

01

**3 Things...**

**Labelbox Did To  
Increase Webinar  
Engagement**

**#LABELBOX**

1

**Their CEO ran the Webinar, which helped with the marketing because attendees knew they were getting the "real deal" - not just a rep that was going to chase them afterwards.**

## 2

From the beginning of the Webinar & throughout they let attendees know that they were going to be doing a **Q&A** at the end where all their questions would be answered. Really important when thinking about **personalisation**.

## 3

It was super actionable for their audience **(Building AI Apps)** & it was marketed to a really clear-cut ICP. So, they put together a piece of content that there was **REAL** demand for **NOT** just something that added to the noise.