

# Webinar Case Study - GEA Westfalia Separator

Litchfield Partnership and MINING.com ran a **successful webinar** for mining supplier GEA Westfalia Separator in the spring of 2014.

Litchfield Partnership is an advertising agency. MINING.com is a digital news site covering the global mining sector.

GEA Westfalia's product is technical and **targeted at a specialty audience**—miners who need a separator for processing ore. An online, live webinar was the best tool for GEA Westfalia's mining expert to take customers through the product and explain its value.

Marketing **highlights** were the following:

- Litchfield Partnership ran a broad advertising campaign leading up to the webinar that raised brand awareness of GEA Westfalia, as well as signing up registrants. Advertising was both print and digital. The digital campaign alone resulted in **1.3 million impressions and 1,200 click-throughs** to the registration page.
- Over **190 registered** for the webinar and 52 attended.
- After the webinar was completed the product manager conducted an extended question and answer period. He engaged with potential **clients from Africa, North America and South America**.
- Marketing for the webinar was **recognized** by the Canadian Online Publishing Awards as [Best Online Campaign](#).

## Centrifugation Solutions in Mining Technology



Learn how centrifuges can be used to improve separation efficiency while saving on labor, maintenance and other variable costs.

Find out about successful applications in hydrometal and mineral processing including PLS clarification, solvent extraction, crud treatment, electrowinning and tailings recovery/dewatering.

Webinar registrants are automatically entered in a contest to win **two-months' access to all of Eduline's online courses**. With more than 6,000 active enrollees Eduline is the largest educator in mining in the world. Eduline offers more than 150 online courses ranging from Acid Rock Drainage Prediction to Understanding Financial Statements of Mining Companies Using New Accounting Standards.

See terms and conditions for contest details.

### Registration Form

Attendee First Name *	Attendee Middle Name	Attendee Last Name *	
<input type="text"/>	<input type="text"/>	<input type="text"/>	
Company Name	Job Position	Email *	Phone *
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Address	<input type="text"/>		

Reserve your seat now

**7:14:33:03**  
Day Hr Min Sec

When: Wednesday, June 11, 2014  
Time: 1:30 p.m. to 2:30 p.m. Pacific  
Time  
Location: Anywhere  
Cost: Free  
Software and hardware requirements:  
See terms and conditions



GEA Mechanical Equipment US, Inc.  
GEA Westfalia Separator Division  
Toll-Free: 800-722-6622  
24-Hour Technical Help: 800-509-9299  
[www.wsus.com](http://www.wsus.com)

Webinar sponsored by:  
GEA Westfalia Separator

Questions? Please contact  
MINING.com: +1 804 5963 2837 or  
[support@mining.com](mailto:support@mining.com) and we will get  
back to you during regular business  
hours, Monday to Friday, 9 a.m. to 5 p.m.  
Pacific Standard Time.

The difficulty with running a free webinar is getting people to attend after they register, so all registrants were enter in a contest: two-months access to all of EduMine's online courses. EduMine is a leading provider of online education for miners. The winner was announced during the webinar.

After the webinar was completed, the registrant list was provided to GEA Westfalia Separator to be used for sales leads.

The screenshot shows a Cisco WebEx Meeting Center window with a presentation slide from GEA. The slide is titled "Crud Treatment IV" and features the GEA logo. The content on the slide includes:

- Crud Treatment IV**
- Metallic Ores**
  - Copper/ Nickel / Cobalt / Zinc / Cobalt, Nickel and Copper (hydro metal process)
- Crud Composition [v/v]**
  - Organic: 50-70%
  - Aqueous: 25-40%
  - Solids: 5-10%
- Main components:** Clay and mica
- Main elements:** Si-Al-Cu-Fe
- Both are ore body dependent**

The slide also contains a diagram of a centrifuge with labels for "Organic", "Crud", "Aqueous", and "Solids". Below the diagram, it says "engineering for a better world" and "GEA Mechanical Equipment".

On the right side of the window, there is a "Participants" list and a "Chat" window. The "Participants" list includes names like Michael McCrae, Jennifer Lyong, and others. The "Chat" window shows a message from Jennifer Lyong: "Hi, does anyone need help with the presentation?"

**To learn more contact [sales@mining.com](mailto:sales@mining.com) or 604 683 2037**