

Microsol Resources: ReelBites Case Study



CHALLENGE

- Our firm required increased webinar productivity with respect to lead production and post-webinar, on-demand viewing

SOLUTION

- Leveraged MediaMobz's ReelBites, branded webinar videos and trailers or shorts complete with call-to-action.
- Publish ReelBites via MediaMobz Mpages, microsites that expand reach and increase data and analytics around content engagement

RESULT

- Significant increase in quantity and quality of leads attributable to webinars
- On-demand webinar video viewership up 400%
- Shelf life and reach of webinar video content extended

