinar event center
- ✓ Audience development, hosting, archiving, and lead-generation reporting
- ✓ Custom trackable registration page and social media promotion schedule included

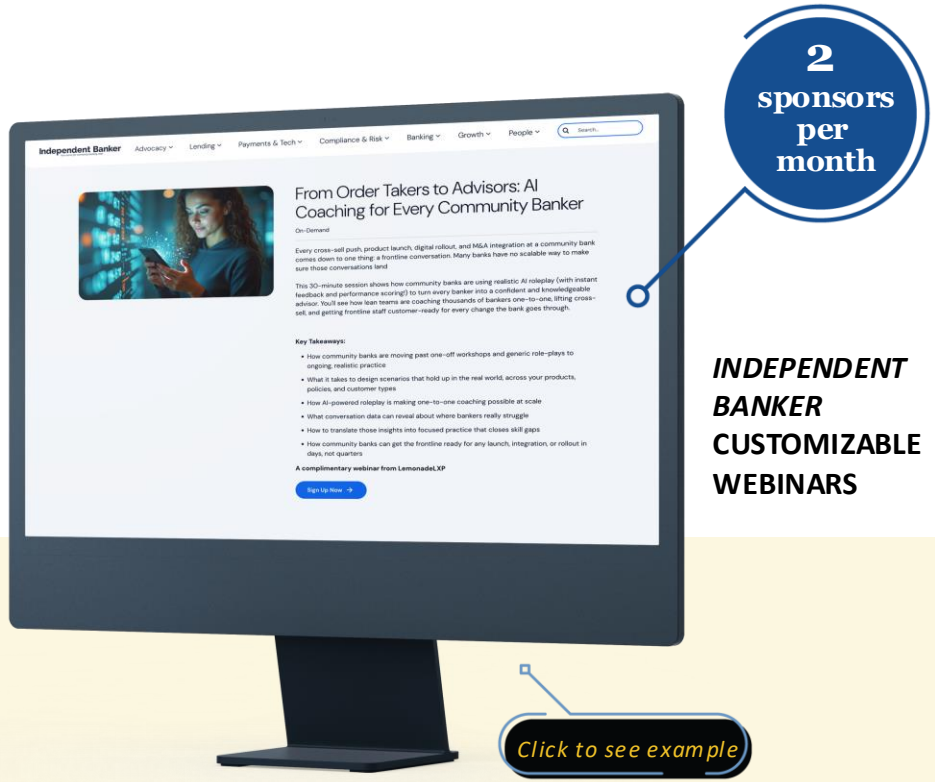
WHY IT WORKS

Leverage the credibility of the ICBA *Independent Banker* brand to generate high-quality leads. Package value exceeds $20,000.

TURNKEY 4-WEEK TIMELINE

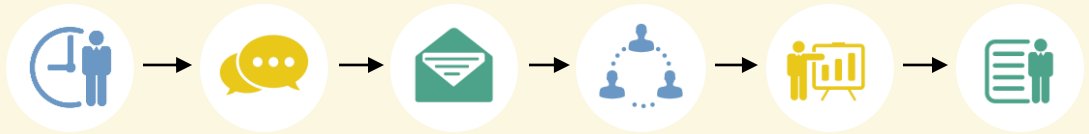
Materials approval; channel promotion; dry-run and consultation; live event; post-event reporting and archiving.

Availability: Two sponsored webinars per month



***INDEPENDENT BANKER* CUSTOMIZABLE WEBINARS**

Independent Banker's Turnkey 4-week Campaign



Deliverables Timeline → Ad Materials Created And Approved → Promotion in *Independent Banker* Marketing Channels → Dry-Run & Consultation → Live Webinar Event → Post-Event Reporting & Archiving