

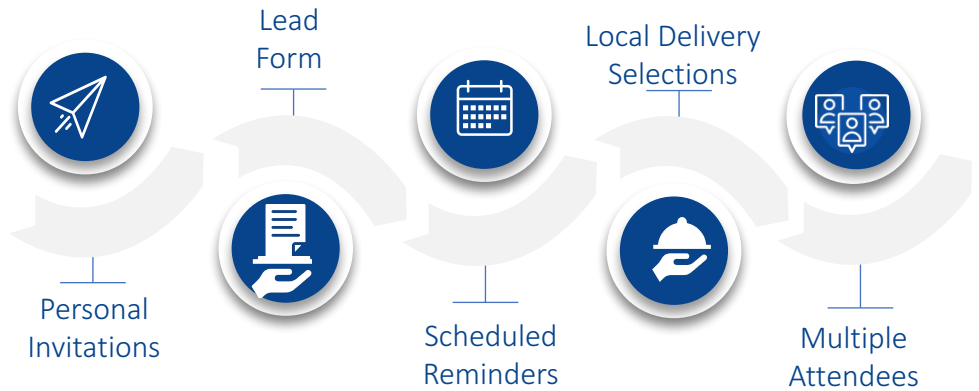
Introduction

BetterHelp, regarded as the world's larger e-counseling platform, conducts virtual meetings each quarter for counselors who utilize their online platform. The goal of these meetings is to maintain an active relationship with the counselors and update them with the latest developments regarding the company and platform. In the past, BetterHelp attempted many small outreach campaigns, but never had much success. This time around, they were looking to conduct a mass outreach and increase their meeting registrations and attendance rate.

BetterHelp partnered with eatNgage to host the first webinar of this magnitude using our full-service platform on May 4, 2017.

Process:

Initial invitations were sent out via the eatNgage platform, to a list of prospective attendees totaling 1200 counselors. This was followed by a series of three follow-up emails. In addition to the emails, eatNgage also created a registration lead form that was distributed through a separate forum.



Results

eatNgage helped to conduct an outreach that was 30x larger than the average of past events. Ultimately, using the eatNgage platform, the webinar attendance rate was 65% higher than BetterHelp's prior average.

By utilizing eatNgage's remote *lunch and learn* technology and practicing proper follow-up protocol, BetterHelp was able to host their biggest, and most successful event to date.

