



Webinar Support Services

Webinar Support That Fuels Engagement & Delights Attendees

Premium coffee gifts that create memorable experiences for your virtual events

Brewing Connections That Last

Turn Invites into Revenue
The Coffee-Enhanced Webinar Advantage

Environment / Challenges

82% of webinar budgets vanish due to poor recall

Low Attendance from Target Buyers

- Decision-makers (VPs, CTOs) ignore invites due to calendar overload.
- Only 50% of invited attendees show up (standard) **vs. 78% (Coffee-Enhanced)**.

Poor Retention During Webinars

- Attendees multitask or drop off early, missing key pitches.
- Standard webinars retain just 42% **vs. your 78% with coffee**.

Weak Brand Recall Post-Event

- Sponsors blend into competitors' noise after the webinar.
- Industry avg. of ~5-10% **vs. 82% recall with coffee**

Meeting Conversions Stall

- Even interested leads ghost follow-ups (long sales cycles).
- 18% standard **vs. 53% book meetings with coffee**

No Urgency to Act

- Leads treat webinars as "info only" with no commitment.
- Coffee creates reciprocity ("They gifted me—I should respond").

Logistical Burden on Sponsors

- Managing invites, claims, and follow-ups distracts from selling.
- We handle 100% of logistics, freeing you to focus on closing.

Risk of No-Shows

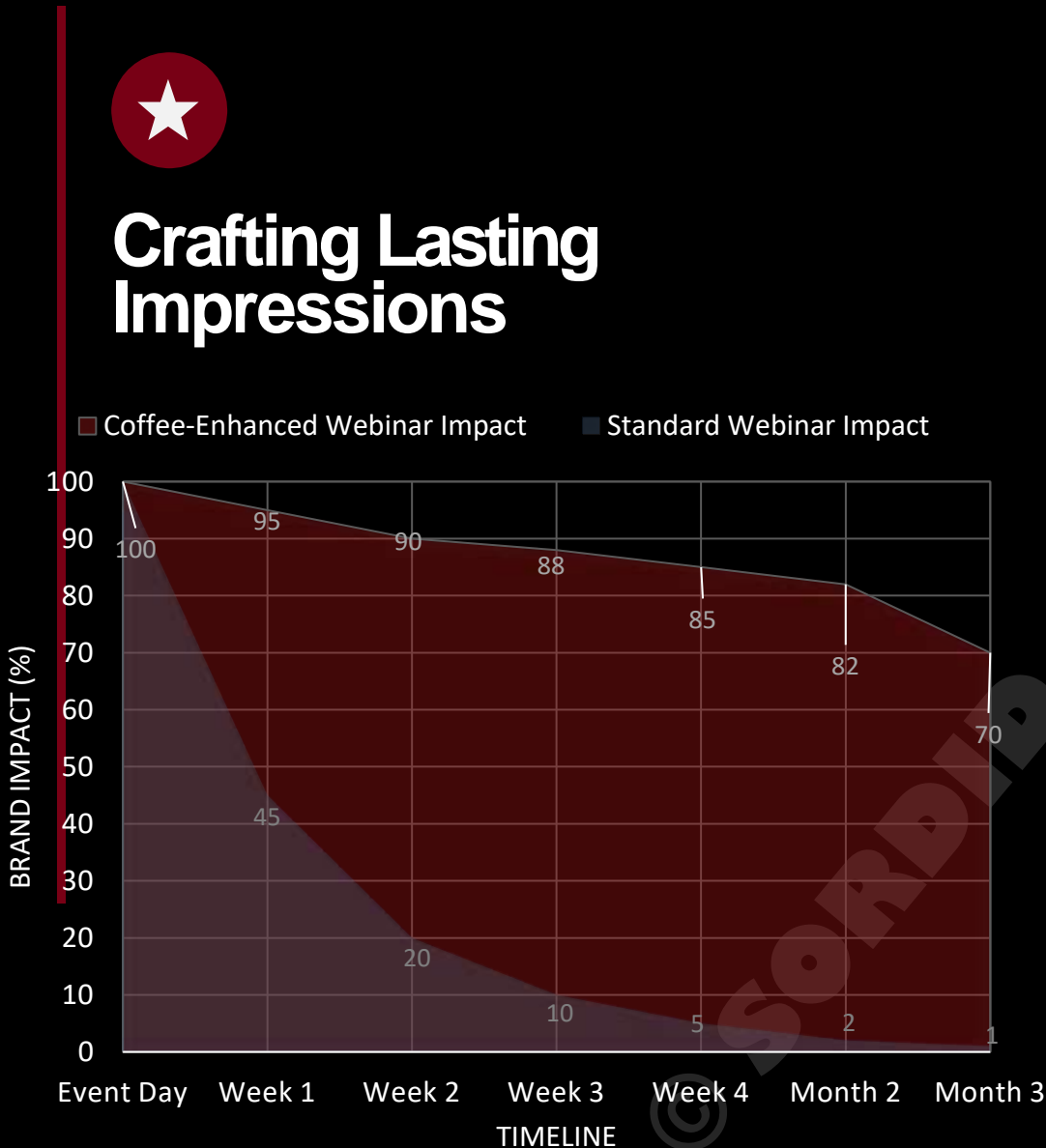
- Sponsors fear wasting budget on empty seats.
- Our guarantee: Unredeemed coffee claims go to high-value backup leads.



How we turn invites into pipeline — with
5.2x longer engagement.

Addressing Ineffective Webinar Results

How Sordid Coffee transforms virtual experiences into memorable connections



Crafting Lasting Impressions



Create The Scent of Connection

Participants unwrap a carefully chosen bag of freshly roasted, premium coffee. As the aroma fills their space, it creates a shared experience transcending screens.



Brewing Memories

With each comforting sip, your brand becomes part of their daily routine, creating a memory that outlasts the virtual meeting.

"Not just coffee; it's a sensory experience that brings people together."

"A modest gesture that speaks volumes, fostering camaraderie long after the webinar concludes."

"More than brewing coffee; brewing lasting connections and meaningful moments."

The Premium Coffee Engagement Approach

How sending premium coffee gifts transforms your webinar ROI

The Sordid Coffee Difference



Tangible Appreciation

Premium coffee delivered to their doorstep creates a physical connection beyond digital interactions.



Sensory Engagement

Coffee engages multiple senses, creating stronger memory association with your event and brand.



Continuous Reinforcement

Each morning coffee becomes a reminder of your brand, extending impact for weeks after your event.

87%

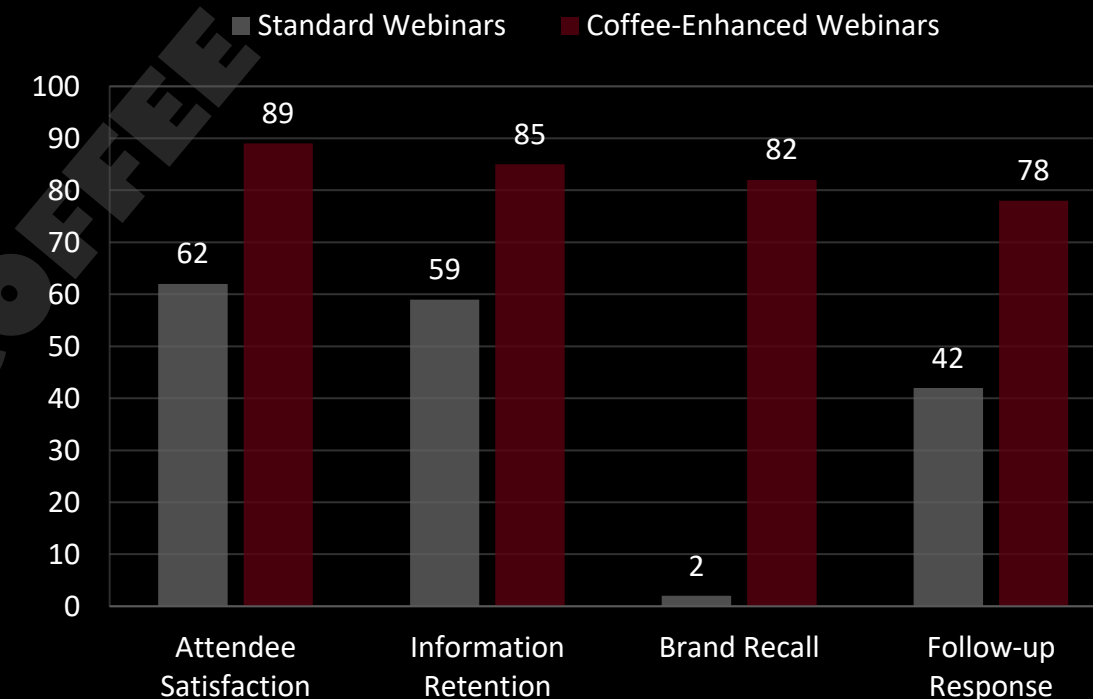
Of recipients reported improved brand perception

+36%

Higher follow-up engagement compared to standard webinars

Engagement ROI Comparison

Coffee-enhanced webinars consistently outperform standard virtual events across key metrics:

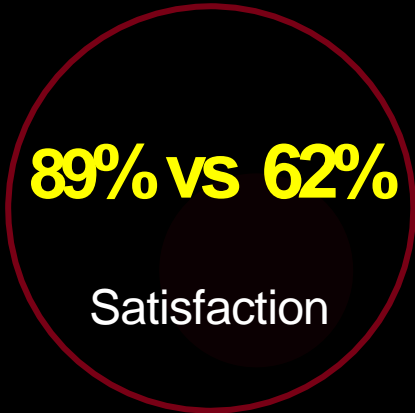


"The coffee gift made the webinar feel personal and thoughtful. I still think of their brand every morning while brewing my coffee."

— Webinar Attendee

Benefits of Coffee-Enhanced Webinars

Tangible results that transform your virtual events into memorable experiences



Higher Attendee Satisfaction

Coffee gifts create positive associations that significantly boost overall event satisfaction scores.



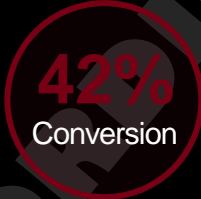
Enhanced Brand Recognition

Physical coffee gifts create daily reminders of your brand for weeks after the event.



Improved Information Retention

Coffee's sensory experience helps attendees better remember your key webinar messages.



Increased Conversion Rates

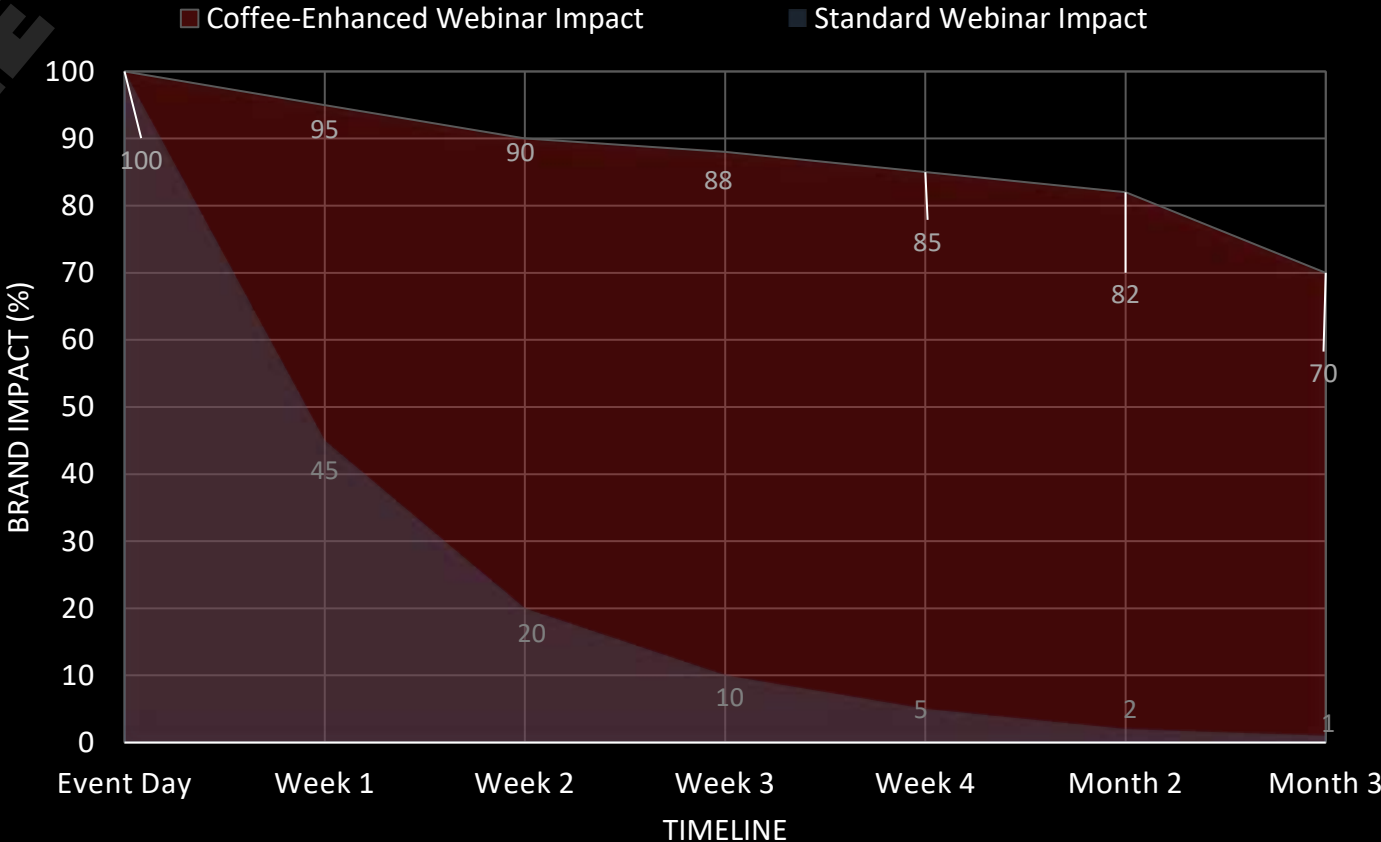
Follow-up actions see dramatically higher engagement compared to standard webinars.

Cost-Effective

Average per attendee investment yields very high ROI in engagement metrics

Coffee ROI Timeline

How coffee-enhanced webinars extend your brand impact over time:



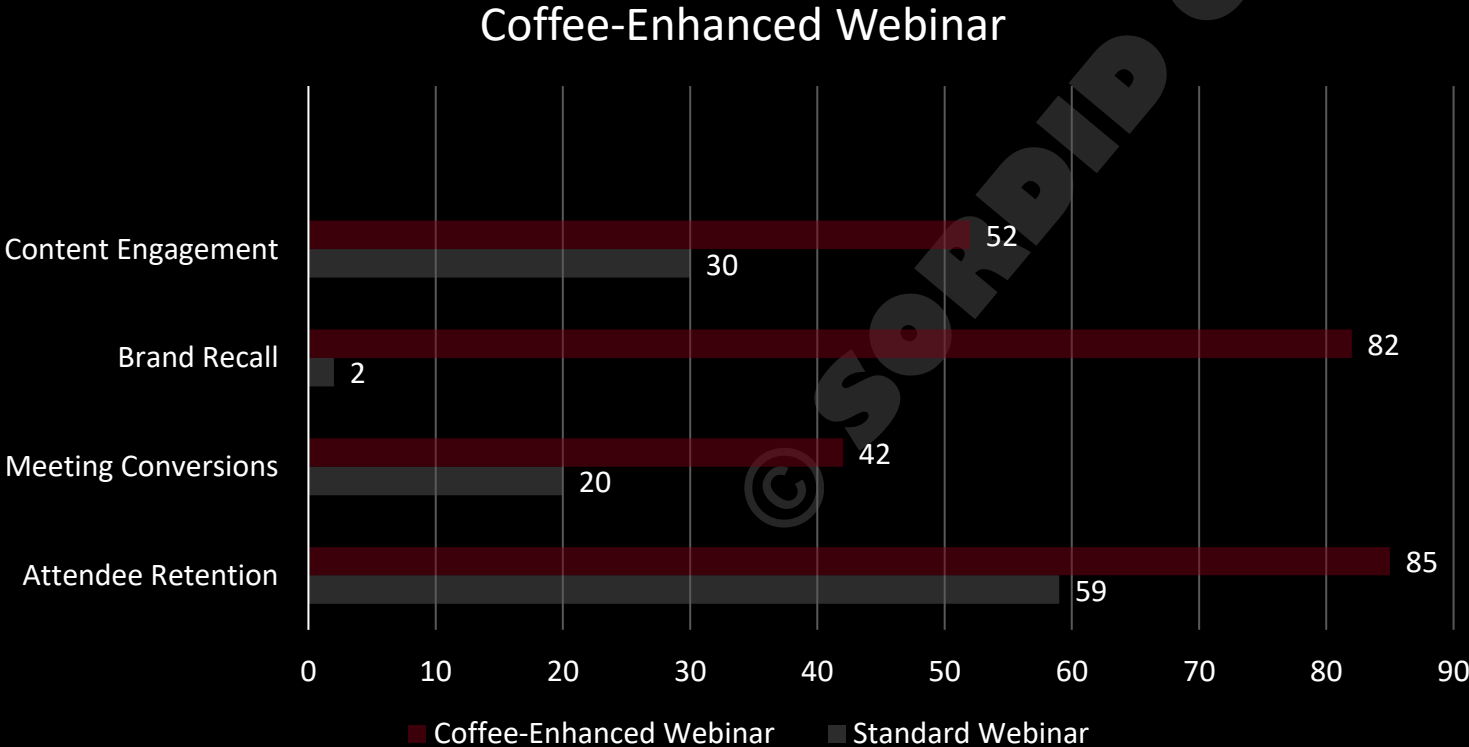
Testimonials

"The coffee gift was unexpected and made their webinar stand out from all others."

From Coffee to Closed Deals: ROI

How premium coffee gifts accelerate high-ticket sales

Challenges (Standard)	☕ Your Coffee Impact	Impact
<ul style="list-style-type: none">• 59% attendee retention• 2% brand recall• 30 min engagement• 20% Meeting Conversions• "Leads stall in long cycles"	<ul style="list-style-type: none">• 85% retention (+26%)• 82% brand recall (+80%)• 52 min engagement (5.2x)• 42% Meeting Conversions (+22%)• "3–5 deals per webinar"	<ul style="list-style-type: none">More decision-makers stayTop-of-mind for dealsDeeper technical buy-inFaster pipeline progress



NPS
8.7 vs 6.1
Out of 10 average score

Avg Deal Size
\$50K

"After gifting coffee, we secured 3 deals from a single webinar—all from attendees who redeemed."
— Jeskell Systems, IBM Partner

What Our Clients Are Saying

Real feedback from organizations that transformed their webinars with Sordid Coffee

"The coffee gifts for our tech webinar series drove a 78% increase in attendee engagement. Our post-event surveys showed a 92% satisfaction rate, with many attendees specifically mentioning the coffee as a highlight."

CR
Connie R.
CMO, Jeskell System.
★★★★★

"Since implementing Sordid Coffee gifts for our client education webinars, we've seen a 45% increase in follow-up meeting bookings. The personal touch creates a connection that digital-only interactions simply can't match."

HP
Hugo P.
Automation Leader, IBM
★★★★★

"We partnered with Sordid Coffee for our quarterly investor webinars. The attention to details and the quality of the coffee exceeded our expectations. The process was seamless, and our team didn't have to worry about logistics at all."

NB
Neal B.
Marketing Manager, Arrow Electronics
★★★★★

93%

Client Retention Rate

87%

Would Recommend Us

4.9

Average Client Rating

150+

Successful Webinars

© SORDID COFFEE

Comprehensive Support Features

Everything you need for a seamless webinar coffee experience



Tailored Branding

Specialized, branded ordering page for a seamless experience that reflects your company identity.



Attendee Tracking

Detailed lists of participants who redeemed their coffee, including contact details for follow-up.



Effortless Packaging & Delivery

From roasting to delivery, we handle all logistics to ensure each package arrives in perfect condition.



Shipment Tracking

Attendees receive tracking numbers for their packages, allowing real-time visibility of delivery status.



Freshly Roasted Per Order

Coffee is never pre-roasted or stored, ensuring highest quality and freshest taste for each recipient.



Dedicated Customer Support

Our team proactively resolves any issues, ensuring a smooth redemption process for recipients.

Additional Benefits

- Budget and registration oversight to avoid exceeding limits
- Exclusive discounts for participants' future purchases
- Flexible ordering systems that adapt to your event needs
- Ethically sourced, quality coffee that reflects positively on your brand
- Long-term partnership approach focused on your success

“The Sordid Coffee team managed every detail flawlessly. From selecting the perfect blends to handling shipping logistics, they transformed our webinar series into an experience attendees still talk about months later.”

— Marketing Director, Enterprise Solutions Inc.

Ethically Sourced, Traditionally Processed

Sustainability and quality in every bean, from farm to cup

Our Sourcing Philosophy



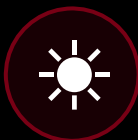
Small Family Farms

We partner directly with small family farms across premium coffee regions, ensuring fair compensation and sustainable practices.



Hand-Picked & Hand-Washed

Every bean is carefully hand-picked and processed using traditional methods that have been perfected over generations.



Natural Sun-Drying

Beans are dried in natural sunlight using century-old methods that preserve their unique flavor profiles and natural qualities.

Sustainability Impact

12+

Countries Sourced

350+

Family Farms

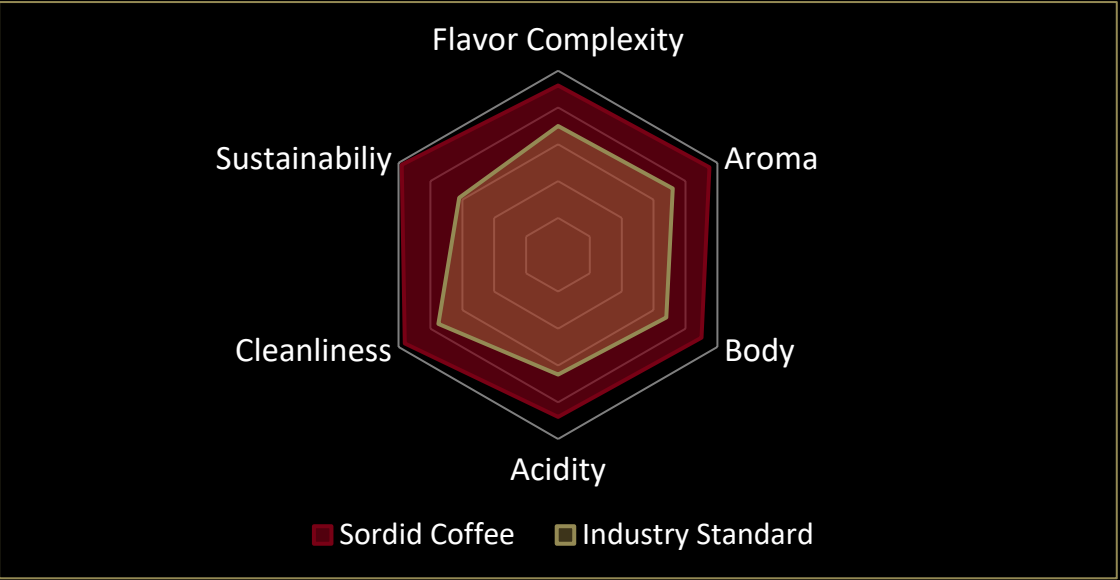
40%

Higher Farmer Income

Global Sourcing Regions



Bean Quality Comparison



"When you choose Sordid Coffee for your webinar, you're not just giving a gift —you're supporting sustainable farming practices and traditional craftsmanship that honors coffee's rich heritage."

SordidCoffee.com

Flexible Pricing & Packages

Tailored options to fit your webinar needs and budget

MOST POPULAR

Essential

One-time with min 20 attendees per event

\$XX/attendee (Tot \$xxx)

- ✓ 11 coffee types/blends with personalized grind options
- ✓ Branded registration page
- ✓ Attendee tracking - Weekly claim reports
- ✓ L Size: 2 LB bag
- ✓ Packaging and delivery
- ✓ Dedicated support
- ✓ Budget and registration oversight to avoid exceeding registration limits

Premium

One-time with min 20 attendees per event

\$XX/attendee (Tot \$xxx)

- ✓ 11 coffee types/blends with personalized grind options
- ✓ Branded registration page
- ✓ Attendee tracking - Weekly claim reports
- ✓ XXL Size: 5 LB bag
- ✓ Packaging and delivery
- ✓ Dedicated support
- ✓ Budget and registration oversight to avoid exceeding registration limits

Elite

Pipeline fuel – Bulk 5+ Webinars

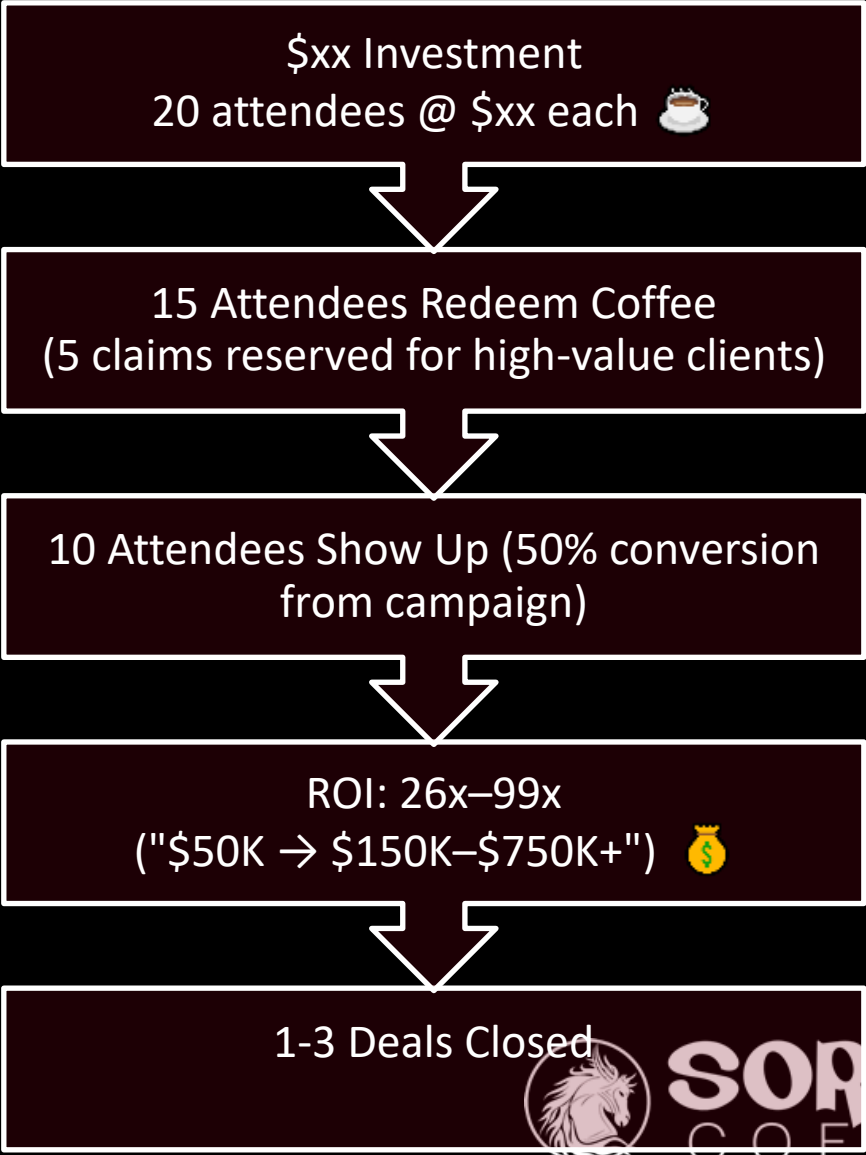
20% Discount

Choose a package or a mix

Quarterly momentum (meets sales quotas)

Metric	Scenario 1: Single Webinar	Scenario 2: Bulk (5+ Webinars, 20% Off)
Sponsor Cost	\$xxx	\$xxx
Coffee Gifts Redeemed	15 attendees	15 attendees (avg.)
Attendees Showing Up	10 (50% of campaign)	10 (avg.)
Deals Closed	1–3 qualified deals	5–15 qualified deals (cumulative)
Deal Size Range	25K–25K–50K (avg.: \$50K)	25K–25K–500K (upsell potential)
Potential Revenue	50K–50K–150K	250K–250K–750K+
ROI	26x–79x	33x–99x
	1 deal pays for the event.	Pipeline momentum for quarterly quotas.

Based on 150+ webinars, most sponsors see 3+ qualified deals per event. Accelerate pipeline growth with “Bulk Momentum”.



Brew Unforgettable Webinar Experiences

We don't just send coffee—we install your brand in your clients' daily routine

Connect With Us



Website

www.Sordidcoffee.com



Email

sales@sordidcoffee.com



Phone

(951) 454-5134



Schedule a Consultation

Book a free 30-minute strategy call

www.Sordidcoffee.com/contact-us

Our Promise

Freshly roasted premium coffee specifically for your webinar, with all logistics handled seamlessly. Focus on your content while we deliver an unforgettable attendee experience.

26x-99x ROI

On webinar engagement

89% Satisfaction

From attendees

2-3 Deals

Per event on avg.

82% Better Recall

Of webinar content

5.2x Longer

Brand engagement

Brewing Connections That Last

26x-99x ROI isn't luck—it's science. Let's prove it.