



# CMA 2020 Best Use of Content Marketing

# 1000

14 ORIGINAL WEBINARS IN 5 MONTHS  
1000 MINUTES OF CONTENT PRODUCED



Great webinar: succinct,  
relevant and up to date.



17,627 UNIQUE VIEWS  
4292h VIEWING TIME



Proctor webinars are a good  
balance of clear explanations  
and useful technical info.  
The Q&As are always worth  
staying for.

355 WEBINAR-RELATED SAMPLE REQUESTS  
3179 CPD CERTIFICATES ISSUED



5702 LIVE WEBINAR REGISTRATIONS  
GLOBAL AUDIENCE: UK, USA, AUSTRALIA, CANADA, IRELAND,



Despite the calamitous situation in which we find the  
human race, some good points have emerged, for instance,  
my new Friday ritual: the Proctor Group webinar!

