

Webinar Mastery

Training Guide

**Proven and Tested Webinar Strategies
to Expand Your Market and Build Authority
in Your Online Business!**



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Introduction

Are you struggling to sell your online products and coaching programs again in 2017 but are still not using webinars?

Einstein was quoted as saying that the definition of insanity is doing the same things over and over and expecting a different result.

It's time for a change of plans and a breakthrough in 2017. It is time to change the way you build your online business. **It is time to start leveraging the most powerful online medium of all - Webinars.**

A webinar is a live or recorded meeting that takes place over the web. The meeting can be a presentation, discussion, demonstration, or instructional session.

In this guide, we will show you why webinars are so successful and provide an comprehensive guide to webinar marketing. By the end, you'll understand why you should use webinars for marketing and how to use them effectively to sell products and services.



Chapter #1

Webinar Marketing: You can sell anything with webinars

What is Webinar Marketing?

Webinar marketing is using an online seminar to connect with a wider audience and promote your business. The term “webinar” comes from the words “web seminar”.

Most marketing webinars are lead generation tools that provide free, valuable information in the hope that participants will see the need to upgrade to paid products or services offered by that company.

Webinars are a different kind of lead magnet, with the potential to offer even more value and better leads than a downloadable checklist or ebook.

Webinars usually consist of a presentation followed by a Q&A session. Because they are a visual medium, webinars can help presenters connect quickly with participants. Most people will also grasp the information faster than if it's just written down.

- **Companies use webinar marketing to:**
- **Demonstrate products and services**
- **Expand on content published in a blog post**
- **Showcase their expertise**
- **You can see this in action with Marketo's webinars:**

Webinars can also get attendees interested in buying products and services. But if you're planning to use webinars for lead generation, there's one point we have to emphasize: a webinar is not a sales pitch. It's not about you; it's about providing value for the participants.



However, showing that value is also the reason why webinars provide the perfect opportunity to sell.

Webinar Marketing Statistics

Before we dive in, let's take a look at some statistics that show the benefits of webinar marketing for your business.

For example, did you know that, according to the Content Marketing Institute, 58% of marketers use webinars for promotion? And about 32% of them think webinar marketing will be critical to their success this year.

When you dig down into the webinar marketing statistics there's even more data to show just how effective marketing with webinars can be:

- Webinars retain 40% of viewers' attention, according to Make Social Media Sell.
- Between 20% and 40% of those who attend a webinar become qualified leads, says Ready Talk.
- Between 2% and 5% of webinar attendees will buy something from you, says the Branded Solopreneur.
- Only around half of the people who register for a webinar actually attend.

Still, the results of using webinars speak for themselves:

- Jeff Molander of MakeSocialMediaSell got a 29% close rate from a single webinar.
- Scott Britton made \$11,286 from his course using a webinar.
- Ilean Harris has a 20% conversion rate from her webinars

As well being great for making sales and lead generation, other important features of webinars include:

- They provide an easy way to handle pre-sales objections face-to-face.
- They are excellent for boosting traffic, brand awareness, authority and your list.
- As the Branded Solopreneur points out, they speed up the sales cycle by reaching people wherever they are in your sales funnel.

How to Find a Webinar Topic?

One of the first things you need to do to start a webinar marketing campaign is come up with a suitable topic. You can do this by:

- Mining your blog for popular topics that might make good webinars. If people ask questions and make comments that can suggest that they might be interested in a related webinar.
- Checking your social media profiles and asking your customer service team to find out if there are questions you keep getting.
- Seeing what other webinars are out there and picking one that you can do better.
- Finally, write a catchy title. Like all content marketing, webinars rely on their titles to pique people's interest. A great title will be interesting and informative.

Why all marketers should consider doing webinar marketing?

Here are seven reasons you should be using webinars in 2017 to make more sales and build a tribe of raving fans:

1. Being Seen as an Authority

One of the biggest benefits of hosting webinars is being seen as an authority in your industry.

Building an online brand is all about visibility, personality, and being valuable to others. Nothing showcases all three better than a webinar. Webinars let you be seen, heard, and stand out amongst your peers more than any other online medium.

2. Building Partnerships and Getting in Front of New Audiences

Hosting webinars with a partner (often called a joint venture partnership) is one of the fastest ways to get in front of new potential customers, to build your email list, and to sell your products and services.

Think about what individuals or organizations you could partner with to educate and give value their audiences. By doing so, you are gaining respect in front of a new audience and creating lifelong business relationships with your partners.



Hosting joint venture webinars are the single fastest way to rapidly build your email list and grow your business.

3. Building Know, Like, and Trust with New Potential Clients, Fast

Why do webinars sell so well?

People buy from those they know, like, and trust. Period. How many times have you bought something over \$300 from someone you didn't trust? Not often.

With webinars, people get to hear you, see you, interact and ask questions of you live on the spot. This is a huge advantage to the webinar format over other forms of sale because people can bring their questions and objections to you in real time.

The way you handle those objections can build trust and admiration and have people buying your products and services right on the spot.

4. Selling One to Many (Get Out of the One-On-One Trap) with Webinars

While selling in person is best, webinars are the next best thing allowing you to sell, at scale, from the comfort of your own home.

Imagine hosting a webinar and selling your online course, software, or coaching package to a thousand people instead of one at a time on the phone or at a networking event. Oh yeah, and doing it while you are in your pajamas.

Webinars allow you to break away from the one on one trap and create more money, time, and freedom in your life and business.

5. Hosting Group Coaching and Online Bootcamps

Are you a coach or consultant who wants to create more leveraged programs in your business? Webinars are not just for selling. They are also for delivering a product or service.



Don't have an online course or program to sell? No problem. Sell an online boot camp using webinars.

Webinars can be used for group coaching sessions in the form of an online boot camp that people will pay you to attend.

After the boot camp is over, you can sell the recordings on demand further leveraging your time and making more money.

6. Building Your Email List on Steroids.

Webinars are powerful for list building. Besides your reputation, building an email list is one of the most important pillars for having a successful online business.

Social media followings are great and should be used to drive traffic to your email opt-ins, however, they often change their rules. You don't own your social following, they do. It is, for this reason, you need to build your own distribution network (your email list).

There are a number of ways to grow your email list using webinars.

- You can host a webinar where you sell your's or an affiliate's product. The byproduct of which is building your list.
- You can host interviews with other experts in your niche. People will opt-in to see it.
- You can host free Q&A sessions to the public. Do some teaching, strengthen your authority, and build a list of interested people in the process.

7. Selling a higher percentage of your products and services

This is the big one. Webinars are the highest converting online medium with sales rates on average between 10%-20% vs an average of 2.35% for sales pages alone.

If you are selling anything over \$100, you are going to sell a whole lot more on a webinar than on your sales page or through your email follow-up alone.



Why? People buy from those they know, like, and trust and webinars are the next best thing to meeting in person.

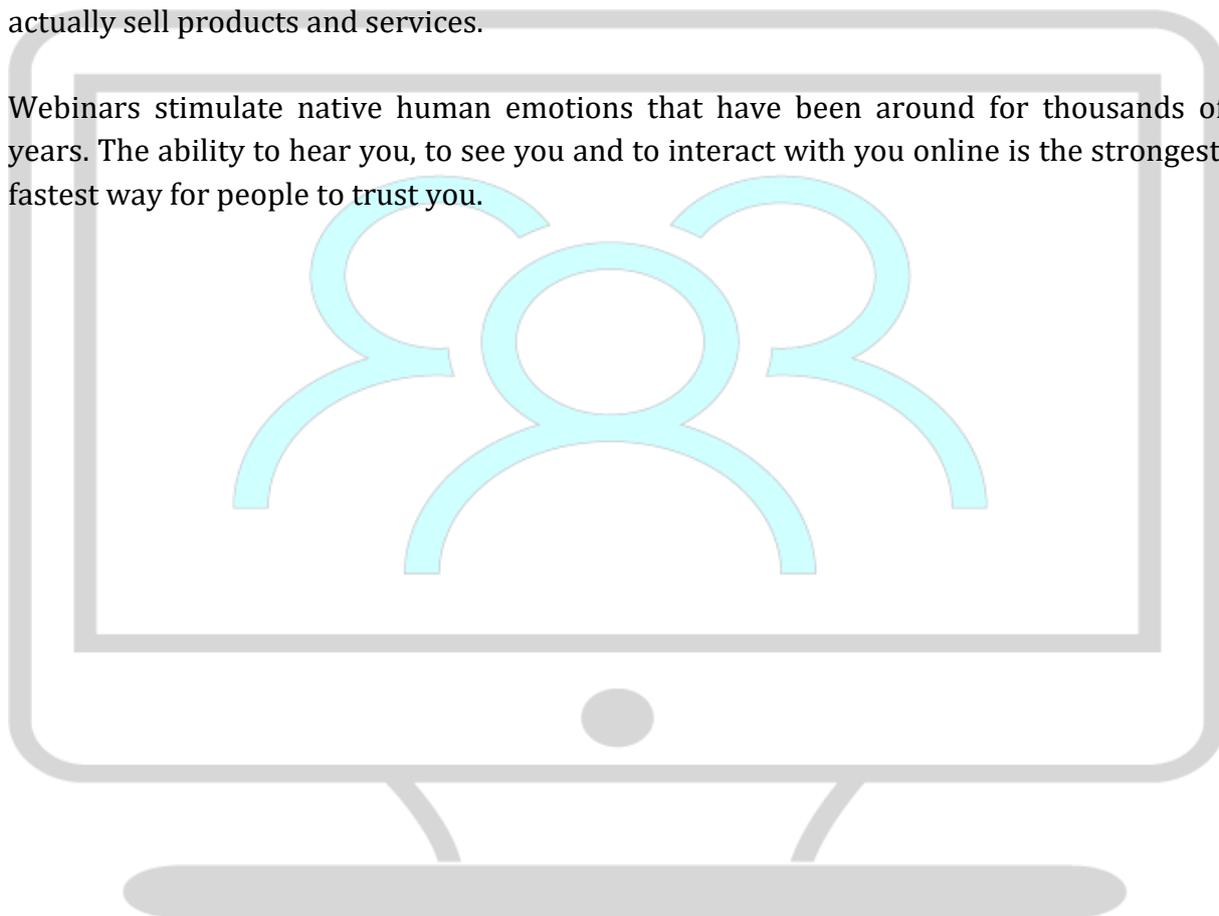
Well, there you have it. Seven reasons to start hosting profitable webinars right now.

Conclusion:

Why do webinars? Because they work and this is not going to change in the near future.

It's clear that webinar marketing can really work, not just to promote a business, but to actually sell products and services.

Webinars stimulate native human emotions that have been around for thousands of years. The ability to hear you, to see you and to interact with you online is the strongest, fastest way for people to trust you.





Chapter #2

Best tips to deliver great webinar presentations

We live in a digital world. We are frequently asked how to give good presentations through impersonal, digital formats such as webinars that take place remotely and online. While you may not have to worry about stage fright when giving a webinar, that can be a double-edged sword. How do you connect with an audience that's not physically in front of you?

1) Market Your Presentation:

Share your event with your contact list, blog subscribers, and social media friends/followers. For your audience's convenience, create a message template for them to share with their friends. Here's a brief example:

"Hey (their name)! Here's a cool webinar that's coming up on (date, time, location) by (your name) of (your company). He's really good at (subject) and I believe it will help you grow (their company's need) for (the need you service)."

Don't market it too far in advance. We recommend 2-3 weeks prior to keep it fresh in your attendees' minds. If you want to go the extra mile, send attendees a handwritten letter or marketing collateral to remind them of the event.

2) Send reminders:

Treat your webinar like an event. Send a friendly calendar reminder at least 2-3 weeks prior to showtime, so your attendees can sort out their schedules. Provide a date, time, and easy ways to share the webinar on their networks, along with instructions on how best to tune in. If they have to download any software or extensions prior, tell them. It is also good practice to reach out and remind your attendees an hour before the event, to confirm that the event is still on.

3) Keep the webinar short and sweet:

Fifteen minutes may be too short, but over an hour is too long. You're asking the audience to give you their undivided attention and promising them value. The sweet spot is between 30-45 minutes, with 10-15 minutes reserved for Q&A. You are competing with many other distractions on the web for your viewer's attention.

4) Give your webinar a catchy title:

When marketing your presentation, a good, relevant headline is vital to compel the audience to sign up and listen. Just make sure the topic is of interest or to your intended audience.

5) Present unique or original content:

Webinars must have a focused subject with material that cannot easily be found online. If you can pull the same information from a Google search, share that instead of presenting for an hour. Never waste your audience's time.

6) Provide actionable advice:

Like any presentation, webinars should have actionable advice that attendees can use. It's good practice to share materials online right after your webinar, so attendees can learn more or reach out to you.

7) Encourage audience interaction:



During the webinar, encourage the audience to e-mail you, send you questions, or tweet you with a unique hash tag (this can build more social traction for you, too). Make sure you have someone feeding you the questions and helping you respond if it's a larger audience. It can be tough to handle and maintain attention spans online and communicate through social platforms.

8) Consider a panel of multiple speakers:

Having only one speaker can be monotonous. Consider featuring multiple speakers to change the pace of the webinar and keep the audience interested. Just make sure each panelist speaks to a different aspect of your subject to prevent redundancy. Also, have your additional speakers market the event to their networks.

9) Slow down with the slides:

Going through your slides too fast can be distracting for a viewer. Slow down. Your main focus should be to engage the audience with your content. If you have a large number of slides, give your audience a way to access the deck after your presentation. Post it online, and share it socially.

10) Avoid background noise:

If you have a formal, scripted pitch, mute your attendees and ask them to send you questions through the social network you're using for the webinar. Having too many people talking at once—or having background noise—can be very distracting.

11) Create a calendar:

Create a schedule that outlines what you need to accomplish before show time: creating content, completing slides, doing a full rehearsal, promoting the webinar, testing the AV equipment, engaging with attendees, and so on. Webinars sometimes can be more time-consuming than an onstage presentation.



12) Check the AV equipment:

Make sure you have a stable WiFi connection, a good microphone or headset, and reliable web conferencing programs (such as Go-to-Webinar or Webex) before you even begin marketing your webinar. Test these constantly to make sure you're ready for show time.

13) Reuse your content:

Record the webinar and upload it on websites such as your blog, YouTube, and SlideShare. Share it as quickly as possible, so it's still fresh in your audience's minds.

Conclusion:

Webinars can be great for marketing purposes, internal conference calls, or workshops. Remember, just because you're not there physically doesn't mean that you get a free pass. It's still up to you to manage your audience's attention.

Give them a reason to listen and you will succeed.



Chapter #3

Best Tools and Services for conducting webinars

If you are unfamiliar with webinar software, they are software which helps you to conduct online meeting or conference. Whether you would like to teach a course, conduct an online panel discussion, train employees, host distributed events, or want to run a workshop; webinar software is just the right solution for your business.

Moreover, by employing webinar software, you are able to discover new customers, educate current clients, and can strengthen your customer service.

All the Webinar Software that have been showcased hereunder comes with advanced webinar technology, are easy to use, and have tons of useful features which make them best in the business.

Let's have a quick look at how this webinar software can help you in various ways in running online meetings and conferences.

- With this webinar software, you can easily create and share PowerPoint presentations outlining products or services that you want to offer to your customers. They allow attendees to join a webinar without downloads or complicated codes.
- They come with three main feature categories such as presenter tools, moderator options, and webinar features that work towards enhancing attendee experience and takes care of other important issues such as security, integrations, and needed downloads.
- These webinar software allow attendees to join in from their computer, mobile phones or tablets. Plus, their inbuilt mechanism facilitates Social Media integration allowing you to invite people, share webinars, and also enable



attendees to promote for you. They also possess archiving features which enable you to have recorded webinars onto your website. They also offer limited editing features for these recordings.

- They come loaded with monetization features which help bloggers and online entrepreneurs promote their internet marketing and revenue generation goals.
- They possess lead-generation tools and come integrated with customer relationship management software which supports sales representatives to follow up with attendees that are interested in your company's products or services. They also provide logout redirect facility which enables you to send attendees to a URL of your choice after logout such as a product webpage or even a buy link.
- Further up, these webinar software lets you create your meeting on your own time. You can then upload the presentations on your website and enable clients to listen to them or download on their own time.
- They have good sound quality, nice UI, easy setup process, are easy to login for attendees and are absolutely easy to use for presenters. Most importantly, they are reasonably priced, as well.
- In short, they are best for showcasing live presentations both for educational as well as marketing projects.

Top 10 Webinar Software

So, let's now take a look at these ten best Webinar Software, which helps you to conduct online meetings and conferences easily.

1. Google+ Hangouts

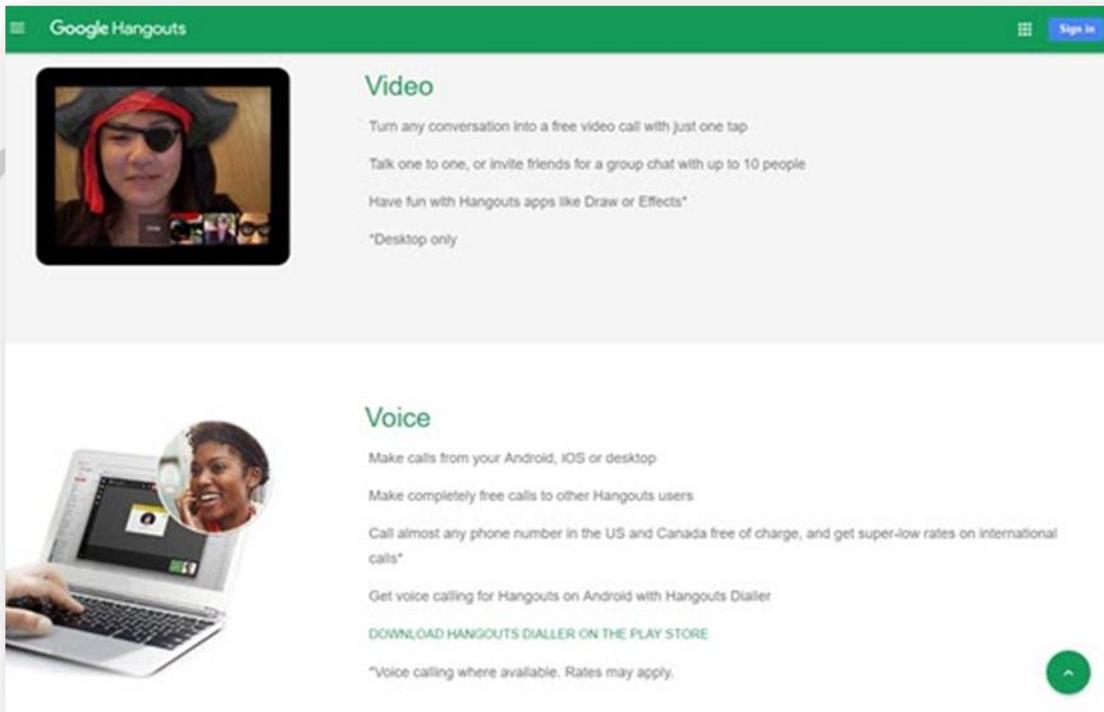
Google+ Hangouts is truly a good Webinar Software. It's an integral part of the Google+ Social Platform and provides video calling and chat functionality. You just need to have a free Google+ account to use this webinar service.

Some of its key features include:

- It supports upto 10 people in a single video or audio call.
- It can live stream straight to your attached YouTube Channel and/or a website.
- It works on all devices and platforms.



- It has the ability to record automatically and publish Hangouts to YouTube.
- Screen share facility.
- Send photos and chat messages during the hangout.
- Price: Free



2. Skype

Skype is one of the most popular Webinar Software for calling and video conferencing. It can be used for group meetings, workshops, online coaching, etc

Some of its key features include:

- It facilitates Skype to Skype calls.
- Supports Group Voice Calls for up to 25 people.
- Supports Video Calls.
- It facilitates File Sharing.
- Allows Screen Sharing.
- Facilitates Group Screen Sharing.



- Can be used for Contact Sending.
- Price: Free



3. GoToWebinar

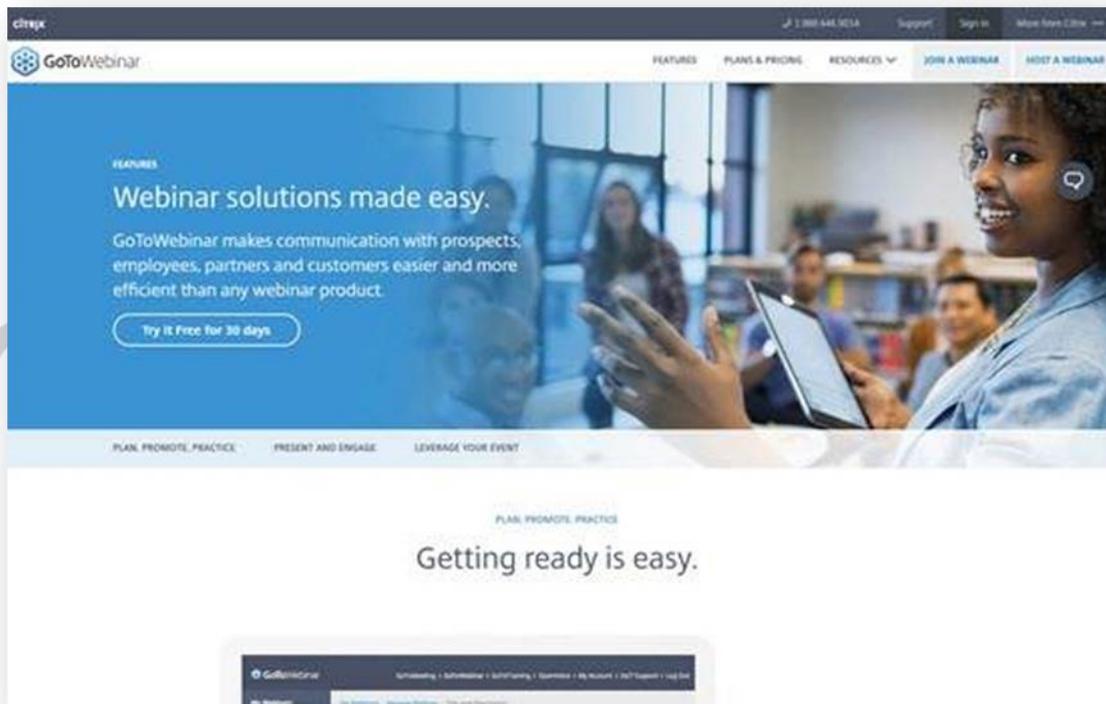
GoToWebinar is a Webinar Software that has been introduced by the folks at GoToMeeting. It is a popular, comprehensive, advanced and feature-rich Webinar Software.

Some of its key features include:

- Full Services Attendee Registration.
- Facilitates Polls and Surveys.
- HD Video Recording.
- Archived Recording.
- Reporting and Analytics.
- Provides Customized Registration Forms.
- Facilitate Sharing of Content.



- PowerPoint Presentations



4. Webinars on Air

Webinars on Air is yet another powerful Webinar Software. It comes as a wrapper and adds webinar functionality to Google Hangouts.

Key Features:

- Reasonably Priced.
- Facility to directly stream to YouTube and your website.
- Automatically publishes recordings to YouTube.
- Can be integrated with payments and email options.
- Easy to access Calls.
- Great for scheduling small webinars.



Webinars OnAir™
The all-in-one webinar suite for Google+ Hangouts

Home Features FAQ Plans & Pricing

Webinars OnAir Walkthrough - The All-in-one Webinar Suite for Google H...
Webinars OnAir + **HANGOUTS**
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- Create a webinar in under 60 seconds!
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SIGN UP NOW!
\$1,299 - \$24,999/yr

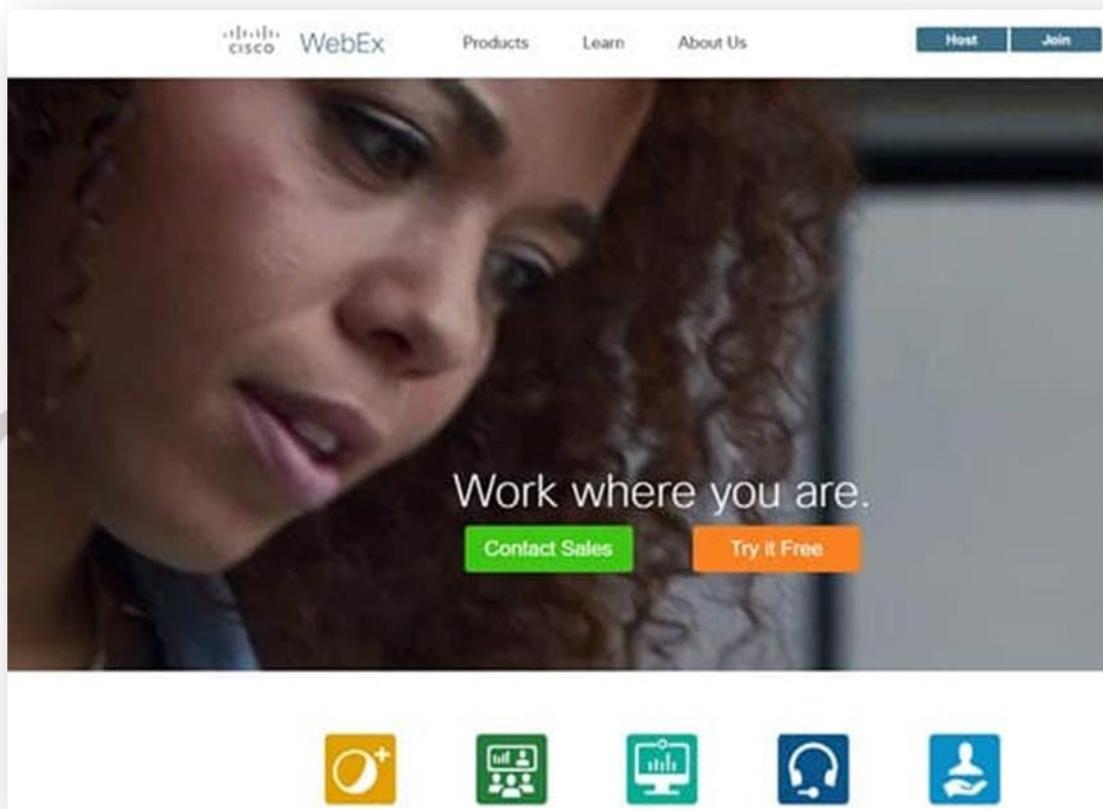
ALL the Webinar Features you Need
Built on the Google Foundation You Trust.

5. Cisco WebEx

Cisco introduced WebEx as webinar service for scheduling online meetings, events, and conferences. It comes empowered with many useful features and scales well and is highly suitable as a high-end option.

Some of its Key features include:

- Branded Registration and Invites.
- Registration Tracking.
- Polls and Surveys.
- Chat.
- Lead Generation Tools.
- High-Quality Audio and Video.
- Professional Webinar Planning and Production.
- Price: \$79/month with up to 100 attendees.



6. Adobe Connect Webinars

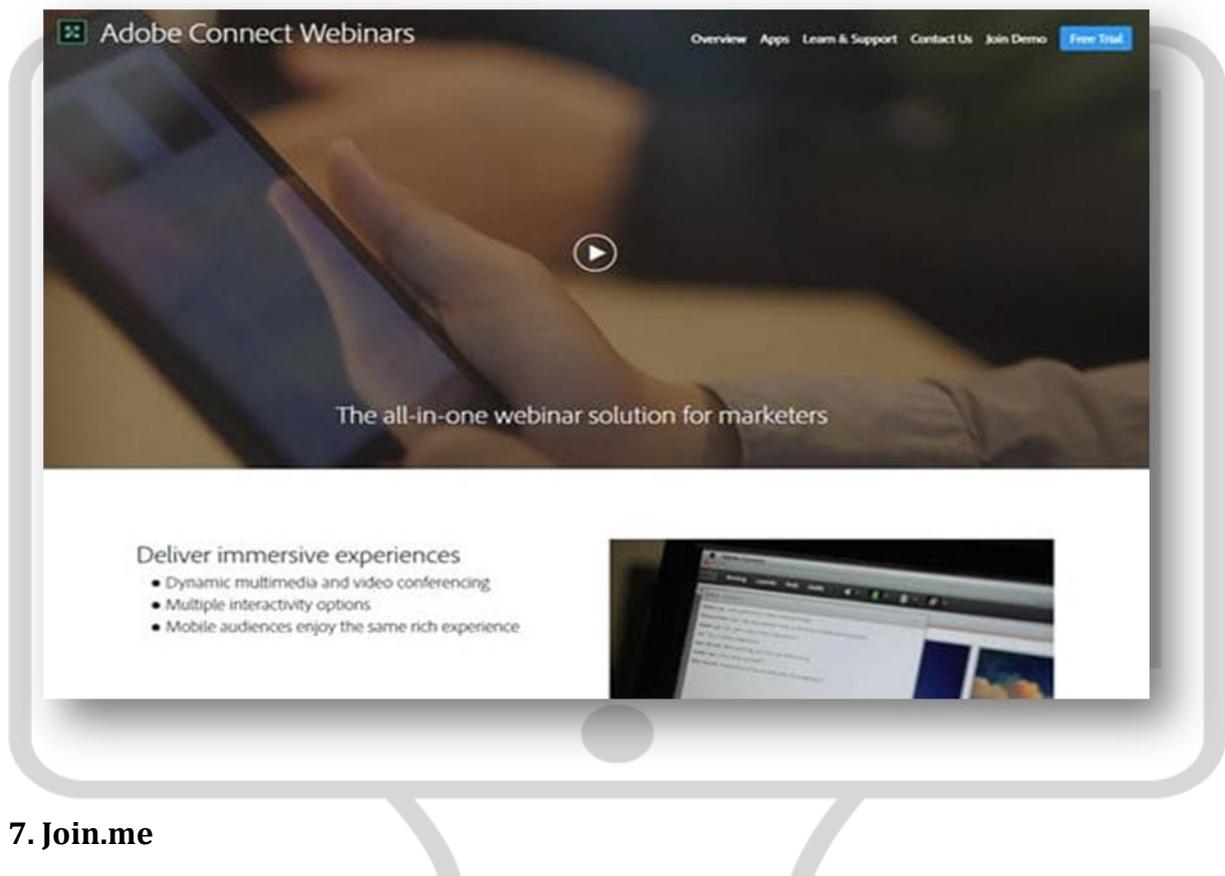
Adobe Connect is one of the most impressive product from the house of Adobe, which is suitable for organizations for putting up webinars and online meetings. It functions as an all-in-one webinar solution for marketers.

Key Features include:

- High-Quality Audio & Video.
- Numerous Multimedia Options.
- Complete Mobile Collaboration.
- Support for Video Conferencing.
- Easily manages Registration.
- Recording.

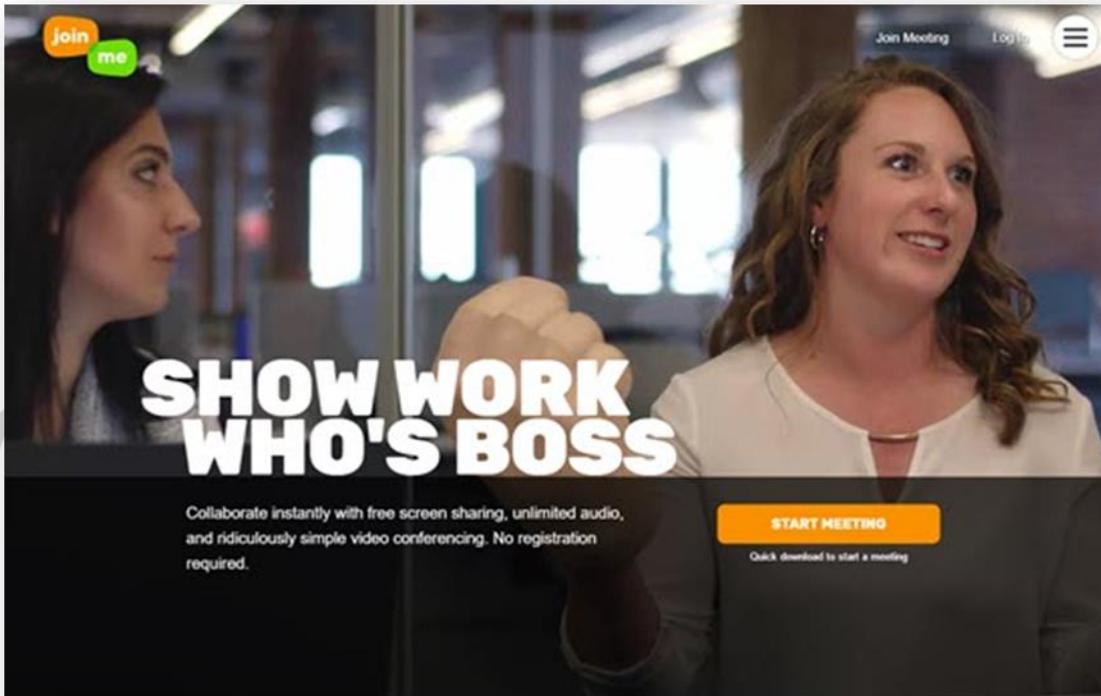


- Archiving.
- Video Streaming.
- Tracking, Reporting, and Analytics.
- Microsoft Outlook Integration.
- Invitation & Privilege Management.
- Price: starts at \$45/month.



7. Join.me

Join.me is a simple, lightweight screen sharing and webinar tool. It does not require any registration and provides unlimited audio and ridiculously simple video conferencing. It works pretty well as a simple screen sharing tool. Pricing starts at \$12/month per presenter.



8. ClickWebinar

ClickWebinar has been designed by the folks at ClickMeeting and works as a high-end webinar solution for anyone requiring to collaborate remotely for events and webinars.

Key Features:

- Supports Global Web Conferencing.
- Moderation Tools.
- Chat Support.
- Full desktop and browser sharing.
- Webinar Rebranding.
- Integration with the following tools and services-
Microsoft Office, Adobe, YouTube, Facebook, Twitter, LinkedIn, Google Calendar, iCal, Flickr etc.
- Price: Plans start at \$30/month for up to 25 attendees. Comes with 30-day free trial offer.



9. AnyMeeting

AnyMeeting is powerful Webinar Software aimed at providing a solid web conferencing platform to small businesses.

Key Features:

- Facilitates large or small meetings.
- 6-way Video Conferencing
- Recording.
- Play YouTube Videos.
- Custom meeting branding.
- Facebook and Twitter integration.
- Mobile Friendly.
- Built-in conference calling



10. iLinc

iLinc is powerful and comprehensive Webinar Software. It facilitates online meetings through multi-point video, application sharing, white-boarding and other collaborative tools. It helps organizers to manage invitation and registration process.

It provides an interactive and easy-to-use interface through which you can create customized, automated reminders and follow-ups, configure optimal session settings and more. iLinc provides world-class virtual classroom technology which enriches learning the environment and expands options for effectively delivering crucial information to a variety of audiences.



Conclusion:

So for furthering your online marketing goals, right webinar software proves to be a valuable aid for your online business. As the current online marketing scenario is poised, webinar softwares have now become a “must-have” tool for online or offline businesses.



Chapter #4

Live or on-demand Webinar Marketing?

Webinar Marketing: Live or On-Demand?

So you've decided to embark on a webinar marketing campaign! Now the question emerges: Should your webinars be live or offered on-demand?

There are multiple pros and cons to both live and on-demand webinar formats.

Webinar Marketing: Pros & Cons of Live Webinars

PROS	CONS
Interaction with the audience makes the event lively with a chance to truly engage with people.	If something goes wrong (your computer crashes, your speaker gets amnesia, or the doorbell rings), it's live, so everyone will see/hear it. Technical difficulties are always a possibility.
An actual date for the live event sets a deadline for the organization.	Registration-to-attendance rates continue to decline for all industries, so fewer people are attending live webinars than before.
A live event attracts people who will put it on their calendar versus always meaning to watch an on-demand webinar that they never get to.	If your webinar is on the smaller side, interaction may be minimal, and other attendees may know that it's a small event, reflecting poorly on your organization.
If things go well, it represents your organization as polished, professional,	More internal resources are needed on the day of the event because you need



and on top of it.	someone to answer chat questions, monitor social media during the event, etc.
Viewership of live events is 55 minutes for a 60-minute webinar versus 42 minutes for the on-demand version.	Doing a live webinar may be slightly more work, as the marketer has to create a registration form for the webinar and then update it (or create a new one) to access the recording/slides post-event.

Webinar Marketing: Pros & Cons of On-Demand

PROS	CONS
If something goes wrong, you can scrap the recording and do it again or cut out the bad part. There isn't the chance of technical difficulties or other snafus, which makes it a less dicey endeavor for organizations that are particularly risk-averse.	There is no opportunity for any interaction with the audience, or any interaction (such as Q&A) has to be faked.
An on-demand webinar attracts people who know they never have time during the day to attend but will watch it when they have some free time.	Viewership of on-demand events is 13 minutes shorter on average than live webinars.
Today's audiences are more mobile, busier, and more informed than ever before. To that end, they increasingly want to consume content on their terms,	Without a hard deadline, organizations often forgo a thorough promotion plan and, thus, registrations trickle in.



when and how they want it.		
Fewer internal resources are needed for an on-demand webinar.		It may be difficult to experiment with new technology such as Facebook Live if you only do on-demand webinars.
Doing an on-demand webinar may be slightly less work, as there's only one registration form.		Doing an on-demand webinar may be more work if your organization tends to be on the everything-must-be-perfect spectrum.

Best of Both Worlds

Of course, popular recommendation is to do a live webinar, record it, and then offer the recording on your website on-demand—that option gives you the best of both worlds.

According to ON24, when organizations go that route, the following behavior emerges:



Image and statistics courtesy of ON24 2017 Webinar Benchmarks Report

ON24’s research indicates that 61 percent of viewers watch the live webinar only, six percent watch both the live event and the recording, and the final third watch only the on-demand version.

Imagine if the recording wasn’t available—you’d lose all those additional views!

But If You Have to Choose...That being said, you should go for a live webinar.



Why? For me, it comes down to a couple of things. First, the statistic above shows that when both options are offered, almost double the number of viewers choose to attend only the live event.

Second, audience members stay 30 percent longer during live webinars—that's a lot of the content you worked hard to put together!

Finally, having a hard deadline makes the event happen versus one more thing that gets pushed to the end of the list. With multiple marketing initiatives competing for attention, a real date moves your webinar to the top priority spot very quickly.

Yes, the downfall of a live webinar means that you won't be able to get leads from the event on an ongoing basis. And that would suck. However on the positive side, there would be a strong argument to be made that live-only webinars would build hype and anticipation of upcoming webinars over time once the audience knew that there was only one chance to view it. Might be a fun experiment, even!

When is a live webinar not recommended? If your organization is particularly risk-averse, or you are just starting out, going with on-demand might be a great way to dip your toes in the water, so to speak. From there, you can move into live events as your company becomes more comfortable with the format, speakers, etc. and your leadership begins to see the results that can be achieved with webinars.

Conclusion:

There you have it: the full breakdown of webinar marketing: live or on-demand. (Really, just do both if you can swing it!)



Chapter #5

Planning and executing a webinar

Following is a step-by-step list of how to host a memorable, interesting, and useful webinar. Of course, this list may change, depending on your business and your industry, but it provides a good place to begin thinking about how to generate good, qualified leads from content.

1. Choose a topic and a headline that has great search potential. For instance, we did a webinar about Google analytics. Rather than call it “Advanced Analytics,” for instance you can call it, “The Lies and Truths of Google Analytics.” The difference is the second one is much more compelling to someone who doesn’t know what great content you offer.
2. Set up the webinar with your provider (brightTALK, GoToWebinar, Adobe Connect, and WebEx are some of the favorites) and grab the registration link they provide. You’ll include that in the email they get after they’ve registered.
3. Create a landing page on your website or blog (you can use Hubspot, FormStack, Impact, or Landerapp) that requires a name, company name, and email address to register and has all of the information about the webinar.
4. Create a list of tactics you’re going to use to distribute information about the webinar: News release, social networks, email, blog, Facebook ad, Google ad, and postcard.
5. Using the URL of the landing page (not the URL of the webinar software registration), create a different link for each of the tactics using the Google URL Builder. What this does is create a campaign in your analytics under traffic sources > sources > campaigns. When you open that tab, it’ll list the visitors per tactic. It will list in there, “March 28 Webinar from Newsletter,” “March 28 Webinar from Social Media,” “March 28 Webinar from News Release,” etc. This gives you data to use so you know which tactics work best for your audience.
6. Shoot a one minute video to describe what people will learn in the webinar. You can house this on your website and/or blog, distribute it through the social



networks, and use it in email marketing. Human beings are visual creatures. You'll be amazed at how well this one thing works.

7. One month before the webinar, distribute a news release (using your media relations URL in the body) on the wire (PR Newswire, PR.com, BusinessWire, or Pitch Engine, depending on your budget). Also upload the release to the newsroom on your website.
8. If you have a newsletter, include the webinar in the email one month prior to its date.
9. Now you want to think about email marketing, separate from the newsletter. If you have a newsletter, you'll have three other emails. If you don't, you'll do four emails. Do one a month before, one three weeks before, one a week before, and one the day before. It will seem like a lot of emails to you, but most people get the information and sit on it and then register the day before the event. The URL you use in the emails will be different than what you use in the newsletter so you can track the effectiveness of each.
10. A week before the webinar, you want to think about social media and about a blog post (if you have a blog). But most of our clients find success in the email campaign. Test, test, test and measure, measure, measure.
11. Using the social media URL you created, begin to post the webinar on your social networks. Ask your team to do the same. If you have a guest speaker for the webinar, have them share it. If you have a LinkedIn company page, share it there and ask people for recommendations so it rises in search results inside the social network. Fair warning: Most registrations do not come from the social networks so use this tactic with that expectation.
12. If you have a blog, write a blog post about what people can expect to learn if they attend. This is not a sales pitch. It's valuable and educational content that motivates people to register.
13. If you want to test Facebook or Google ads, they're both very inexpensive ways to see if you can attract new visitors who don't already know about you and your business. Do this two weeks out.
14. Now it's time for the webinar. Make sure you record it because a good 50 percent of those who register will not show up. After the webinar (we like to do the next

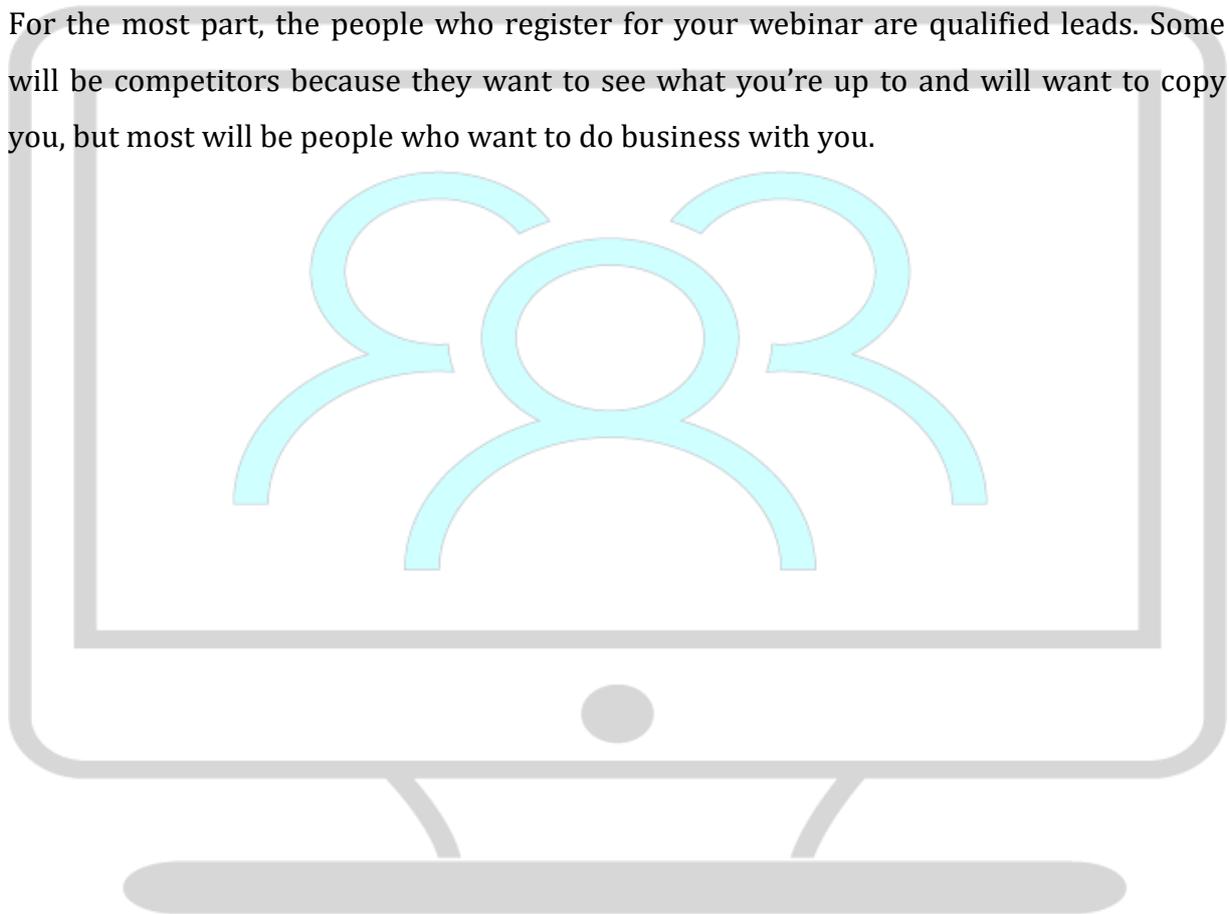


day, but many do it same day), send an email to everyone who registered with a link to the recording.

15. Put the recording on your website so you can track who visits and downloads. You can also put it behind a landing page so anyone new has to enter their email address to download it.

Conclusion:

For the most part, the people who register for your webinar are qualified leads. Some will be competitors because they want to see what you're up to and will want to copy you, but most will be people who want to do business with you.





Chapter #6

Creating great content for your webinar



Even when you have set the stage for producing a successful webinar and generating warm leads for your practice, every successful webinar needs great content.

- **Create an outline for your webinar first**

As with producing a live speech or writing a thought leadership article, you should begin by creating an outline for the webinar before you start promoting it. This is because as you work through the scope, order and content you may decide to alter the initial plans, and you don't want anyone to feel misled if they expect one topic but hear about another one. Attendees feeling cheated are not conducive to winning over new clients.

Don't overwhelm your audience. You don't have to give away a wealth of information or go into granular detail on the webinar. This may confuse your audience, or it could backfire on you and give them no reason to contact you. Plan your content in such a way that you take people on a clear journey from point A to point B, and add value in the process. Give away some information or planning tools for free, just not the entire toolkit.

- **Deliver on your promise to educate**



You give away some free information because in doing so, you gain trust and compel your audience to take the next step. They will think “if the things I learned for free are valuable, imagine how our business will profit by retaining this firm!” Your webinar is successful when prospects and clients come away feeling that they received something of worth from you. Give them tangible information they can put into action right away, confidence that they are on the right path and have gained new clarity and understanding around a topic or business challenge.

- **Structuring your webinar content**

- Use the 80-20 rule. Give them solid content for 80% of the presentation and only promote your firm for the other 20%. You can promote in two ways – by sharing mini ‘blind’ case studies and experiences to illustrate points you want to make, and by providing a more direct plug for your practice at the end once you have earned attendees’ trust and respect (more on that below).
- Begin by telling them what they will hear during the presentation by outlining each section in one or two sentences.
- Introduce yourself, making it brief and relevant. Tell them why you are excited about today’s topic and why you are qualified to present it.
- Give them a reason to stay until the end of the event by telling them what they will learn and be able to do or accomplish following the webinar. Informing your audience that they will have the opportunity to ask questions at the end is another way to encourage them to stay tuned. Many webinar platforms include a feature whereby attendees can type in their questions or comments during the presentation, which allows you to review and select those you want to answer during the broadcast (ie, those that allow you to showcase your expertise).
- Give them the content you promised. Don’t feel you need to cram all your legal knowledge on the issue into 45 minutes. Keep it editorial so that by the end, they want to know more from you. Your purpose is to educate, bring clarity to your



audience's struggles and challenges, and give them a few actionable steps to see results.

- Don't commit 'death by PowerPoint'. Keep slides brief and use them as talking points. If your audience is focused on reading they won't be listening to you, and may lose interest and sign off. Use bullet points rather than sentences and make ample use of images, charts, infographics and even video.
- Poll your audience. Many webinar platforms include a polling tool that allows audience members to answer questions on the screen and then tallies the results so they can see how others responded. This keeps your presentation interactive and allows you to gauge individual responses using the platform's reporting tool so you can follow up individually with attendees based on their answers.
- Finish with a call to action. This could be as simple as asking them to contact you to discuss how you can assist them with challenges relating to the topic or other legal issues. Remind your audience of the value you bring to your clients. It may seem improper to promote yourself so directly, but remember that attendees with no interest will already have dropped off at this point.
- Also remember that the more valuable your educational content, the more confident you'll feel giving a short pitch at the end. Giving away that content for free earns you the right to a little self-promotion.

Conclusion:

Producing a webinar takes planning and effort, but the results are worth it.



Chapter #7

Boost Your Content Marketing with Webinars in 2017

According to the Content marketing Institute, 61% of B2B marketers rate Webinars as the most effective content marketing tactic. Webinars not only position you as a thought leader, they are also highly effective for generating new leads as well as a playing part in your lead nurture funnel.

The paradigm of content marketing webinars is very different from classic sales or customer success webinars:

Content marketing webinars lay higher in the funnel

Hence the main objective: generate interest in problem you're solving vs. qualify & convert.

Your position as a brand is very different. You're not supposed to sell your solution but to create awareness around the problem you're solving.

Another interesting thing about content marketing webinars is the recycling potential. You can bridge your webinars with your video marketing strategy, your blog, or even external platforms like Slideshare.

But Webinars are not easy to do rather not easy to do well. The first time is the hardest, when on top of developing the content, you face the hurdles of the Webinar setup, prepping your host, and setting up the Webinar promotion and invitations process.

Hence, we share 3 new webinar formats for you content marketing strategy:

Finding Topic Ideas

If you're out of creativity, you have data on your side. Every time you need some inspiration for a blog or a webinar just go to the following sources:

- Google Analytics > Most viewed pages



- Customer live chat and/or customer tickets
- Keyword research on Adwords Keyword Planner Tool
- Quora questions in your industry

The first two are interesting if you're want to connect the dots between your content and your solution. But remember, you should be talking about the problem you're solving not the solution. Try to spot the main concerns of your visitors and customers.

The last two are more interesting because they guarantee that you will create some relevant top of the funnel content and, at the same time, build ranking opportunities. They require more of research though.

1. Live Industry Review Video Podcast

Lot of startups, like Chartmogul or Drift, nowadays are hosting short podcasts. Podcast seems to be a thing among startups now.

Podcasts are great but, by definition, they're asynchronous and not live.

The idea of this format is simple. Create a small circle of hosts: your team, friends, industry experts. Gather around a table, and just hangout.

Have a (relatively) spontaneous conversation about Legaltech, sales, HR or whatever topic you're into. Discuss the industry news, recent readings, share case studies, etc.

However, this format has strong cons: you will need to prepare each episode's script, keep a strict planning and build great set.

2. Industry Expert Interviews

This is an "easier" format to build when you run a small team. It requires only two people behind a webcam and makes them discuss on a given topic.

It's also easier to prepare: like any other interview, you will have to come up with questions for you guest. But eventually, you will let them do the talking; you will be here to lead the conversation.

You can even do user generated interviews, meaning you don't have to come up with most of your questions: you let your audience do the heavy lifting.

3. Live Tutorials

By "tutorial" it doesn't mean about your product, but on a use case. This is a great way to create content if you offer a technical solution, like a framework or an API.

Technical solutions like Algolia or Contentful could easily host live screencasts on building a basic search engine or hosting an API. Same goes for Sketch or Adobe.

But all the industries have some industry knowledge (non-product related) they could share.

Here are a few tips that can make your Webinar successful –

1. Strategy first: answer the hard questions before you start on content development

- Is your Webinar purely educational or do you actively plan to promote your product?
- Is your Webinar free or paid? (if it is of high educational value, you can consider a paid Webinar – you will get less attendees)
- Is it a series or a one-time Webinar?
- What would you consider a success? What are your goals?

2. Build the database

If content is king, then the email database is queen. If you don't have the email database to drive to Webinar registration, consider "riding" other email subscriber lists through partners or relevant newsletters.

3. Keep your content focus as narrow and as targeted as possible

It's better to dive deeper into content that matters to your specific target audience than to go broad. People attend Webinar that provide high value on a specific topic, and that matters to their industry – content that they can't easily find when skimming the internet. Ensure your speakers are prepared to go deep – check their presentation well in advance, and rehearse with them.



4. Create a Webinar promotion plan

Your Webinar's promotion should be planned well ahead. For your database, prepare a series of emails. You might want to create a few different variations, depending on different target audiences. Don't forget to prepare the Webinar follow up emails, including a leave-behind, if you plan to send one.

5. Create an on-demand recorded version of your Webinar

The beauty of a Webinar is that you can reuse it over and over again, if you have a recorded version. You can post it on your website, or you can use it to create another specific online event, that requires registration and possibly involved a live opening.

Conclusion:

There is much more we can about Webinars – from establishing the right metrics, to presentation tips.

Long story short, webinars should be limited to sales and customer training. Your content marketing can also benefit from it as well as your brand. Create a nice format that resonates with your audience and spread the content around via emails, blog posts, third party platforms etc.



Chapter #8

How to Promote Your Webinars?

First, before even considering promoting your webinars you have to nail a few basics. Just like blogging, for people to engage with your content, it has to be great and appealing.

This means, you need to work on your title first. Keep it short and sweet. Make it problem-solving; make sure that your potential attendees will learn something valuable.

Ask your team what sounds better. Also, check on Keyword Planner Tool if there are close queries that might resonate with your audience. This is mostly relevant for content marketing, top of the funnel webinars (e.g "How To Hire A CMO for Your Early-Stage Startup" for an HR startup).

Eventually, A/B test it for several sessions, see what formulation got you more attendees and work from there.

Timing is also extremely relevant for webinar promotion. In short, keep your promotion cycle around 10 days to 2 weeks.

Finally, having a guest is always a big plus. It adds a promotion channel (their network) and an argument to attend the webinar (the speakers themselves).

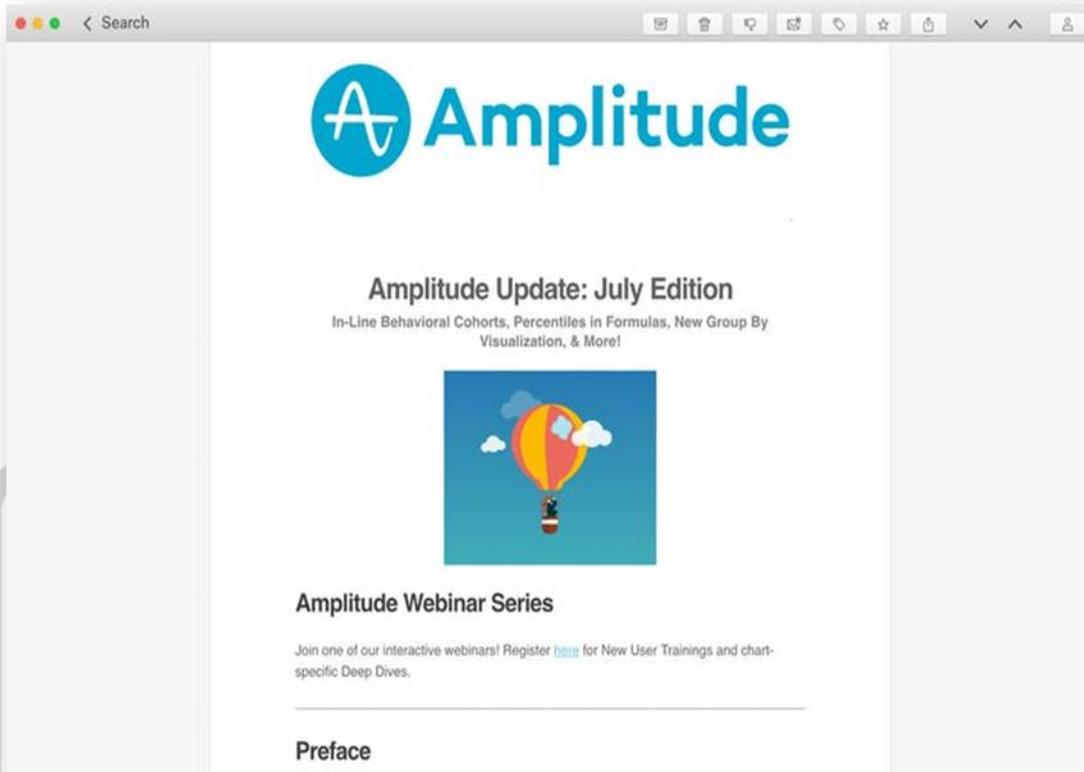
Webinar Promotion Strategies

Let's take a look at some easy ways of promoting webinars that you can implement in less than a day.

- **Add A Persistent Webinar Promotion Block In Your Emails**

I'm sure you already send one or more newsletters per month. You can leverage that audience and add a block in that newsletter for webinar promotion.

Here's an example from Amplitude:



Basically, you want to add the link to your webinar page directly in the newsletter template. If you're not sending HTML newsletters, you can add a PS section in your plain-text emails.

- **Answer On Quora and Offer to Attend A Webinar**

Quora is one of the biggest source of traffic.

- You could leverage the traffic on Quora on your niche topic to promote your webinars: identify questions relevant to your webinar, write a decent answer, add a link to your webinars and ask your team to up vote your answer to send it to the top.
- Also, you could consider doing Quora Ads to promote your webinars.
- Ask Your CS/Sales Team To Mention The Webinars

This strategy is extremely easy to put in place. Send an email to your CS or Sales team and tell them that every time they are confronted to a given topic with a lead or a customer, they can send out the webinar link.



This means two things: more qualification for your sales and/or less support for your CS.

- **Add A Top Bar Banner On Your Website**

Try adding at the top of your website a promotion bar with a link to your webinar. You can even make it persistent on every page.

If you use Wordpress, there are tons of plugins that will do that for you in a few clicks: Simple Banner, WP-TopBar, SumoMe, etc.

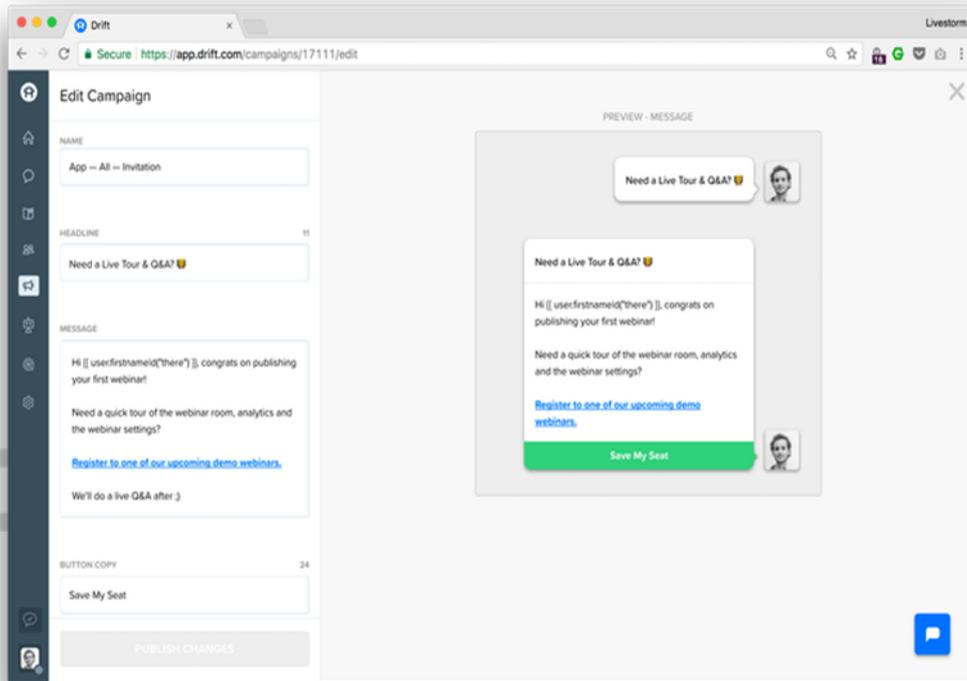
- **Send A Drift/Intercom Campaign To Your Visitors/Users**

This strategy can become complex if you decide to have complex triggers. But the main idea is simple: if someone (visitor or user) does an action X then send a live chat campaign to promote your webinars.

The main difficulty is to create the right triggers and match them to the message copy:

- If someone visits X time the features page: "Attend one of our demo webinars"
- If a user fails at doing a specific action: "Attend one of our onboarding webinars"etc.

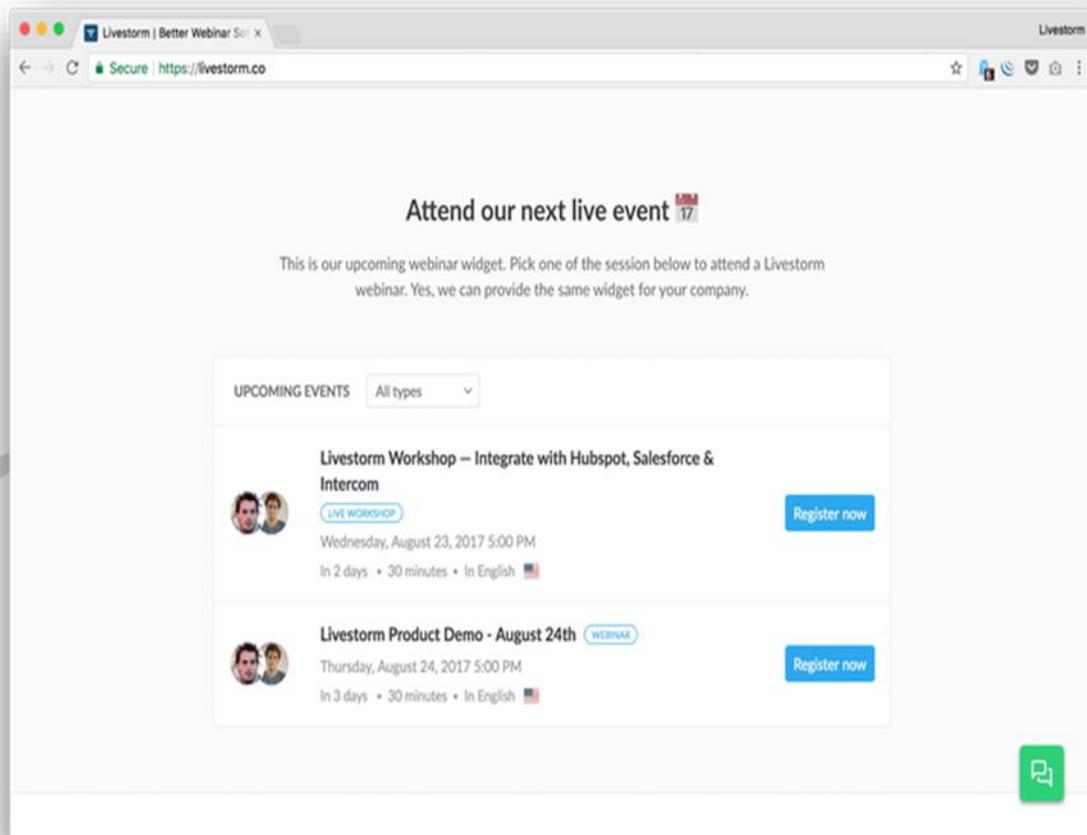
Here's an example from one of our own Drift campaigns:



- **Livestorm Embeds**

Shameless-plug but turns out Livestorm provides an embedded block of all your upcoming webinars that you can add anywhere you like. You can also embed a specific webinar. This is useful if you need to add easily a promotion block on your website.

This is an example from Livestorm itself:



- **Ask Your Influencers-Registrants To Tweet Your Webinar**

We often fail to consider our own audience as a promotion leverage, but sometimes you will have VIPs attending your webinars. All it takes is an email, ask them to tweet or recommend the webinar to someone. Actually, the latter is quite interesting if you make systematic.

You can even automate this using Zapier and detect the number of Twitter followers using Clearbit.

Things to Remember:

In the midst of planning, launching, and promoting your webinar, it's easy to forget some important things. Here are a few to make sure you remember:

- Create an optimized landing page with an easy way to register.
- Start promoting your webinar at least 1-2 weeks ahead of time.

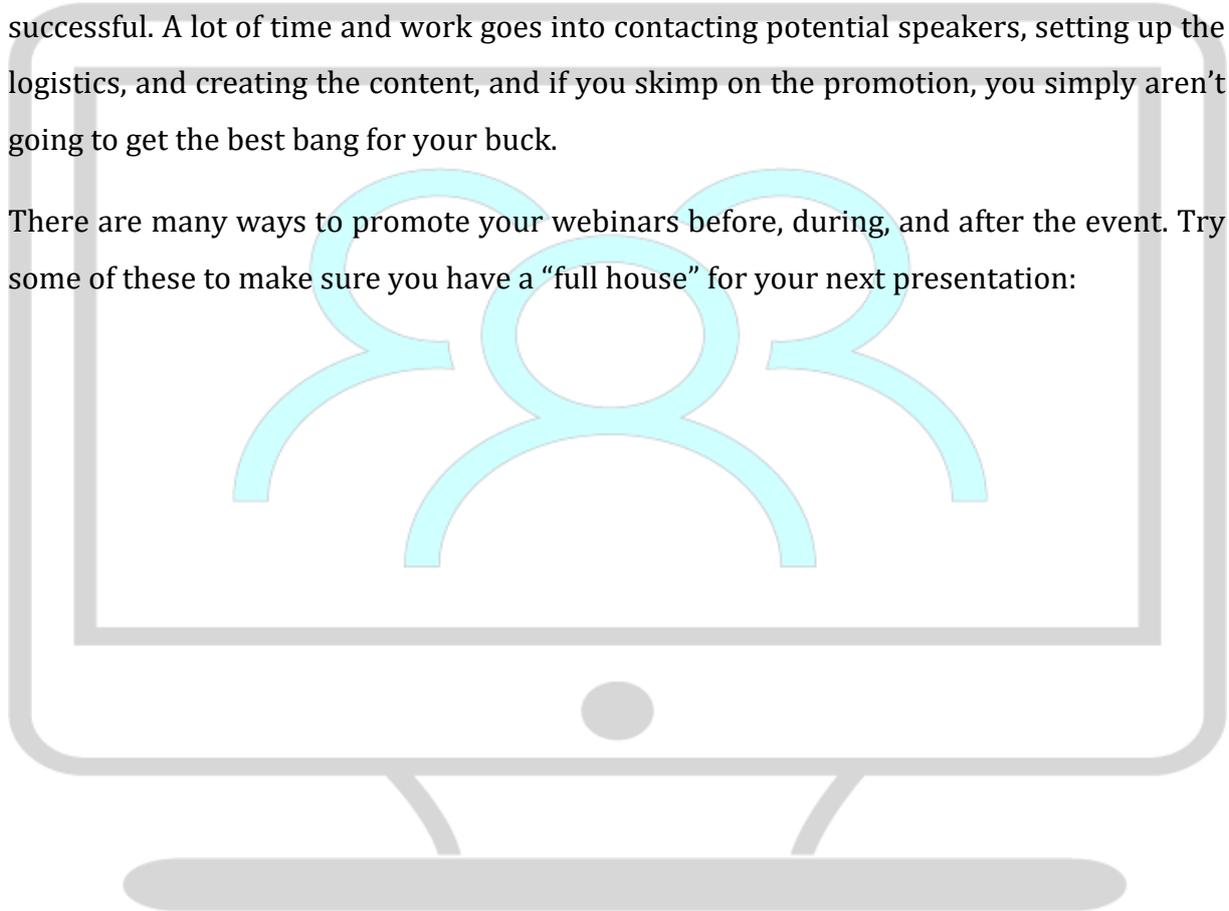


- Make sure to ask for feedback on why some people may not be able to attend.
- Test and retest. Find what tactics work best for your webinars and your personas.
- Remember to record the webinar so you can send it to your registrants afterwards, as well as continue to promote it (as long as it's still relevant).

Conclusion:

Promoting your company's webinars is absolutely essential for making sure they are successful. A lot of time and work goes into contacting potential speakers, setting up the logistics, and creating the content, and if you skimp on the promotion, you simply aren't going to get the best bang for your buck.

There are many ways to promote your webinars before, during, and after the event. Try some of these to make sure you have a "full house" for your next presentation:





Chapter #9

Post-Webinar Activities for maximum sales



After the webinar is done, you just had a whole bunch of people engage with you for an hour—now is not the time to drop the ball!

Recording

Recording your webinar is super important for a variety of reasons, including:

- Webinar registrants expect that a recording will be available after the event. If a meeting comes up or attendees must leave early, they expect to be able to catch the recording later.



- After attending the live event, webinar attendees may want to recommend watching the recording to a colleague.
- Recordings allow the marketer to get a transcription made.
 - This transcription helps in creating other pieces of content from the information in the webinar.
 - A transcription should also be uploaded to your website for SEO purposes.
 - A transcription also allows an option for hearing-impaired audience members to access to the content.
- Recordings are another piece of gated content that can be offered on your website in perpetuity to convert new visitors into leads.
- You can send a recording to potential speakers so they can see what your webinars are like and what previous presenters have covered.
- New customers may find past webinars helpful in educating themselves on a particular topic.

Because of these reasons, best practice is to always have one main recording mechanism as well as a backup in case the first fails. Many webinar software options now have a recording feature, so you can rely on that functionality as one method.

Sidebar: How do you put the recording on your website?

One of the methods is to upload the video to YouTube as an unlisted video and then embed it on your website's thank you page (this can also work with Wistia, Vimeo, or any other video hosting site). Another option would be to give visitors the ability to download the video file directly to their computers by uploading the raw MP4 or WAV file. You may decide to do both.

For the backup, have a non-presenting or participating employee record as an attendee using software such as Camtasia. Make sure this recorder turns off all notifications including email and chat, turns off all screen savers (and power save mode for laptops); turns off the microphone, and doesn't use the computer at all during the webinar. This will result in the cleanest recording possible.

If you are able, test both recording mechanisms during one of your dry runs to make sure the quality and technology is working properly.



Once the webinar is over, review both recordings and select the one that is better. (Usually one will have superior sound compared with the other.) If any major faux pas occurred during the webinar (such as software crashing during a product demo or a question that didn't make sense), they can be edited out, as can any dead space at the beginning or end.

Some companies choose to do a second session of the webinar for recording purposes only. This may lead to a more polished presentation because the speaker has already given the content once. Depending on how the live event goes, this may or may not be necessary. Another option is to replace a certain section of the webinar that didn't go well and not the whole thing. When choosing this method, just be aware that sound differences will make this splice noticeable to the listeners, so choose wisely.

Post-Event Activities

- If the speaker was external, call immediately after the webinar is over and thank him or her for presenting. (You may want to also send a gift, depending on if you agreed to an honorarium.)
- Sending the registration and attendee spreadsheets to your sales team.
- Sending any unanswered questions to the speaker and asking to respond to you with the answers so that you can get back to the attendees (unless the presenter doesn't mind responding to the attendees directly, but usually, the speakers prefer someone else handle it).
- Editing and uploading the recording of the webinar to whichever hosting service you'll be using.
- Sending the recording to a transcription service and then uploading the finished transcript to your website.
- Updating your webinar registration page for the recording, or archiving the registration page and creating a new landing page for the recording.
- Responding to any people who emailed you asking for access to the recording and/or slides.
- Uploading the slides to SlideShare.

- Going back to any blog posts you wrote about the upcoming webinar and either editing them to include the link to the recording or posting a comment with the link.
- Updating the website announcements with revised wording to view the recording instead of registering for the event. Don't forget to add the recording to your resources page on your website.
- Creating CTAs for use at the end of blog posts on the topic.

Follow-Up

Follow-up after the webinar is just as important as promoting the webinar before the event.

Most post-webinar campaigns will usually include sending an email to all the registrants with a link to the recording and slides. (Send a slightly different email to those who attended and to those who didn't.) For customers, this may be all that is needed.

Prior to the webinar, you should have already determined what you want the next steps to be for leads who attended. If the topic was educational, one option is to direct attendees to download an e-book or visit a blog post that ties the subject matter to your company and product (consideration or decision stage content).

For leads who are new to your database, lead nurturing over the next couple of weeks can help solidify your company as a source of educational content with the eventual goal of helping them down the buyer's journey.

Other Post-Event Considerations : Conclusion

Webinars take a lot of time and work. Don't let this effort go to the wayside: Think about how you can use the webinar content in other ways. Perhaps the speaker would be interested in writing a post on the topic they just covered. Or, take the transcript and develop your own blog post from it (a one-hour webinar can easily be repurposed into three blog posts). Was there a section of the content that would lend itself to an infographic? How about a podcast with your internal expert breaking down the webinar play-by-play? Even the Q&A section can be reused.

Chapter #10

Ways to repurpose webinar content

<https://www.smartbugmedia.com/blog/10-ways-to-repurpose-webinar-content>

Re-using content is a great strategy. Putting together a webinar, whether creating the presentation in-house or having an external speaker who develops the content, is a major undertaking. Not milking this work for every cent it's worth is just a crying shame!

To this same effect, the content from webinars can be re-purposed into a multitude of formats. Not only is this a smart use of a marketer's time, it is also beneficial to a company's target audience as different personalities and personas prefer different formats of educational material. Whereas those who attend your webinar may obviously enjoy in-depth presentations with audio and visual components, other individuals will respond to text alone, picture representations, or bite-size chunks of information. Varying formats also gives you the opportunity to promote different content on different channels most suited to that type of content.

10 Ways to Repurpose your Webinar Content

1. Get your webinar transcribed and offer it with your recording.

Getting a transcription of your webinar is great for SEO because according to Google, "Googlebot cannot crawl the content of video files, so it's important that you provide information about videos you include."

While YouTube automatically generates a transcript for videos uploaded to their site, the quality of this transcription is poor with many words and phrases being incorrect. You'll need to spend about an hour "cleaning up" the transcription (there will be some industry-specific words that the transcriber won't know), but for about \$150-\$250 and one hour of your time, your website will get some major SEO juice.

Additionally, having a transcription will allow you to offer an option to hearing-impaired individuals who are interested in the webinar.

The transcription can be uploaded on a web page or a PDF, but some say that a web page is better. Plus, having the transcription on the actual page with the video gives visitors the choice between viewing or reading (and besides, Moz does it, so it must be good!).

2. Create a blog post (or 2 or 3)

The content from a webinar can easily be turned into two or three blog posts, depending on the topic. There are several options for accomplishing this.

An external presenter may be willing to write a blog post on the topic, themselves, as a guest post. (Make sure to request this as part of the agreement at the onset of asking them to present a webinar.) An article on your blog helps speakers boost their authority on the topic and provides the opportunity to cross-link their company, blog, or LinkedIn profile with yours.

An internal presenter should always write at least one blog post covering the same points as the webinar in written format. A second (or third) blog post that describes a specific point in more detail, background research on the topic, or a tangent not covered in the webinar is also great supplementary content.

If the presenter is unable to write a post, you can use the transcription to write an article (or two or three). But keep in mind that the prose will need to be transformed from verbal to written (we write differently than we talk), and this will likely take a chunk of time and will require working with the presenter to make sure the content is accurate.

3. Create a white paper or ebook

Again, depending on the content, a webinar might naturally lend itself to the creation of a white paper or ebook. The transcription can help with this effort, but my experience is that it often ends up being more of a roadblock given that the prose is verbal versus written.

Instead, use the transcription or the slides to create an outline for the white paper or ebook and the background research from the webinar to flesh out the content. If you have a copywriter on staff, they can then create the premium offer from there. A contract writer who knows your space is also a great option; just be sure to provide a thorough creative brief.

4. Upload the slides to Slideshare

Slideshare, acquired by LinkedIn, is a social tool for uploading and sharing presentation slides online.

A few things of note regarding Slideshare. First, when you upload a presentation, it automatically copies all of the text from the slides and puts it into the body of the page (so that people find your presentation based on keywords in the slides). Second, exposure on Slideshare is often to a new and different audience than the other channels typically used for inbound marketing (awesome, right!) and requires very little additional work.

Finally, Slideshare works particularly well for slides that have a lot of text and do not need a lot of verbal explanation. Graphical slides that are not self-explanatory do not have as much value on Slideshare, since there is no other context.

5. Use the questions from the webinar as an FAQ on your website or blog

Depending on the topic of your webinar, audience questions may make a great FAQ page on your website or blog. The good news is that putting this together takes very little effort; the bad news is that your presenter, subject matter expert, or product expert will probably want to edit responses extensively. Still, it's often better than starting from scratch.

6. Create an infographic

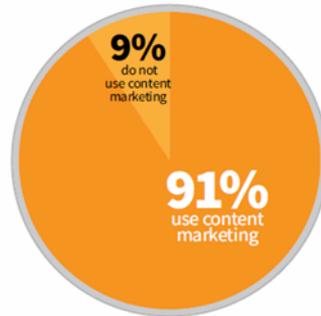
Infographics can be story-based or statistics-based. They can be comparative or narrative. They can be broad summaries or niche focused.

Whereas a webinar itself start-to-end usually isn't easily transformed into an infographic, at least one of these options will present itself either through the background research or a little bit of brainstorming with the presenter and/or your marketing staff on visual explanations that may perhaps complement the webinar content.

7. Make micrographics



Percentage of B2B Respondents Using Content Marketing



2013 B2B Content Marketing Benchmarks-North America: CMJ/MarketingProfs

Micrographic from Social Media Today.

Once you have an infographic, slicing it up into miniature pieces is a snap. These “micrographics” are great for sharing on Twitter and Facebook with links back to the full infographic.

8. Do a podcast or live stream with your in-house expert as a follow-up to the webinar

A podcast or live stream with your in-house expert using a radio host interview format is a great way to tie together the subject matter and your product or company (from awareness stage to consideration stage). Keep these short and informal and separate from the main event, which should not be promotional.

Ask questions such as “What was your favorite part of the webinar?”, “What did you think when the speaker said...?”, “Do you agree with the assessment that...?”, “How does our company respond to this subject/need/requirement?”, “How is this topic relevant to your job?” Etc.

9. Put together a highlight reel

When approaching external experts about speaking at a webinar with your company, it is often helpful to point them to past events you have hosted. While some of them may want to watch an hour-long webinar prior to deciding, many do not have the time.

Offering a five-minute “highlight reel” can be useful in showing potential speakers the style, tone, depth, and expertise of your company’s webinars.

This highlight reel can also be used (with perhaps a little bit of editing) as a promotional video for your webinar series in attracting new audience members.

10. Present at a conference, tradeshow, or partner webinar

Once you've given a webinar, the presentation is already created. So giving it a second or third time is a breeze.

For internal speakers, seeking additional opportunities to present on the same topic is a great way to not only make the most of the effort required to create the original webinar, but also help solidify your company's position as a thought leader in your industry.

Smaller tradeshows and conferences are always looking for speakers. If the topic of your webinar fits well with the subject of a tradeshow or conference, simply reaching out to the event organizer is often enough to garner an invitation to speak at future events. For larger shows, an application process is typical. Once a presenter starts on the speaking circuit, it will be easier to get accepted at bigger conferences.

Another great option for re-giving webinars is to join forces with a partner and give the same presentation to their audience. (A win-win scenario if there ever was one!)

Conclusion:

And there you go – ten ideas for repurposing your webinar content!

The best way to get positive ROI from your webinars is to continually repurpose them. This creates new fuel for your content marketing machine, helping to move prospects through the sales funnel.

Chapter #11

When do you really need to host a webinar?

Don't be fooled: Webinars can be a lot more work than they may initially seem.

Conducting one is more than just getting an expert or two in a room together to talk for an hour. It takes careful planning, promotion, content creation, and collaboration.

Before you decide to set the date for one, make sure a webinar is really the right piece of marketing creative based on your goals. Think about what value webinars bring: a voice to a topic accompanied with a visual that takes place in real-time and makes it easy for two (or more) organizations to benefit from one piece of content.

Do these values align with the projects you're working on, or would your time be better spent on a blog post or ebook? Take a look below to find out if webinars align well with your marketing plans.

When to Host a Webinar?

- **You Know You Can Conduct a Thoughtful Q&A**

The topic you're trying to share and discuss is best explained through a live Q&A? Well, a webinar is likely just the thing you need.

Maybe you're doing a follow-up presentation to a live conference you hosted or had a lot of people ask you questions about a recent book you wrote. A live Q&A also allows the current audience to ask additional questions during the event itself through social media or in a questions panel on your webinar platform.

- **You're Working With a Partner**

Creating a piece of co-written and co-branded content is a great way to expand your brand name and reach to a new audience. Creating that content, though, can be the tricky part. A live webinar is often a solution that can combine two different styles into one fluid webinar.



Find a topic for the webinar that marries the expertise of each partner in a concise manner. Let each partner speak about their area of expertise on the webinar for a short amount of time. Without a ton of editing of content, you now have something both you and your partner can use!

- **You Know Human Explanation Will Help**

Sometimes, products or processes can be confusing when explained on paper. Instead of creating a 20-page ebook on the step-by-step process to creating an AdWords campaign, make a short webinar tutorial in which you can clearly show each step and explain their importance.

Viewers can follow along and create their own AdWords campaigns during the webinar. If the webinar is live, they can ask questions during it, making it feel like a workshop session instead of a simple tutorial.

- **You Need to Interact With Your Audience**

Live webinars allow audience members to participate. Does their interaction on social media matter? Are you trying to "create" a conversation? If so, webinars are an optimal tool to get the conversation going.

By asking questions during a webinar and telling people to voice their opinions or questions on a Twitter hashtag, you can get a great conversation going around a specific topic.

Why would you want this? It could be as simple as you trying to create buzz around a topic or product or looking to create a viral affect on a piece of content or topic. Either way, word-of-mouth marketing can help your business grow.

- **You Have an Expert for an Hour**

Yes, webinars are a lot of work for all parties involved. If you have a world-renowned expert on a certain topic, however, who is willing to give you an hour of their time, take it!



To make this partnership a success, you and your marketing team can do all the heavy lifting and only require a quick dry run and the one-hour live webinar from your awesome expert.

When Not to Host a Webinar?

- **Your Topic Doesn't Merit Holding a Webinar**

Sometimes, a webinar doesn't make sense for the topic you are covering. For example, would you sit through a 60-minute webinar about why to do a webinar? Probably not ...

If your topic doesn't need a lengthy webinar to explain it, try another content medium that is less time-consuming but can still easily get your points across.

- **You Have a Global Audience**

Webinars require a live audience. So, unless you are willing to set up multiple webinars for the same content, it is impossible to host a webinar at a time that works for all time zones.

- **Your Content Isn't Interactive**

The great thing about live webinars is that you can have an audience interact with your content and, in turn, you can play off those interactions.

If your content is simply someone reading off the slides or a heavy educational piece, why bother relaying that content via a webinar? Your audience likely won't enjoy the presentation as much, and a written piece of content will more-than-suffice.

Remember: Always keep your end user's experience in mind when creating content. If your content in webinar form will put people to sleep, you may want to rethink it.

- **You Don't Have Help From Others**

Speaking from experience, putting on a webinar by yourself is a lot of work. The planning, content creation, technical preparation, promotion, speaking, and follow-up take up a considerable amount of time and energy.

To put it bluntly, if you don't have another person assisting you, a webinar is a daunting task, so without others around to help out, you're better off skipping this content type.



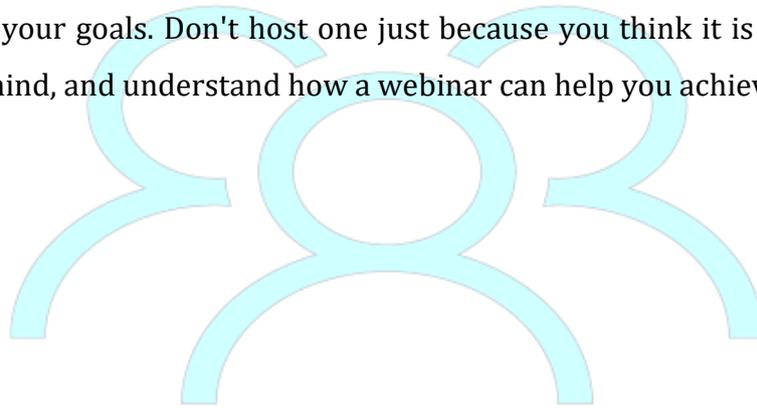
- **Your Audience is Too Niche**

HubSpot hosts webinars to scale up our marketing educational material to a large audience. Because they reach such a large audience, the value they see in virality, branding, and lead generation is very beneficial.

If their audience was much smaller, however, the return on the investment put into a webinar would be much lower, thus making webinars less valuable for them. If your audience is very small, a webinar may not be worth it.

Conclusion

Before writing webinars out of your marketing content mix, think about how they will help you reach your goals. Don't host one just because you think it is the thing to do -- have a goal in mind, and understand how a webinar can help you achieve it.



Chapter #12

How to Host Minimum Viable Webinars?

Sometimes, "how to host a webinar" is not enough. When you already have several channels to monitor and maintain, webinars are not the easiest to squeeze in. One of the main reasons we get for not doing webinars is that they demand a lot of resources and commitment.

Why Hosting Webinars is Time Consuming

If you do things the hard way, webinars can take a while to set up. If you spend 2h on a blog post + 1h promoting it + 1h doing fixes, answering to comments, etc., you have already spent over 3h on a piece of content. And it never takes more than 3h to set up a webinar.

Anyway, let's look at the elements that could be time-consuming when you host a webinar:

- Finding a good topic (30min - 1h)
- Creating slides or script or whatever content you want to present (1h-2h)
- Promoting the webinar (30min)
- Actually hosting the webinar (30 - 45min)
- Doing follow-ups / Exporting data (15min - 30min)

All in all, it should take around 3-4h of your time for each webinar. If you do 4 webinars a month that's 12h/month.

Note that if you have around 30 attendees in average, you will spend 12h for 120 potential leads (with different levels of qualification of course). That's 10 leads per hour of work, or one lead for every 6 minutes.

Now, if you can achieve the same result (30 attendees in average) for less then you will dramatically increase your productivity and lower your CAC.

How to Host Webinars without Impacting Your Marketing Strategy



Your marketing strategy is like a Jenga. There are pieces you can remove and replace, others that are so fundamentals that if you remove those you lose the game.

So you have two options:

- **Replace pieces (replacing channels)**
- **Or add more, and create another level on top (adding a channel, webinars for example)**

But in both cases, you should optimize your time and effort so it does take either the same time or add just a little bit more.

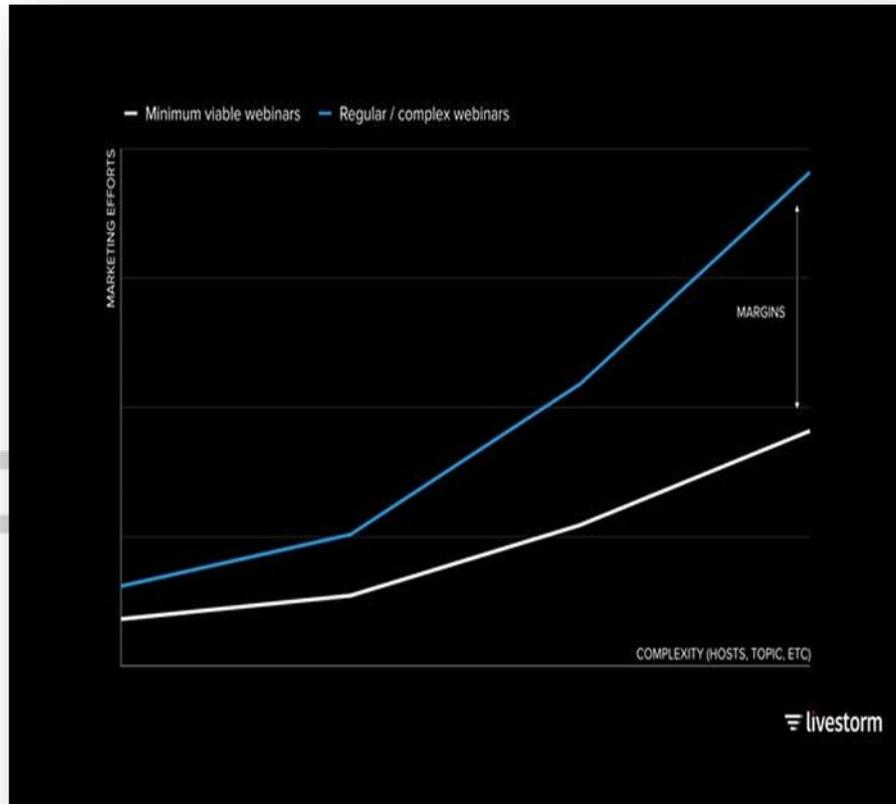
Let's say you're interested in doing webinars to acquire new leads, how much time do you already spend on this marketing goal?

Do the breakdown per existing channel. This way you will have a better idea on how to allocate time.

How much time do you have during the week to allocate to this goal? What channel can be replaced to test another one with the same amount of time?

How To Host Webinars When You Don't Have the Resources ?

Enough with theory, let's get to practice. We are going to take all the aspects of your webinars and compress those to do more with less.



- **Cut the Webinar Fat**

Don't involve anyone but you. You will be the only one managing the webinar, this way you don't involve someone else's time, which translates in: lower CAC, higher agility.

- **Passive Promotion**

Instead of shooting multiple email campaigns, or, worse, paid campaigns, build a passive attendees generation machine using your website.

On your website Highlight your next webinar on your homepage, blog or/and a dedicated page that list your upcoming webinars.

In your newsletter(s) Also, add a fixed section on every newsletter with a link pointing to that page.

Automated campaigns Create automated email / chat messages campaigns that will link to the same page, or the link to your next webinar if you can include it dynamically.



If you have enough volume you will probably get a significant amount of registrations every week or every two weeks without lifting a finger.

- **Less Tools, Less Hassle**

The less tools you have to manage reminders, replay, logistic, the more time you spend on what matter the most eventually: your content. Pick a webinar software that does the heavy lifting for you.

We can manage your emails, registration analytics, automation, and replay for you.

- **Script, Talk, Present and Repeat**

Last but not least, the presentation itself. Presenting is a stressful time and it takes time.

Plus, if you change topic every time you have to redo the whole preparation over and over again.

Conclusion

How to host webinars when you already have a busy schedule is a matter of priorities and getting to the essential. Do less with more. Less presentation time, less preparation, less promotion and more automation.



Chapter #13

Measuring Webinar Success using Google Analytics

Being able to gauge the effectiveness of various components of your webinars is key to learning from, and building on your mistakes.

It all comes down to tracking the right webinar analytics. This will give you the most accurate picture of what worked and what didn't... and what to do about it.

So, what analytics should you track for your next webinar? Let's dive in...

1. WEBINAR REGISTRATION NUMBERS

What are "good" registration numbers? It's a relative statistic.

One company (or individual) might hope for hundreds or even thousands of registrants, while another would be rightfully pleased with just a dozen or two. It all depends on your niche, the size of your list, how much experience you have, and on and on.

That said, the total number of registrants is important. And naturally, it's a reflection of the kind of promotion you're doing.

To get your numbers up you have to consider the strength of your email promotion (to your list, for example). How strong of a webinar topic you selected. How well you've promoted the event on social media, etc.

2. ATTENDANCE TO REGISTRATION RATIO

Out of all your webinar registrants, how many actually attended?

This ratio will give you insight into the effectiveness of your registration page and your emails leading up to the webinar. If the ratio is low, it can be a sign that your registration page wasn't specific enough, or that your lead-up emails weren't clear as to the benefits of attending.

3. ATTENDEES AT START VS. ATTENDEES AT FINISH RATIO

Out of all the attendees that started the webinar, how many stayed through until the end?

It's difficult to keep every attendant on throughout the entire webinar (some are bound to fall off), but you want to keep as many as possible. This gives you a chance to convert and connect with the most people.

4. EARNINGS PER ATTENDEE

How much did you earn per attendee? This will give you insight to the effectiveness of your sales pitch. If you're not closing enough attendees consider improving your offer, or using scarcity and urgency to improve your webinar performance.

It might also help you predict how much you can earn on your next webinar, so you can gauge potential returns on your investment of time and money.

5. EARNINGS PER REGISTRANT

How much did you earn per registrant?

This is an important metric as it gives you some insight into how much you can invest to acquire a registrant. For example, if your earnings per registrant are \$10, you can run campaigns on Facebook that seek to stay below that target cost.

This statistic also gives you an idea of how effectively you're marketing to those who registered but did not attend. After your webinar is over you have a great opportunity (through a webinar recording, or related offer) to generate business from non-attendees.

There's great value in this list, even for those who were no-shows.

6. MEETING TEMPERATURE

The Meeting Temperature analytics feature is unique to the Meeting Burner webinar platform. It allows your participants to rate your webinar and provide you with instant feedback, without interrupting the webinar flow.

The Meeting Thermometer will tell you which parts of your webinar were "cold" (need improvement) and which were "hot" (your attendees enjoyed it).

You can actually watch back the parts of the webinar associated with the most positive and negative feedback – and use that information to improve your strategy going forward.

How To Measure Webinar Engagement With Google Analytics

Google analytics is so full of useful tools for online business owners, and it can be a total life saver if your webinar software doesn't include analytics... or if you want to double check the numbers for any reason.

Getting a Google Analytics account – and learning how to use one – is a big “must” for online business owners.

Because of the wide array of options and opportunities presented through your analytics account, it can seem overwhelming ... but it definitely doesn't have to be.

Instead of getting overwhelmed, it's recommend just focusing on the 2-3 metrics that you think are most important when you monitor webinar engagement.

Once you have that down, you can start playing around with more of the metrics available through Google analytics.

The best thing is that, once your initial opt-in goal and webinar page is set up, the information will continue to be available within your analytics account. You'll be able to monitor webinar engagement more easily and accurately as time goes by, since it will enable you to see the bigger picture of where those opt-ins came from, and how well this webinar campaign performed with, say, the one you hosted last month.

With that being said, here are 3 key areas where you can monitor webinar engagement in your Google analytics account:

- Before Webinar: Track Opt-ins (& how to set up a goal in Analytics)
- During Webinar: Use Live Reporting To Watch Engagement
- After Webinar: Using Advanced Segmentation To Compare Stats

Before The Webinar: How To Track Opt-Ins

If you're using a webinar as a list-building opportunity, an opt-in will play an important part in the webinar setup process.



Whether you're using a popup or an opt-in embedded in your site, a good practice is to send every opt-in to a unique Thank You page that's dedicated to this particular webinar.

And, depending on whether you want to follow up with these opt-ins or not, it might also make sense to set up a unique list or segmentation for them to be filtered into.

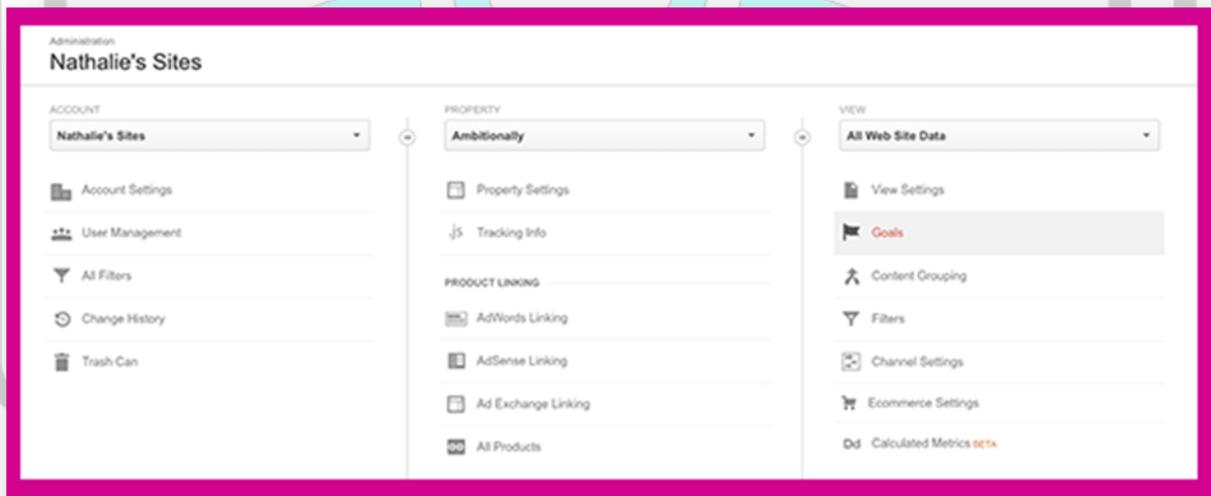
To keep track of how many opt-ins you're getting, you can simply monitor the number of unique pageviews that your webinar Thank You page is getting, within Google Analytics account.

To do this, you'll set up what's called a Destination Goal in Google Analytics.

How To Set Up A Opt-In "Destination" Goal in Google Analytics:

Setting up a Destination Goal is fairly straightforward. Here's how to do it:

Within your Analytics account, go to Goals.



Then, you'll opt to Add a New Goal.

This will open up a series of options that you'll use to define the parameters of this goal. Here's what you'll use to set up an opt-in goal:

Name – whatever you'd like :)

Goal slot ID – (automatically set – no need to change)



Type - Destination

Then, click Continue to reveal a second set of options.

1 Goal description

Name
Webinar Opt-In

Goal slot ID
Goal Id 13 / Goal Set 3

Type

- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per session ex: 3 pages
- Event ex: played a video
- Smart Goal
Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

Continue Cancel

2 Goal details

Cancel

Under the Goal details section, add the following information:

Destination - It's a good idea to send people to a unique Thank You page after they've opted into your webinar. Use the URL of this page as the destination goal.

Value - optional

Funnel - optional

The important detail to fill out in this section is the Destination property...after that's done, you can click Save.



Goal description [Edit](#)

Name: *Webinar Opt-In*
Goal type: *Destination*

2 Goal details

Destination

Equals to Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional

OFF Assign a monetary value to the conversion.

Funnel optional

OFF

Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.

[Save](#) [Cancel](#)

[Cancel](#)

Now, you can keep track of the number of times this goal has been completed, making it a very easy way to monitor the amount of opt-ins on your site.

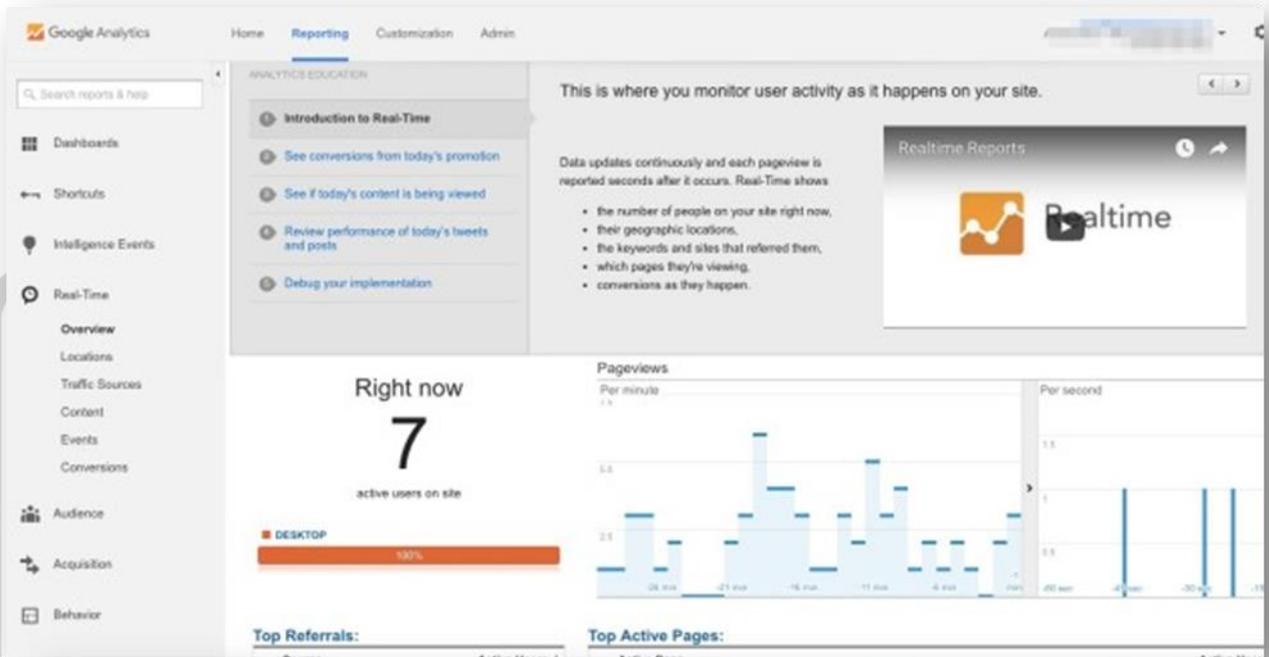
During The Webinar: Use Live Reporting To Keep Tabs On Overall Engagement

Real Time reporting in Google analytics is a superb feature when it comes to monitoring engagement during your live webinar. This can be a great tool if you really need some basic analytics during your webinar...but the information isn't always as "accurate" as the post-webinar stats we'll look at.

For example, if someone is listening to your webinar but is in another browser tab trying to "multi-task" during the presentation, their number won't necessarily show up in real time reporting. And, since a lot of people like to peruse through the

So if you want a more accurate number of attendees, the chat system you use (if it tells you the number of logged-in participants) will give you a better estimate.

Also, using Real Time reporting might be a bit distracting when you're trying to give your presentation...but a team member can definitely keep tabs on the overall trends of engagement throughout the course of your live webinar.



Real-Time reporting can be used to track engagement during a live webinar

To me, live reporting is kind of a toss-up, because there are definitely some metrics that can be really helpful. But on the flip side, using live reporting to track the “country of origin” for your viewers, for example, kind of defeats the purpose of webinar engagement.

For some of the things you need to know, it might just be more fun to ask your live audience directly!

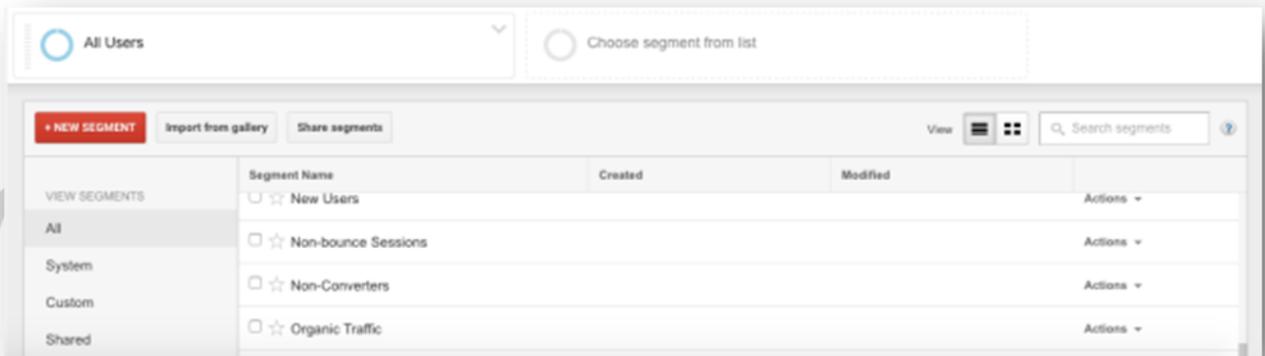
After The Webinar: Use Advanced Segments to Compare and Measure Webinar Engagement

How well did this webinar convert into sales? How many people stuck around after the webinar to explore your site? How did this webinar compare with the last one you hosted?

After the webinar has closed, the analysis really begins.

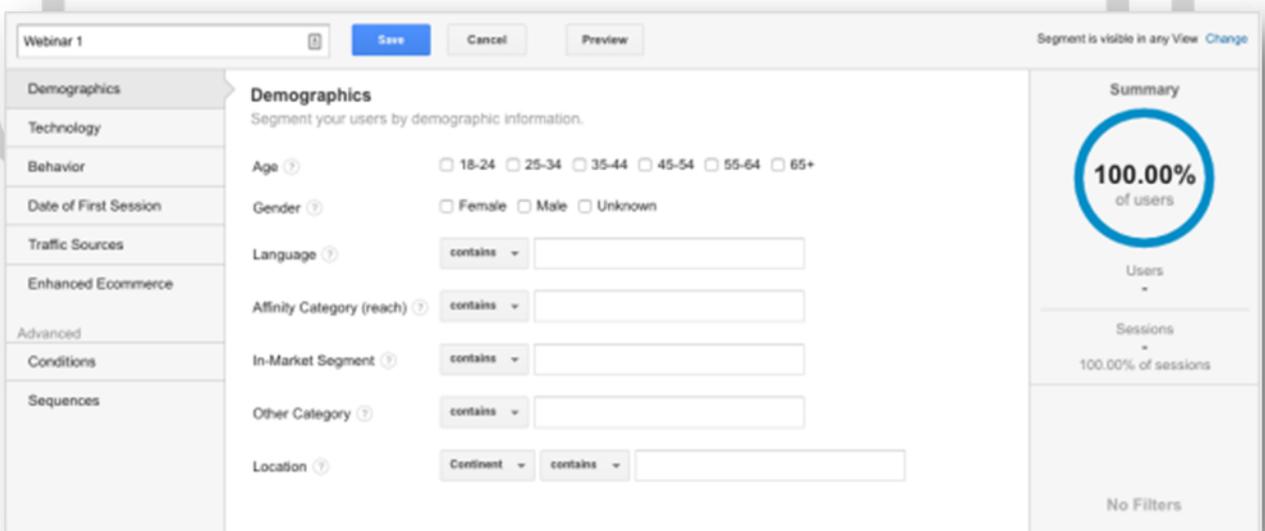
Inside Google Analytics, there are a few different ways to compare the “facts” of your webinar. For a quick, at-a-glance review, is using Advanced Segmentation.

Advanced Segmentation creates a filter that allows you to easily compare and contrast certain aspects of your overall webinar engagement.

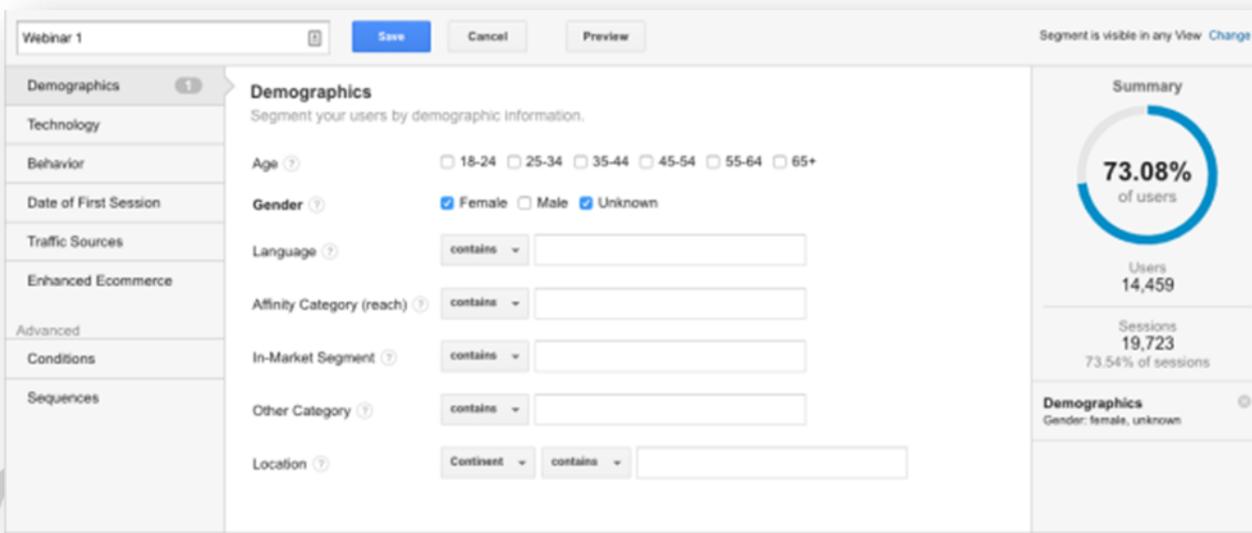


When viewing your Google analytics metrics, click on the Add Segmentation button, then + New Segment.

In this example, we'll set up a simple segmentation that filters out any traffic by male visitors (this would come in handy if, say, you were marketing specifically to women.)

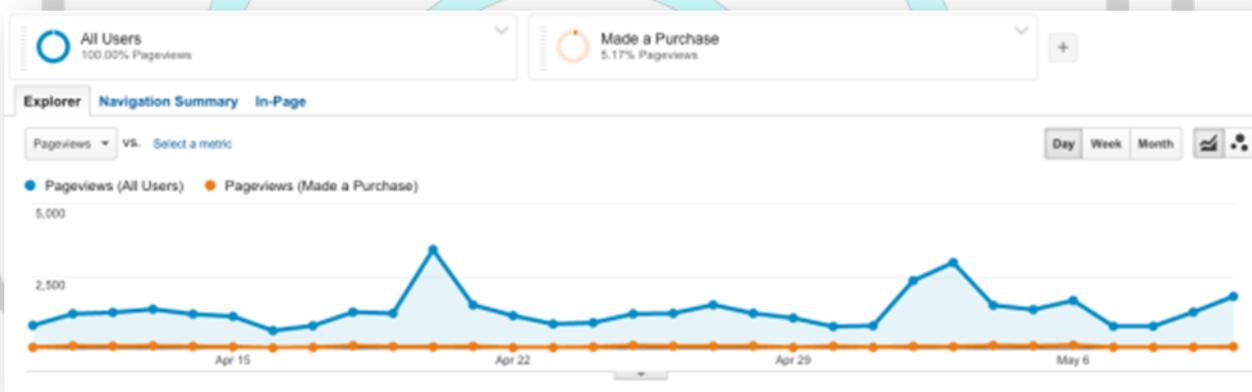


Without any filters, you can see that 100% of the traffic is accounted for.



Here we've selected "women" and "unknown," which makes up for 73% of our traffic.

Once you create and save this Advanced Segmentation setting, you'll automatically see the results in an easy chart.



Here's a comparison we made between "All Pageviews" and the pageviews that resulted in a purchase.

By creating multiple filters through Advanced Segmentation, you can begin to compare at-a-glance the traffic that most interests you.



You could also compare things like how much money you made off of Webinar A vs Webinar B, the bounce rate (how many people left your website immediately after the webinar), or even whether more people viewed on a mobile device vs a desktop.

This can give you an indication of where you can improve the webinar experience for your audience in the future.

Conclusion:

Webinar analytics tracking can serve so many purposes. If you're pitching a paid product at the end of your webinar, you might want to see how many of the webinar viewers converted into customers.

You might also want to see how long each visitor remained on that page to get a feel for whether most of your audience stuck with it until the end or not.

Don't rely on the eye test to judge whether or not your webinar was successful. Instead, track these webinar analytics and statistics to get a more nuanced and accurate answer. An answer that will shed light on the various components that define true webinar success, and more importantly, help you improve your process and performance next time around.

Chapter #14

Top Webinar Mistakes you need to avoid

When it comes to hosting a webinar, there's a lot to think about. What should I talk about? Should someone else be there as a panelist? How long should the actual webinar be?

These, plus a million other questions, will run through your mind in the days and weeks before your webinar. But don't stress! If you plan ahead and steer clear of a few common mistakes, your webinar is going to be a hit.

Mistake #1: You don't have the right speakers

Picking interesting speakers and panelists can be tricky. You want to make sure you find thought leaders, storytellers, and experienced panelists. You also want panelists who are comfortable speaking in front of people. Things are going to get awkward really fast if you have a panelist that is boring, sounds like they're reading a script, or just plain bad at speaking to an audience.

Mistake #2: Your topic is a snooze

Choosing the right topic is the most important part of the equation. Think about what topics your audience is interested in and what kind of information they're seeking.

Then choose the topics best suited to the webinar format. If your topic could be better communicated through a blog post or eBook, it's not the right topic. A webinar is a completely unique medium that is visual and interactive, so take advantage. Webinars are great for product demos, panel discussions, Q&As, tutorials, live audits, and workshops. Don't be afraid to get creative!

Mistake #3: Your webinar isn't interactive

Don't fall into the trap of thinking of webinars as a speaker talking at a silent audience with some slides — that's what bad webinars look like. The best webinars allow for two-way communication between panelists and the audience. Engaging webinars also use a combination of media and features to keep things interesting.

Mistake #4: Your webinar is one big sales pitch

We know you want your webinar to generate leads and sales, but making that your sole focus is a big webinar mistake. Prioritize your audience ahead of your lead generation goals, and create a webinar that's interesting and useful to your attendees. Trust me, the leads will come.

“Webinars are not about selling,” says Mike Agron, a webinar demand generation expert and co-founder of WebAttract, “they are about stimulating someone’s intellectual curiosity, teaching them something and inspiring them to want to have a conversation. Then you can determine how you can help them and convert them from a prospect to a customer.”

Put simply, your webinar should not be a hard sell and it shouldn't be all about you. It should serve as a starting point for future dialogue with potential customers.

Mistake #5: Your presentation looks terrible

Keep it simple. Your entire script doesn't need to be included in your slides. And you shouldn't try and cram in too much content. When putting together your presentation, summon your inner Steve Jobs and think, “Less is more.” Steve Jobs was famous for highly effective presentations. His rule: a PowerPoint should never have more than 40 words. For example, his iPhone presentation used 19 words across 12 slides.

Create clean, captivating slides that are not too text-heavy. Use platforms like Canva, Prezi, SlideRocket, and Keynote to make your slides more dynamic. But remember – less is more.

Mistake #6: Your webinar is at the wrong time

There is a right time and a wrong time for every webinar. While dates and times may vary by the audience, Tuesdays, Wednesdays, and Thursdays work best for most attendees. In general, try to stay away from crazy Mondays and unproductive Fridays.

And obviously, 99.9% of people are not going to attend a webinar on the weekend. But do some tests and see what days work best for your audience.

Most attendees also prefer webinars in the afternoon. Attendance is usually higher for webinars that take place during lunch or in the afternoon than webinars in the morning or evening.

Mistake #7: You didn't practice

This isn't improve class; you're allowed to prepare ... and you should. Write a solid script or speaking points at the very least, and go through it over and over again. Once it's practically memorized, it won't sound rehearsed. Even though you've heard it a million times, it will sound natural and conversational to your audience. You may also want to do some practice sessions so you feel comfortable talking in front of a computer.

Mistake #8: You didn't promote enough

This isn't a *Field of Dreams*, build-it-and-they-will-come situation. You have to promote your webinars. Spread the word using your social channels, email, and banners or CTAs on your website. Even your sales reps can help spread the word by mentioning your webinars in their prospecting emails.

Make sure your webinar partners have all the materials they need when it comes to links, landing pages, and messaging so they can promote to their audience and networks.

Finally, don't stop promoting once your webinar is over. Marketers are getting tons of ongoing value from on-demand webinars. Once you have your webinar recording, continue to drive traffic through all the channels listed above.

Mistake #9: You didn't have a communication plan

People need reminders, otherwise they'll forget, and you'll have low attendance. So don't feel bad about sending multiple reminders. If it makes you feel better, 64% of participants prefer to receive a reminder one day before a webinar.

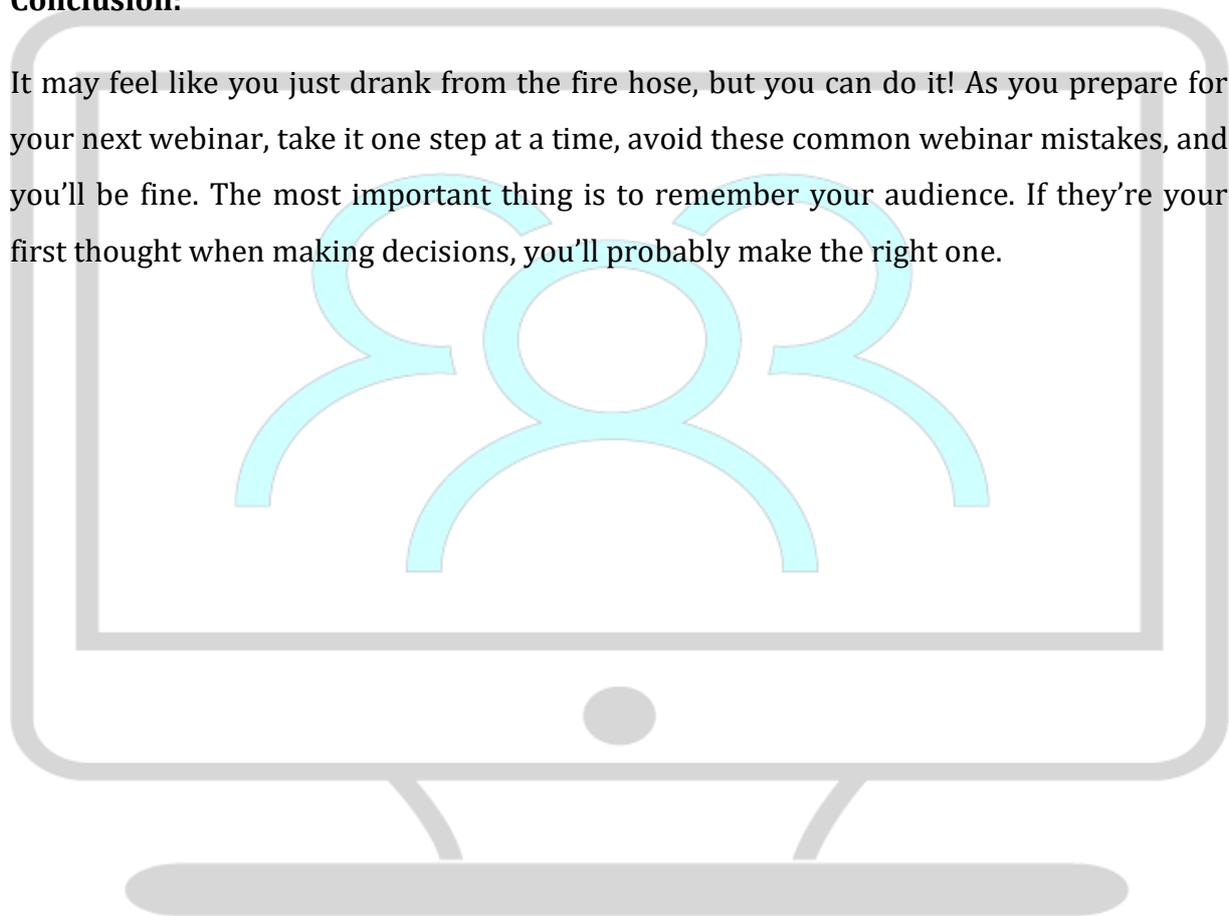
Mistake #10: You didn't include a call-to-action

Without a clear and direct CTA, you aren't going to get the outcome you want. At the end of your webinar, remember to tell your attendees to download a whitepaper, visit your website, use a discount code, etc.

Also, make sure to also follow-up with attendees as well as the registrants who didn't make the live event. Give everyone access to the recorded webinar and slides, and create a follow-up plan where you'll continue to send them additional information, content, and offers. Your webinar started a conversation, don't let that conversation die.

Conclusion:

It may feel like you just drank from the fire hose, but you can do it! As you prepare for your next webinar, take it one step at a time, avoid these common webinar mistakes, and you'll be fine. The most important thing is to remember your audience. If they're your first thought when making decisions, you'll probably make the right one.



Chapter #15

Case Studies

It's easy to see how marketing webinars might help build brand awareness, establish thought leadership and even generate leads. But connecting webinar marketing to your bottom line – **that is, converting qualified attendees into happy, paying customers** – that's a different story. And when you can't tie a campaign to your KPIs, it's hard to make it a priority.

It's time to get on the bandwagon. Smart marketers everywhere have taken to developing quality webinars: 63% of marketers will devote resources to creating webinars this year.

But that doesn't mean they're doing them successfully. Here we put together some of the best webinar examples.

1. **Beyond Lead Generation: From Landing Page Forms to Email Follow-Ups**

Hunter Boyle of AWeber delivered this killer webinar where he broke down email marketing strategies for acquiring satisfied, repeat customers.

His presentation covers:

- Why it's time to rethink and optimize your linear marketing funnel.
- The four core principles you must have in place as a foundation for split testing your email funnel.
- How to provide value in every single email you send your list.
- A checklist for gut-checking whether your messaging will resonate with your audience.

2. **A/B Tests for 6 Stages of Your Company's Growth**

In this webinar, Brendan O'Rourke, Solutions Engineer for Optimizely, draws on his math nerd background to help demystify statistics. His goal is to make A/B testing less intimidating for marketers who know they should be making strategic decisions based on data. He explains:

- When to choose between quantitative and qualitative research.
- Which stage of your company's growth is most conducive to an experimental mindset when it comes to A/B testing.
- What pivotal design is and when it's appropriate.

- Considerations that are often overlooked when segmenting audiences.

3. Webinars: More Than Just Lead Generation

If you're worried that webinars can't contribute directly to lead generation, this one's for you. [Wayne Turmel](#) breaks down how to leverage webinars for various stages of the customer lifecycle. He provides best practices for:

- Holding top-of-the-funnel presentations to create awareness for your product and to showcase expertise.
- Creating interactive webinars for leads who are already aware of your services so they can ask very specific questions and view demos.
- And finally, presenting seminars to your existing customers: demoing new features and building the relationship by demonstrating the continued value you have to offer.

4. Building a Better Social Business Series

Amy Ullman, former inbound marketing consultant for Hubspot, presents this webinar series all about building a better social business. In three acts, she breaks down how to *build* and *execute* a social media plan and how to *optimize* the heck out of it. In the process, she shares how to:

- Identify smart goals for your social media efforts.



- Optimize your time on social media by creating an efficient sharing calendar.
- Analyze social platform data to report on your social media ROI.
- Develop an improvement plan based on collected data.

5. Leveraging Marketing Psychology to Boost Revenue Per Session

Presenters Ryan Urban and Sean Shahparast are in the business of CRO at [Bounce Exchange](#), a company that makes automated marketing software to capture abandoning visitors.

Accordingly, this webinar has one goal: to help ecommerce companies improve their conversion rates. Throughout the webinar, Ryan and Sean:

- Play a “Pick the Winners” game, where audience members must guess the winner of real-life A/B test examples.
- Share the psychology behind the winning variation.
- Share many actionable tactics about landing page, product page and checkout page optimization.

This is a fun, fast-paced presentation.

Conclusion

And there you have it: a roundup of eight amazing webinars from companies who are doing webinar marketing well. Our hope is that they will inspire you to kickstart (or revisit) your webinar marketing campaigns and turn them into the revenue-generating beasts that they can be.



Conclusion

Webinars are taking the digital marketing world by storm. Also known as web conferencing, webinars are services that allow real-time, multicast video conferencing or audio conferencing events to occur even when participants come from remote locations. These are made possible through online technologies like TCP/IP. Some great examples of oft-cited webinar services include Google Hangouts, and ClickMeeting.

Many people today consider webinar as the next big thing in marketing since it offers real-time connectivity and interaction between the presenter or presenters plus guests and the audience that are interacting with them.

Any online marketer knows that webinars have become the number 1 tool to market products and boost sales.

Webinars are a great way to help nurture your audience through the buyer's journey. You aren't using webinar marketing to sell your products; instead you're using it as a vehicle to educate your audience. Just like any other content marketing, webinars are about adding value and offering something that is interesting and helps solve problems for your audience.

As the world becomes more and more reliant on technology, important business decisions are being made online without the trusty physical handshake. As humans we still have trouble trusting people we haven't met in person.

Webinars build trust. Your audience needs to trust you so when they are ready to buy, they know you are an expert in the industry, they already have a relationship with you and you have demonstrated that your product adds value and can help them.

If you are struggling to find a way to move your email subscribers and leads through the buyer's journey, webinars might just be your answer. They are an essential component of any content marketing strategy and will help you grow your business.



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