

# SECURE SEPTEMBER WITH SOPHOS CENTRAL



## Generating Webinar Leads with Sophos Webinars

Generate webinar leads through our webinar series "Secure September with Sophos Central" for your end customers. It's simple to tailor our email invitation template and include your individual Referral ID to the registration link. After the webinars you'll receive a report into your Partner Portal account on your customers who registered via your link. This is an incredibly simple way to generate new sales leads.

### Getting started

You can start using our Lead Referral Program by following the four steps here:

1. Call up your Referral ID from the Sophos Partner Portal: click on the user icon in the upper right corner of the screen on the Partner Portal, go to "Settings", and scroll down to your referral ID. In case you can't find it, reach out to your Channel Account Manager at Sophos.
2. Create your unique invitation tracking link for our webinars:
  - Open the registration URL for our webinar series <https://attendeegotowebinar.com/register/256586840215131664>
  - Add to the URL **?source=**
  - Add your **Referral\_ID**

#### EXAMPLE:

[https://attendeegotowebinar.com/register/256586840215131664?source=Referral\\_ID](https://attendeegotowebinar.com/register/256586840215131664?source=Referral_ID)

3. Start promoting our webinars with your unique invitation tracking link via email, social media, blog posts, email signature to your customers.
4. After the webinar you will find all the registrations, generated by your unique invitation tracking link on the Sophos Partner Portal under "Sales Zone - Manage Leads"

### What if I need help?

If you need any further assistance with setting up your unique invitation tracking link, finding your referral ID or adjusting the promotional assets, please reach out to [CSC@Sophos.com](mailto:CSC@Sophos.com)

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