



Integrate Your Webinars for Maximum Impact

Webinars take a lot of planning. Getting speakers lined up, creating content, driving attendance, holding the webinar and following up. Integrate your webinars for maximum impact by following these tips.

MAKE YOUR WEBINAR A MARKETING MOMENT.

Not just a snapshot in time.

BREADCRUMB MARKETING

Tease your content & build hype

Blogs, Videos, Email, Social Posts

WEBINAR

TARGETED RESPONSE

Drive it home & continue the conversation

Email Nurture, Sales Outreach, Resources

Before Your Webinar

3-4 MONTHS OUT

- ☐ **Draft specific goals for the webinar**
 - Product launch? Company or fund update? Brand awareness? Education?
- ☐ **Define success metrics**
 - Number of attendees? Certain B/Ds attending? Generate selling agreement leads? Capital raised after webinar?
- ☐ **Be strategic in choosing the right format for the webinar**
 - Q&A, panels, 1:1 interview, course
- ☐ **Identify topics/speakers**
 - The right event/topic for the right audience
 - Feature energetic and engaging speakers who are good on camera
 - Think outside your organization for speakers when possible. Leverage partnerships.
- ☐ **Schedule event (be mindful of attendees' schedules/time zones) & send calendar invitation to speakers**
 - 30 minutes total for your webinar is the sweet spot. People don't want to commit to an hour. Plan 20-25 minutes for presentation and 5-10 minutes for Q&A
 - Ideal days of the week – Tuesday and Thursday

Before Your Webinar

2 MONTHS OUT

☐ Develop presentation content

- Coordinate with speakers
- Get needed compliance/legal approvals
- Make sure content is appropriate for webinar – think graphical, not word walls

☐ Develop email and registration page

- Don't call it a webinar – use roundtable, fireside chat, interview, Q&A
- Include the value-add in your webinar title – what's your audience getting out of it?
- Use clear and concise wording. Make sure people know what the webinar is about from the title – they don't always read the registration page
- In email invitation, note who they expect to see, what they expect to learn and what their takeaways are. Use a video snippet of presenter to tease webinar.

Before Your Webinar

2-3 WEEKS OUT

☐ Start marketing your webinar

- Market it before this and people will forget about it

☐ Use list segmentation

- Be thoughtful and intentional on who you're marketing to, so you reach your webinar goal

☐ Ask speakers and sales team to promote webinar on LinkedIn

- Provide mini promo kit with an image, post copy and registration link to make it easy for them

☐ Provide your sales team with a 1:1 email invitation to help drive attendance

☐ Provide sales team with a graphic/link to webinar registration for their email signatures

☐ Include promos for upcoming webinars in routine communications with target audience (newsletters, other emails)

Key Webinar Stats



BEST DAY TO HOLD WEBINAR
Tuesday or Thursday

**AVERAGE REGISTRATION
TO ATTENDANCE RATE**
40%-50%



BEST LENGTH FOR A WEBINAR
30 minutes total

**WHAT HELPS DRIVE
ATTENDANCE**

Not calling it a webinar



During Your Webinar

- ☐ Make sure Internet connections are strong and lighting is good for speakers
- ☐ Be real. Use an outline for guidance. Don't script it.
- ☐ Encourage speakers to maintain a high level of energy, smile and look at their cameras
- ☐ Engage participants through chat, Q&A, polls
- ☐ Provide clear takeaways to prove out the value-add you promoted – in webinar and with support pieces if possible
- ☐ Stay within 30-minute timeframe
- ☐ Clear CTA – what do you want them to do next?
- ☐ Short survey at end (or in follow-up email)

After Your Webinar

1-2 DAYS

- ☐ Follow up with attendees
 - Here's what we gave you and what we want you to do next
- ☐ Follow up with non-attendees
 - Recap with three quick points from the session, hope to see you next time

After Your Webinar

1-2 WEEKS

- ☐ Repurpose your webinar
 - Release the replay or create on-demand version that looks live
 - Social media – takeaways, screen shots, clips from webinar
 - Promo email for replay
 - Blog post
 - Report



If you need help maximizing your next webinar, contact us.
Or, set up a time on our calendar to discuss your needs.

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