

# Overview and Proposal for Webinar and LinkedIn Promotion Program

## Overview - Highlights of 23 ROI-Focused Benefits to Webinars.

1 - Customer lead generation and conversion: by gathering qualified leads through registration and curation achieves faster conversion rates.

**Tap on image for 3-minute video.**

2 - Enhance and grow LinkedIn presence and reach.

3 - With SEO search and Answer Engine Optimization (AEO) AI platforms searching LinkedIn posts accelerates webinar exposure and awareness.

4 - Thought Leadership: positions company leadership as industry leaders.

5 - Get large cost savings by eliminating travel and admin costs.

6 - Gain immediate global access for a global audience.

7 - Achieve long-term archive shelf-life content - the majority do not attend live but view months and even years later providing sales revenue value.

8 - Increased value for realtime attendance customer insights from Q&A, chat, and polls.

9 - Accelerate content development - webinar recordings can be developed into blog posts, social media posts, integrated with other videos, used in advertising and ondemand training materials.

10 - Provide fast and immediate training to internal and external partners with live Q&A to guide future blended training development.

11 - Gather data and Analytics - details on attendance, engagement, and viewing behavior for future webinar development.

12 - Provide means for hardware and software deep-dive demonstrations along with pre and post sale training for staff and channel partners.

13 - Enhance customer experience (CX) - webinars to select groups and qualified buyers and customers can guide the company to better product features and fewer mistakes.

14 - Improve customer retention by expanding webinars with digital showrooms together to existing and prospective customers.

15 - Accelerate recruiting - hiring - demonstrate transparency, processes and company culture to prospective talent.

16 - Enhance staff Onboarding - faster, easier and with consistent quality of messaging.

17 - Improve "town hall" meetings - engage with onsite and hybrid workers to bring corporate culture to all.

18 - Be ready instantly 7x24 for crisis communications resulting from outages, cyber attacks and disasters to engage with realtime indepth meetings, breakout sessions and updates, for press, analysts, customers and partners.

19 - Gather multiple global speakers, customers, analysts and thought leaders together easier for debates, panel discussions, customer case studies, indepth dialog and more.

20 - Integrate with corporate learning management systems (LMS) for required compliance classes and certifications.

21 - Enhance with your own global video training news network for public and private sessions, plus add to LinkedIn or ChannelPartner.TV for live and ondemand webinars.

22 - Build "persona" focused content for custom audiences and events.

23 - Combine both live and archive video and content together faster, easier.



# Proposal

## Webinar Planning - Production - Promotion

### Latest Evaluations:

"Webinars have the highest and fastest ROI for any GTM sales effort along with the best ongoing CX support experience as they can be held anytime 7x24 available with access anywhere where trade shows cannot go along with the best CX for scalable attendee engagement and long-term shelf-life." S.C. CEO

"If you are boring face-to-face, you will still be boring via webinar. This webinar program will make you a real presentation star." CEO W.A.

"Your webinars actually accelerate our sales even faster." S.C. CRO

"They built us the best customer sales winning webinars." D.P CRO

"That's the 'highest scores I have ever seen, get job Tom," M.Z. Microsoft Partner Skills Development

"Webinars have the best ICP lead-gen better than millions of calls with real-time education and engagement that shortens the sales cycle and even faster onboarding." G.B CEO

"Every business needs better webinars and this IS the best solution ever." S.C. CMO

Work with **company** presenter(s) to outline webinar content, then produce PowerPoint presentation, then work with presenter on delivery and conduct rehearsal(s) until perfected, then act as moderator and deliver "live" presentation with attendee Q&A. From previous experience it takes 20+ hours complete this effort. Normally \$3,500 each. **Price is \$1,000 to help produce and only moderate.**

**\$3,000 for Full production, moderation and presentation.**

These are the evaluation scores from Tom's Presentation to Microsoft Partners & Staff Called "Top-10 Tips for Success" Part 3 of 3 on Telecommunications Networks

|         | Instructor | Courseware | Overall Satisfaction | Business Results | Learning Effectiveness | Job Impact | Environment | Average |
|---------|------------|------------|----------------------|------------------|------------------------|------------|-------------|---------|
| Average | 8.73       | 8.38       | 8.73                 | 8.64             | 8.45                   | 8.45       | 8.91        | 8.59    |

- The score is out of 9.0 and that's the highest score I have ever seen ! Great job Tom – Mike Zeim – Microsoft US Partner Skills Development
- Wow!!!!!! I didn't think beating your survey score last time was possible - and look at those results! Great job, Tom! Jessasym West - Microsoft US Partner Skills Development

## Webinar Marketing

Beginning six or more weeks before the webinar, develop webinar flyer, set up Webinar Registration Program and start posting flyer on LinkedIn to multiple groups Owned and other LinkedIn groups. Based on a monthly basis promote webinar three (3) times a week normally to the **Group of 25.6K+ and Tom's 25K+ followers or 50K+** per month would be \$2,800 a month.

[Click Here](#) for Link to Main LinkedIn Group

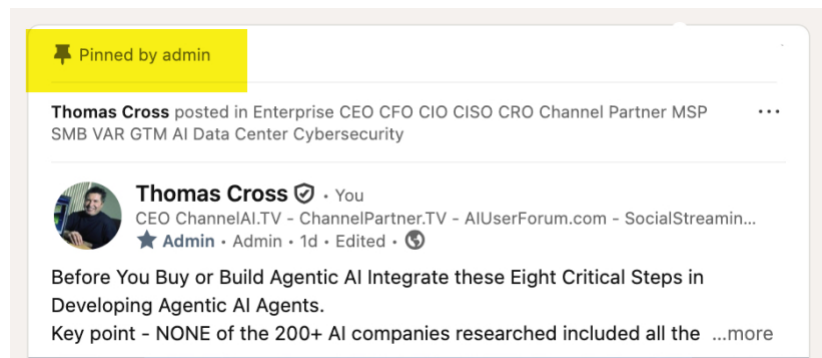
Separately for other promotions Individual posts are \$150 each or six for \$700.00 (save \$200) to the main

MSP GTM AI LinkedIn group of 25K and with Tom's Profile of 25K+ \$250 each or six for \$1,200.



## "Pinned" Posts

Posts are "pinned" to the Top of the Group go to Group to see pinned post for \$500 each for five days. **One "pinned" post for each Webinar is included in the fee.** Additional "pinned" posts are available with a 50% discount for \$250 each.

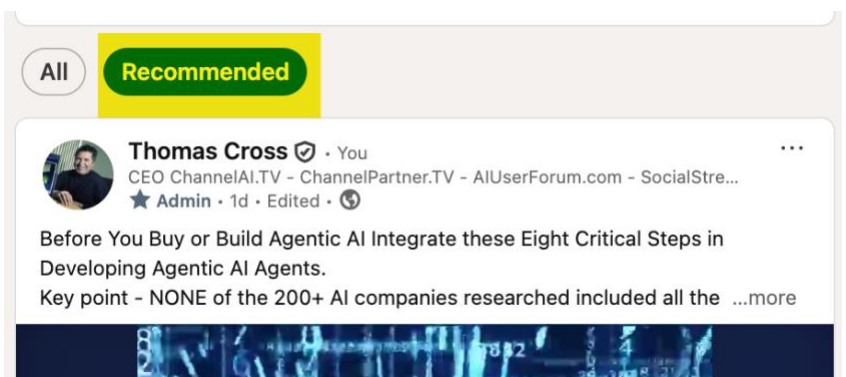


## LinkedIn Group Newsletter - "Recommended" Posts to All Group Members

Once a week LinkedIn allows three posts to be shared in a Recommended Newsletter Email that goes to **All members** to their LinkedIn Login Email not DM (glad to explain more) - deadline is Sunday PM for Monday PM email - \$500 each. **Two (2) "Recommended" posts for each Webinar are included in the fee \$1,000 value.** Additional Recommended posts are available with a 50% discount for \$250 each.

Normally this is a \$4,000+ value - additional pinned or recommended posts are available.

**All of Above - Price is \$2,000 each.**



## Quick Summary and Special Bundle

One webinar with production, promotion and moderation is \$3,000. With only production and promotion fee is \$1,000 per webinar event - see last page for details and expiration. These fees are based on a three (3) month contract. Add \$500 per webinar or marketing, if purchased one (1) month at a time. Webinar software not included though Webex is \$140 per year <https://pricing.webex.com/>

## Other Content

We are available for other content planning, production and promotion such as short form videos you can see more than 3,555

videos on

[ChannelPartner.TV](#)

and in this [Linkedin](#)

[Group](#) as well as

personal Linkedin

page. Short-form

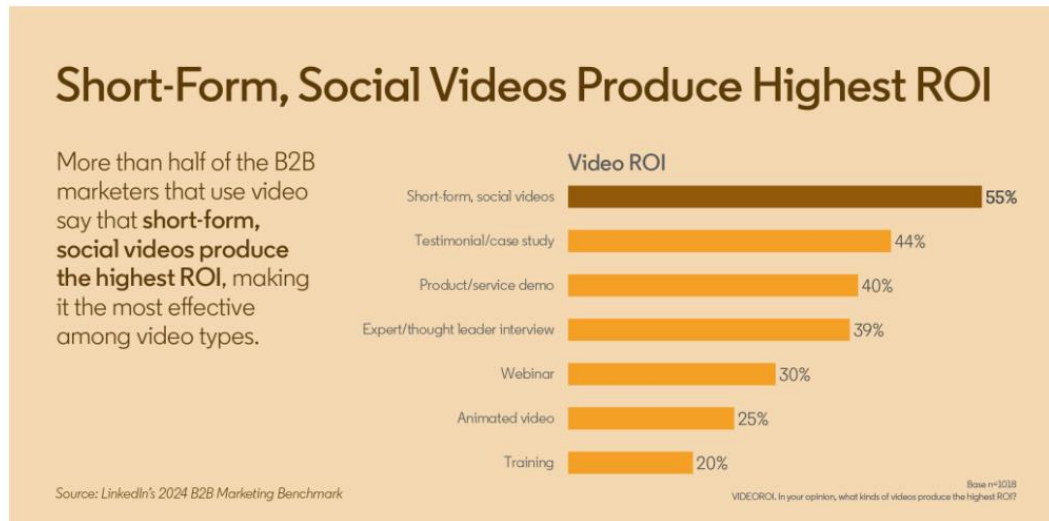
videos are

recommended for

**company** Linkedin

Company page

starting at \$500 each along with content strategy planning on an hourly or project basis.



## Other Benefits

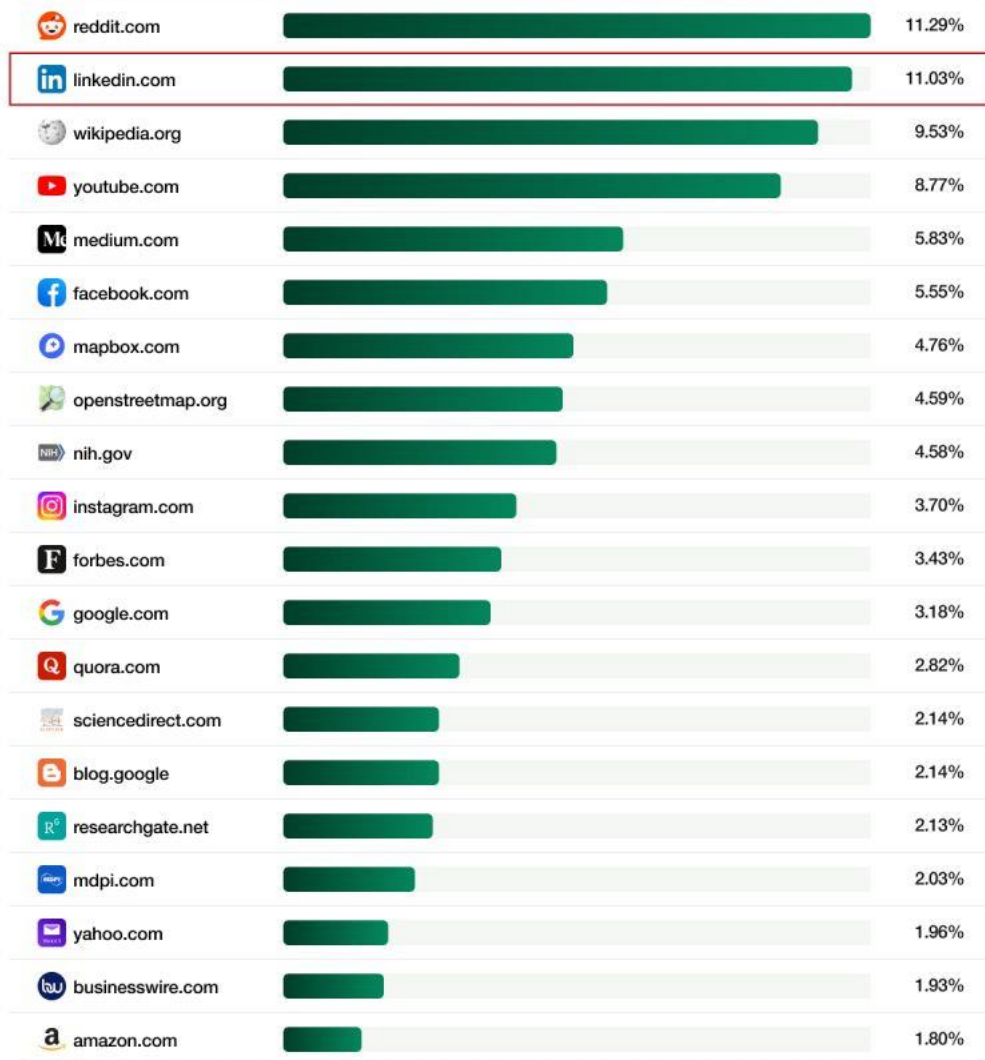
Another key benefit is the **rising growth** in carefully reviewed and curated members in the Group and Personal Linkedin profile of 500-800+ new members a month.

Special benefit from Linkedin posting, SEO and GEO-generative Search Optimization

**Yes, Google Gemini can access and use information from LinkedIn because LinkedIn profiles and posts are indexed by Google Search, often appearing in AI Overviews, but Gemini itself has restrictions on directly scraping private profiles due to LinkedIn's anti-bot measures and privacy policies, so it can't reliably pull specific personal profile details like a direct search. Instead, it uses public data and can help generate content for your LinkedIn profile (headlines, posts) or analyze public job data via its API for matching.**

and now AEO which according to Google is Answer Engine Optimization (AEO) is the practice of structuring digital content to provide direct, concise answers to user queries, making it optimized for AI-driven platforms like ChatGPT, Perplexity, and Google's AI Overviews

## LinkedIn Is Now The 2nd-Most Cited Domain By LLMs



Source: [semrush.com](https://www.semrush.com)



Download this high-res sheet from my newsletter Step by Step. Join 400,000 people and subscribe here: [chris-donnelly.co.uk](https://chris-donnelly.co.uk)

## References

Tom is seriously one of the very great leaders in AI with thousands of short-form videos produced to help explain and provide insights into the real issues facing AI today and in the future. His great ability to simplify complex subjects is profound, and his experience of more than 30 years in AI including AI laws, compliance and regulatory issues makes him a proven and critical leader and highest-scores ever presenter needed today for businesses and organizations of any size. He has also been a great advisor in our AI efforts along with our channel partners. I strongly recommend him.

Bill Hayes  
President  
Channel-Brokers  
Bill@channel-brokers.com  
312-659-2725  
<https://channel-brokers.com/>



"There are many forms of ROI that provide long-term value. In the B2B marketplace, sales are not immediate, they often take months and years. Being top in mind with customers is a KPI to help make the sale. The key metric for that is the number of followers you have and are gaining. **By gaining new LinkedIn followers is probably the best ROI there is** as this leads to long-term customer value. Tom has accelerated my presence and continues to do so and as he says, "Your Network is Your Network." **He is a superb content strategist as well without reservation he is the best."**

- David Converse SVP

Here is more background on Tom Cross:



**Author of**  
**"Best Business Book On AI"**  
from [AIUserForum.com](http://AIUserForum.com)



**Program Advisor to Top**  
**University Program On AI**

You can find more reviews and the complete 340-page MindMeld ebook reviewed as "the best business book on AI" here [AIUserForum.com](http://AIUserForum.com) and an updated resume of Tom Cross [here](#).

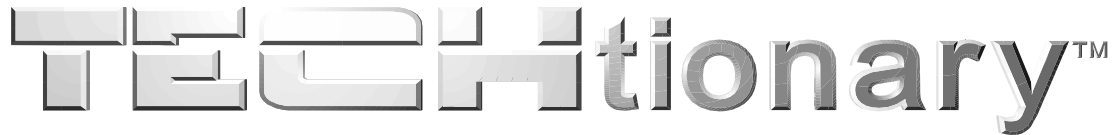
## **Speaker's Bureau**

While in its early stages, we can also provide additional recognized industry leaders as speakers, co-presenters, moderators and other functions for webinars and live event. Fees are TBD-to-be-determined, please email requirements. Here are some of the presentations available today and can curate presentations from other sources:

- AI Executive Overview
- Top 10 Highlights Critical Steps in Developing Agentic AI Agents
- 7 Steps to Building “Fail Safer” AI Solutions by Developing “User Use Cases”
- Changing Channels - Explore the Rise of B2A and H2A
- Building Partner Programs That Scale
- From Transactions to Trust:

In an AI-saturated world, buyers trust people, peers, and communities.

**INVOICE**



2525 Arapahoe E-4-313 Boulder, Colorado **80302-6720** - A Colorado Corporation in "Good Standing"

Contact: 303-594-1694 or email – [cross@gocross.com](mailto:cross@gocross.com) TAX-ID 06-1643790

**WEBINAR PROGRAM**

|  |                     |       |
|--|---------------------|-------|
| _____ <b>ONE (1) WEBINAR - Full Production-Moderation-Presentation</b> | <b>\$3,000 each</b> | _____ |
| _____ <b>ONE WEBINAR</b>   |                     |       |
| <b>Production &amp; Moderation</b>                                     | <b>\$1,000 each</b> | _____ |
| _____ <b>ONE (1) WEBINAR Moderate Only</b>                             | <b>\$500</b>        | _____ |
| _____ <b>Duplicate Webinar on same day</b>                             | <b>\$500</b>        | _____ |

**LINKEDIN PROMOTION PROGRAM**

|   |                |       |
|---|----------------|-------|
| _____ <b>LINKEDIN MARKETING</b>             | <b>\$2,000</b> | _____ |
| _____ <b>Additional "Pinned" posts</b>      | <b>\$250</b>   | _____ |
| _____ <b>Additional "Recommended" posts</b> | <b>\$250</b>   | _____ |
| _____ <b>ADDITIONAL POSTS TBD</b>           |                | _____ |

FEEES ARE BASED ON A THREE (3) MONTH CONTRACT,  
IF ONLY ONE (1) MONTH **ADD \$500** TO EACH PROGRAM.  
DEDUCT 20% for SIX (6) MONTHS PAID IN ADVANCE.

**PROFESSIONAL SERVICES**

|                         |       |       |
|-------------------------|-------|-------|
| _____ <b>\$150/HOUR</b> | _____ | _____ |
|-------------------------|-------|-------|

**TOTAL DUE** \_\_\_\_\_

**Work begins immediately with payment and NEXT PAYMENT DUE WITHIN 30 days until cancelled.**

**Payment Options:**

Credit Cards are accepted with 3% fee.

ACH information - Bank is Capital One

ACCOUNT HOLDER TECHTIONARY CORPORATION

ROUTING NUMBER - 065000090 - ACCOUNT NUMBER - 5733933646

Zelle - [cross@gocross.com](mailto:cross@gocross.com) no fee

**Subject to change without notice.**