

Case Study:

Leveraging Webinars to Educate and Upsell for TASK Research Academy

Welcome to TASK Research Academy

TASK Research Academy is an educational arm of TASK, a leading multinational clinical research institute. The Academy provides specialised online courses and training programs designed for healthcare professionals, researchers, and students interested in clinical research. The goal is to advance knowledge and expertise in clinical trials, drug development, and related fields.

TASK Research Academy sought to engage its niche target market through educational webinars, aiming to educate potential clients about their offerings and upsell advanced courses.



Problem Statement

TASK Research Academy needed to effectively engage, educate, and convert their niche target market through webinars. The key challenges included:

- ✔ **Niche Target Market:** Reaching and engaging a specific audience of healthcare professionals and researchers.
- ✔ **Education and Awareness:** Educating potential clients about the value and benefits of TASK Research Academy's courses.
- ✔ **Upselling Opportunities:** Identifying opportunities to upsell advanced courses to interested participants.

Approach

1. Identifying the Target Audience

Market Research and Audience Segmentation:

We began by conducting in-depth market research to identify and segment the target audience. This process included:

- ✔ **Defining the Niche Market:** Identifying key characteristics, needs, and preferences of healthcare professionals and researchers interested in clinical research education.
- ✔ **Audience Segmentation:** Segmenting the audience based on professional roles, experience levels, and specific interests within clinical research.



2. Building the Landing Page

+

3. Email Drip Campaign

+

4. Repurposing Webinars for Social Media Strategy

+

Results

The strategic initiatives led to significant achievements for TASK Research Academy:

- ✔ **Increased Webinar Attendance:** The webinars consistently attracted an average of 40 visitors per session on a budget of R5000, demonstrating effective audience targeting and engagement.
- ✔ **Improved Brand Awareness:** The educational content and expert presenters helped establish TASK Research Academy as a trusted authority in clinical research education.
- ✔ **Enhanced Social Media Engagement:** Repurposing webinars for social media resulted in increased engagement, with more followers and interactions across platforms.



Conclusion

By leveraging webinars as a strategic tool and incorporating them into a broader social media strategy, TASK Research Academy successfully educated, engaged, and converted its niche target market. The comprehensive approach, including the creation of a themed landing page, a targeted email drip campaign, and social media integration, not only increased brand awareness but also drove significant upselling opportunities and business growth.

