

**GoTo**

**Connect**

# The Insider's Guide to Webinars

Marketer's Edition





# What's Inside

## Intro

Why Webinars?

## 01

Building Your Webinar Strategy

## 02

Getting Set Up With The Right Equipment

## 03

Planning Makes Perfect

## 04

Finding the Promotional Sweet Spot

## 05

Creating a Killer Presentation

## 06

Engaging Your Audience

## 07

Converting Webinar Leads

## 08

Measuring Success

## 09

Putting Your Webinars to Work



# Intro

## Why Webinars?





# Why Webinars?



## Webinars cut through information overload

Today's buyers suffer from information overload. With features, benefits, reviews, and so much data to sift through, purchase decisions are often swayed by something less tangible — emotion. It's surprising, but research shows that B2B customers are significantly more emotionally connected to their vendors than consumers are to B2C brands.<sup>1</sup>

So how can you tip the emotional scales in your favor? Cut through the noise by making a personal connection with your audience. Webinars provide the space businesses need to humanize their business and show audiences they care.



## Webinars drive high-quality engagement

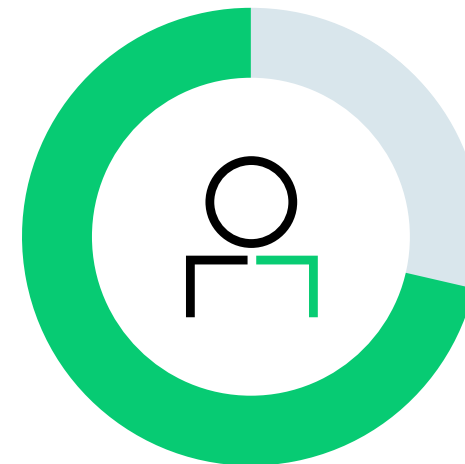
Marketers often measure engagement by the number of content downloads, ad clicks, or pageviews. But webinars deliver direct audience engagement that's in a class apart.

The average webinar viewing time is 57 minutes.<sup>2</sup> In other words, people are willing to spend more time on a webinar than with any other type of content. What's more, webinars are interactive and let you respond to participants in real time. This drives the type of deep engagement that will successfully convert your prospects into customers and your customers into advocates.



## Webinars generate meaningful business results

Webinars help marketers raise awareness, generate leads, nurture prospects, promote product usage, and retain customers. These types of interactions build trust and give businesses the prospect and customer insights they need to make better decisions across the organization.



Over  
**70%**

of marketing and sales leaders say webinars are the best way to generate high-quality leads.<sup>3</sup>

<sup>1</sup>Think with Google. (2019). From Promotion to Emotion: Connecting B2B Customers to Brands. <https://www.thinkwithgoogle.com/marketing-resources/promotion-emotion-b2b/>

<sup>2</sup>GoToWebinar. (2019). The Big Book of Webinar Stats: Your Source for Webinar Benchmarks and Best Practices.

<sup>3</sup>InsideSales.com. (2017). Optimal Lead Generation Methods. <https://www.insidesales.com/resource-short/optimal-blead-generation-methods/>



# 01

## Building Your Webinar Strategy

Webinars have become an important part of the new marketing mix. Here are three steps to developing a winning webinar strategy that will help you hit your goals faster.





# 1 Set Webinar Objectives

Good webinars impact the bottom line and align to specific marketing goals. List your high-level business and marketing goals. Then see how webinars can help or improve areas where you're struggling. Webinars are great for the following marketing goals:



“Looking across the customer lifecycle from awareness to purchase to retention and advocacy, webinars provide a content experience that closes the gap between prospect and customer, customer and advocate like few other content marketing tactics.”

**Lee Odden**

CEO of TopRank Marketing



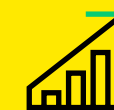
## **Increase Customer Retention and Adoption**

Host regular webinars to provide ongoing support, education, and updates.



## **Raise Brand Awareness**

Establish your leadership in the market and craft a bond with your audience.



## **Improve Close Rates**

Provide interactive demos, share success stories, and use surveys to identify hot leads.



## **Nurture Prospects**

Provide value that aligns with their goals and educate them about why your product solves their challenges.

# 2 Outline Topic Ideas

Your goals are set — now it's time to think about topics and how best to present them. Don't try to cover every topic in one webinar or attempt to take attendees from awareness to sale in a single session. The sharper your focus, the better your webinar and the more likely you'll be to achieve your goals.

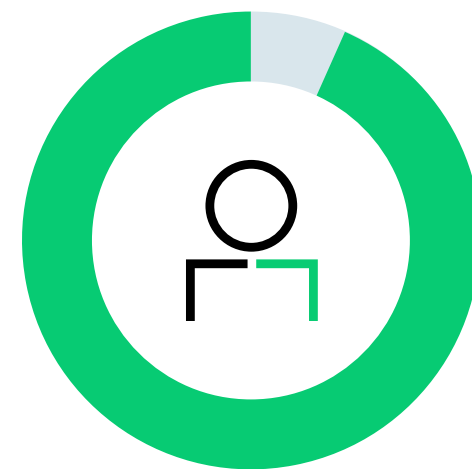
You want your topic to be specific, but, more importantly, you want it to appeal to your audience. To understand what topics will really resonate, do some research. Sources of insight and inspiration include:

- Trending topics in your industry
- Top-performing blog posts
- Organic keyword searches
- Frequently asked questions
- Your sales and customer success teams

Webinars are also the perfect opportunity to team up with another business or influencer in your industry. Co-hosting a webinar doesn't take much effort for either partner, but the payoff is big. You'll both benefit from the added marketing reach, and you'll have more expertise to share with your audience. Think about potential partners you could team up with and what you could talk about.

## Your audience wants to learn!

Make sure your webinar topic is practical and helps your audience do their job better.



95%

of professionals say they consume content in order to learn new knowledge or skills.<sup>4</sup>

<sup>4</sup>GoToWebinar. (2018). Today's Trends in B2B Content Engagement. [http://learn.logmeininc.com/NA-L-G2W-Mkt-EN-ADH-Trends-B2B-Content-Engagement\\_LP.html](http://learn.logmeininc.com/NA-L-G2W-Mkt-EN-ADH-Trends-B2B-Content-Engagement_LP.html)

# 10 Marketing Webinar Archetypes

Goal	Webinar Archetypes	KPIs
<b>Raise brand awareness</b>	<ul style="list-style-type: none"><li>• Thought leadership panel/discussion</li><li>• Influencer interview</li><li>• Broad topic presentations</li></ul>	<ul style="list-style-type: none"><li>• New leads/registrations</li><li>• Cost per lead</li><li>• Social shares</li><li>• Recording views</li></ul>
<b>Nurture prospects</b>	<ul style="list-style-type: none"><li>• “How to” series</li><li>• Virtual workshops</li><li>• Ask the expert/Q&amp;A</li></ul>	<ul style="list-style-type: none"><li>• Attendance</li><li>• Post-webinar action</li><li>• Webinar engagement score</li><li>• Sales-accepted leads</li><li>• Pipeline generated</li></ul>
<b>Improve close rates</b>	<ul style="list-style-type: none"><li>• Product demos</li><li>• Customer success stories</li></ul>	<ul style="list-style-type: none"><li>• Close rates</li><li>• Revenue generated</li></ul>
<b>Increase customer retention and adoption</b>	<ul style="list-style-type: none"><li>• Product tutorials/updates</li><li>• Virtual customer conference</li></ul>	<ul style="list-style-type: none"><li>• Product usage/adoption</li><li>• Customer retention</li><li>• Net Promoter Score (NPS)</li></ul>



# 3 Set a Webinar Cadence

Webinars take time to plan and produce so be realistic about how often you can host them. Aim for a minimum of four per year. Any fewer and you'll never have the confidence and processes in place to do them well.

When assessing your resources, think about who and what it takes to pull off a webinar.

## A successful webinar requires:

-  Content creation
-  Promotion
-  Marketing operations
-  Event execution
-  Follow-up





# 02

## Getting Set Up With the Right Equipment

A great speaker and engaging content are key to the success of your webinar, but your setup can be just as critical. With the proper equipment, you can take your webinars from simply interesting to simply incredible.





# The Right Webinar Space

If you're investing heavily in webinars and you have the space for it, a dedicated webinar room is ideal. The right webinar room has:

- **Good acoustics** — It's quiet and doesn't have an echo.
- **Attractive background** — A colorful wall, cool background decor, or background screen for when you're on webcam.
- **Flattering lighting** — Bright but not harsh lighting so you look great on camera.
- **Comfortable setup** — A nice chair or standing desk to keep you going strong.

## Microphone

Poor audio quality is distracting, so make sure you have a good microphone that allows your attendees to hear you clearly. Prices can vary widely, but plan on spending anywhere from \$30 to \$200 for a decent microphone. You might be tempted to use lavalier mics (aka clip mics), but we don't recommend this option because they tend to pick up noise when the speaker moves.

## Microphone Boom Arm (optional)

If you need more flexibility when it comes to the position of your microphone, get a boom arm. This will allow you to position your mic where it's comfortable for you.

## Webcam

Find a high-quality HD camera so your video will look great on all monitors. You'll find solid webcams for anywhere from \$45 to \$200 that will work well for webinars, video conferencing, and other streaming needs.

## Lights

Good lighting will give you a more professional look. Most rooms don't have the best lighting for being on camera, so we suggest investing in a portable light that will reduce shadows and give hosts a nice glow. For a flexible and affordable option, check out [Stellar's Diva Desktop Ringlight](#).

## Earpieces

Earpieces are super helpful when hosting a webinar. An earpiece allows you to hear other webinar contributors without your audience hearing as well.

## Dual Monitors

It's much easier to have one screen where you display your slides and another screen with your webinar controls.

# Product Recommendations

Here's what we actually use for our own webinars at GoTo:

**Microphone:**

[Rode NT-USB Microphone](#)

**Boom Arm:**

[Rode PSA1 Studio Boom Arm for Broadcast Microphones](#)

**Webcam:**

[Logitech BRIO](#)

**Light:**

[Brightline i-Series](#)

**Earpiece:**

[Otto Engineering V1-10437 – Single IFB Earphone Kit](#)





# 03

## Planning Makes Perfect

There are a lot of moving parts when planning a webinar. You have to involve the right people at the right time, promote the event, work with partners, schedule rehearsals, and deploy an engagement strategy, to name a few. Here's a brief project management outline to get all your ducks in a row.





# 1 Delegate Webinar Roles and Responsibilities

Involve the right internal and external people from the start. For bigger teams, you might need to involve a handful of people across several teams including: Demand Generation, Web, Email, Content Marketing, Social Media, Marketing Operations, and Sales. But smaller businesses and marketing teams will find that two or three people can divide these responsibilities.

## Webinar Responsibilities

Content Creation	Promotion	Marketing Operations	Event Execution	Follow-Up
<ul style="list-style-type: none"><li>• Choose webinar topic</li><li>• Find expert panelists</li><li>• Design slides</li><li>• Gather/create relevant handouts and follow-up material</li></ul>	<ul style="list-style-type: none"><li>• Create email invitations</li><li>• Draft social promotional posts</li><li>• Engage on social channels during and after the webinar</li><li>• Write promotional and recap blog posts</li><li>• Build website banners</li><li>• Buy paid advertising</li></ul>	<ul style="list-style-type: none"><li>• Create landing pages</li><li>• Send invitations and reminders</li><li>• Integrate marketing automation/CRM</li></ul>	<ul style="list-style-type: none"><li>• Configure organizers and panelists</li><li>• Present</li><li>• Launch polls</li><li>• Respond to Q&amp;A</li></ul>	<ul style="list-style-type: none"><li>• Score leads</li><li>• Send follow-up communication</li><li>• Measure success</li></ul>



# 2 Create a Timeline and Checklist

Create a webinar timeline that will help your team keep track of tasks and due dates. Use the timeline below as a guide for your webinar schedule.

## Webinar Planning Schedule

T-8 weeks	T-6 weeks	T-4 weeks	T-2 weeks	T-1 week	Webinar Day	Day After
<ul style="list-style-type: none"><li>• Identify team members who will help.</li><li>• Pick a topic, draft an abstract.</li><li>• Identify potential partners.</li></ul>	<ul style="list-style-type: none"><li>• Confirm partner participants.</li><li>• Confirm webinar date.</li><li>• Create landing page and promotional materials.</li></ul>	<ul style="list-style-type: none"><li>• Set up your webinar in your chosen webinar platform.</li><li>• Start promotions.</li><li>• Begin crafting presentation.</li></ul>	<ul style="list-style-type: none"><li>• Check registrations and optimize your promos.</li><li>• Review content.</li><li>• Build webinar polls and surveys.</li></ul>	<ul style="list-style-type: none"><li>• Finalize content.</li><li>• Do dress rehearsal.</li><li>• Keep promoting up to the big day!</li></ul>	<ul style="list-style-type: none"><li>• Start your webinar early in the “waiting room” to do last minute checks.</li><li>• Start broadcast.</li><li>• Record.</li><li>• Encourage audience engagement.</li></ul>	<ul style="list-style-type: none"><li>• Follow up with all registrants.</li><li>• Distribute recording, evaluate performance.</li><li>• Make sure registrants are in appropriate nurture tracks.</li><li>• Measure success.</li></ul>

# 3 Set Up Your Webinar

Set up your webinar in your webinar solution. This will include picking a date, selecting your webinar mode, inviting organizers (people who will run the webinar or present), creating a registration page, writing and scheduling emails, and creating webinar polls and surveys. What webinar mode best fits your needs and goals? At GoTo we offer a few different options:

## Choosing Your Webinar Mode

Mode	Standard	Webcast	Recorded
Good for...	Intimate groups with high interactivity. Attendees can use computer or phone audio to listen in, and you can unmute attendees for live comments or questions. This works well for any type of marketing webinar.	Big audiences in awareness-generating webinars. Attendees are muted but they can still chat questions and respond to polls. If you're hosting a panel discussion of thought leaders or a virtual conference, this is the mode for you.	Scheduling issues or taking the pressure off presenting live. You can pre-record your webinar, but it will play just like a live event for your audience — complete with polls and Q&A options. This format also works well for recurring webinars — think weekly product demos or customer training.



# 4 Rehearse

This is when things get real and hopefully when you iron out any last-minute kinks. To make sure your live webinar runs smoothly, here's what you need to accomplish during the dress rehearsal:

- Make sure panelists and organizers have their join link.
- Send out a final copy of the slides to participants.
- Have all webinar speakers test their audio setup.
- Make sure webinar organizers know how to start the webinar, pass presenter controls, and moderate questions.
- Get presenters comfortable muting and unmuting, controlling slides, and passing presenter roles.

## Prepare for the curve ball

Plan for the unexpected! You want to create a backup plan whenever possible.



### **Print the presentation**

If for some reason you can't see it on your screen, you can wing it with a printed version of the slideshow.



### **Write down the phone number to rejoin**

You can continue to contribute to the webinar over the phone; just make sure the phone number is written somewhere other than your computer.



### **Have a backup presenter**

Practice screen sharing and keyboard/mouse control and make sure someone can take over the presentation if something goes wrong.



### **Make another panelist an organizer**

Take some pressure off the organizer and make sure the webinar can continue even if the main organizer goes offline.



A woman with long dark hair is looking down at a smartphone in her hands. She is wearing a blue sleeveless top. The background is a blurred indoor setting, likely a cafe or office, with warm lighting and bokeh effects. A green diagonal banner is overlaid on the left side of the image, containing text.

# 04

## Finding the Promotional Sweet Spot

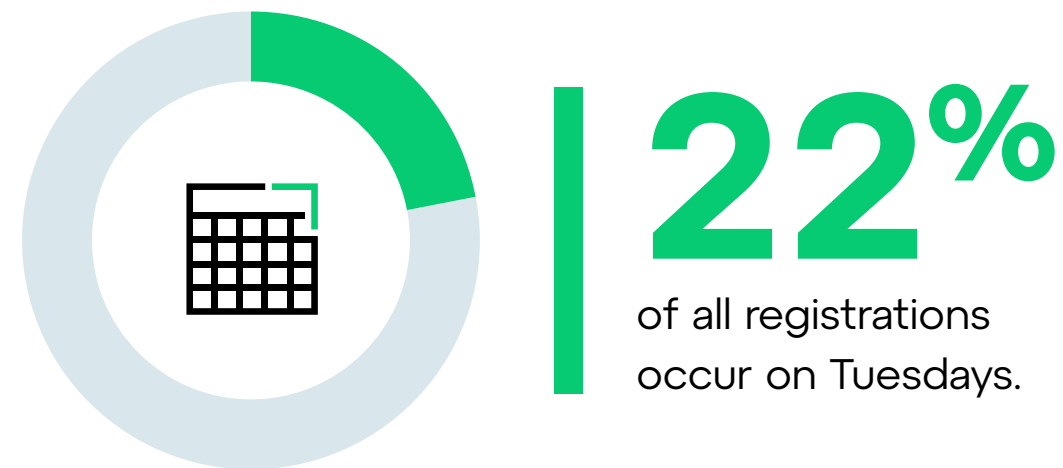
Your webinar's success really hinges on effective promotion, so we've analyzed thousands of webinars to find out how to maximize registrants and attendees.



# When to Promote Your Webinar

## Tuesdays

When promoting your webinar, it's all about Tuesdays. Tuesdays attract 22% of all registrations, making it the best day for promotion. Monday, Wednesday, and Thursdays also work, but steer clear of dropping your email invitations on Friday, Saturday, or Sunday.



## Mornings

The best time of day for promotion varies by channel, but there is a spike in registrations between 8 and 11 am. Send emails early in the morning so your promo will be at the top of recipients' inboxes.



## One month out

Start promoting four weeks in advance of your webinar and ramp up your efforts the week leading up to the event.



# Where to Promote Your Webinar

Now you have to decide which media channels to use. Let us break it down for you. Here are some of the most effective channels for webinar promotion.

## Promotional Channel Breakdown

### Email

Email puts all other promotional channels to shame. It is consistently the top source of registrations.

To craft the perfect email for maximum registrations, your email invite needs:

- An attention-grabbing webinar title
- A date and time (remember to include the time zone of your event)
- 3-5 bullets summarizing key takeaways
- A brief speaker biography or list of credentials
- A few bullets describing who should attend
- A clear CTA button for invitees to “Register Now” (include your CTA link a few times throughout the email)

### Website

Advertising on your website or blog is awesome because it’s free and a great way to convert your web traffic. You’re already driving people to your website — might as well invite them to your webinar. You can even add a CTA to your homepage that leads to a registration landing page within your site. Or write a teaser blog post about information that will be shared in the webinar.

### Partners

Aside from email, bringing on a partner is the best way to maximize your audience. Ask your partners to promote the webinar through their website, social profiles, and email list. You may want to share some of your creative with them to establish continuity across brands.

### Social Media

Social media channels like Facebook, Twitter, Instagram, and LinkedIn are very powerful tools in your webinar arsenal. They’re great for driving registrations, increasing awareness, and boosting webinar engagement.



## Where to Promote Your Webinar (continued)

### Get social media profiles for special guests

If your webinar has a guest speaker, include their Twitter handle and photo on the webinar landing page. Then mention your speakers on social media so you can tap into their audience and increase visibility.

### Schedule a series of social posts

Drive webinar registration with scheduled promotion (organic and paid) across all your social platforms. Use high-quality images, compelling content, and a clear CTA.

### Include social share buttons on your webinar registration page

Encourage registrants to share their upcoming webinar with their social media networks. Also include the social share buttons on the thank-you page and in the confirmation email.

### Create an eye-catching image for social promotion

It's all about images on social media. Facebook posts with images see 2.3x more engagement than those without images according to BuzzSumo.<sup>5</sup>

### Encourage special guests and employees to share as well

LinkedIn reports that employees have 10x more connections than a company has followers.<sup>6</sup> To take advantage of your speaker's and employees' audiences, create a couple posts for them to copy and share with their social networks.

<sup>5</sup>BuzzSumo. (2015). How to Massively Boost Your Blog Traffic With These 5 Awesome Image Stats. <https://buzzsumo.com/blog/how-to-massively-boost-your-blog-traffic-with-these-5-awesome-image-stats/>

<sup>6</sup>LinkedIn. The Official Guide to Employee Advocacy. <https://business.linkedin.com/content/dam/me/business/en-us/elevate/Resources/pdf/official-guide-to-employee-advocacy-ebook.pdf>



# How To Create The Perfect Registration Page

An optimized registration page is one of the most effective ways to increase registrations.

## Design

Refer to these simple best practices for high-converting registration pages:

- Point the eye to the form
- Use contrasting but complementary colors
- Keep everything important above the fold
- Make CTAs stand out
- Optimize for mobile

## Thank You

Confirm registration with a thank-you page or pop-up (in addition to a confirmation email).

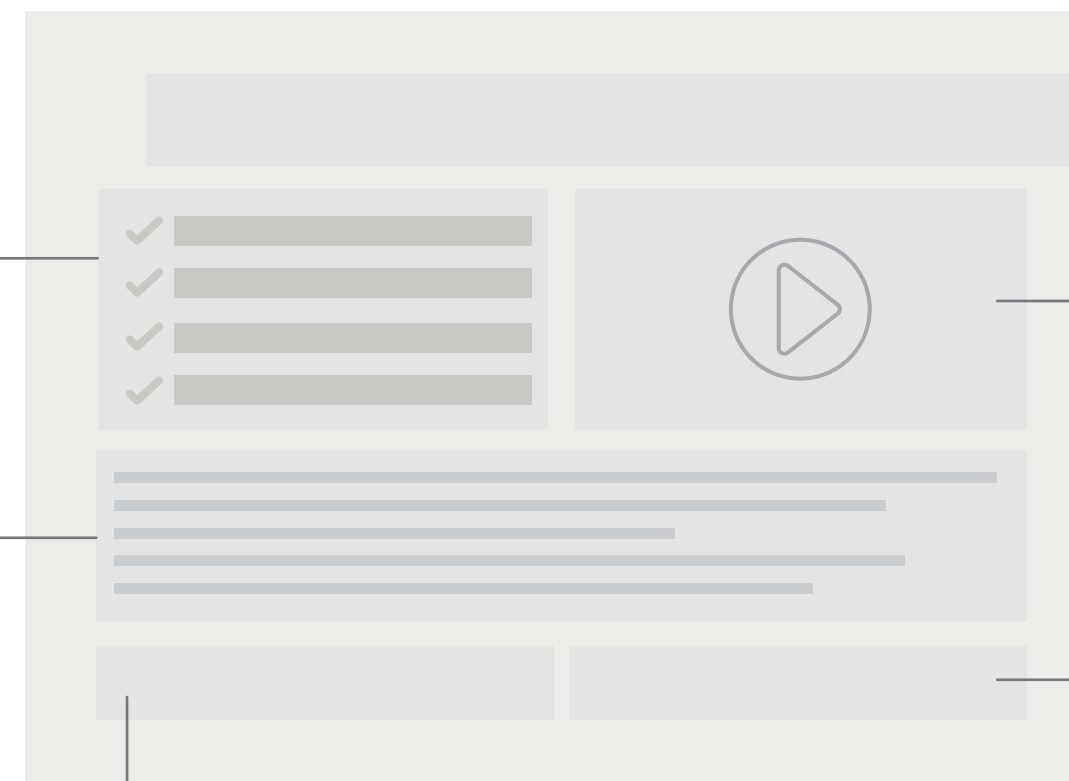
**Form Fields**  
Limit your fields to the attendee's name and email address for top-of-funnel webinars.

**Copy**  
Go light on page copy. Focus your efforts on a great webinar title, headline, and the major benefits of the webinar.

**Contact Info**  
By sharing your company phone number or email address, you build trust and credibility.

**Video**  
Video can increase conversion rates by as much as 80%.<sup>7</sup>

**Urgency**  
Use language that illustrates why your audience needs to register for your webinar now.



<sup>7</sup>EyeView Digital. Increase Online Conversion Through Video. [https://www.eyevue.digital.com/documents/eyevue\\_brochure.pdf](https://www.eyevue.digital.com/documents/eyevue_brochure.pdf)



# 05

## Crafting a Killer Presentation

Ensure you have a compelling story and stunning slides to match. You planned and promoted and now comes the presentation. This is how you motivate your audience to take action. Everything from slide layout to fonts to images will affect how your audience views your message.



# Choose an Attention-Grabbing Title

What type of webinar titles work best? Well, we've found there are certain formulas that consistently outperform others. Here are the top six formulas in order of effectiveness:

- 1 Lists**  
Lists are an excellent way to demonstrate your expertise and convey a clear value to your audience. Example: 10 Little Known Ways to [blank]
- 2 How to**  
How-to titles also demonstrate your authority and indicate that the webinar will be full of actionable takeaways. Example: How to Do [something awesome] Like [someone awesome]
- 3 101**  
These titles work well when you're covering a new or trending topic. Example: [Interesting topic] 101: Learn How to [blank] Like a Pro

**4 Classes, Trainings, and Workshops**  
Again, these titles convey that practical information will be shared that attendees can put to use. Example: Master Content Marketing Workshop

**5 New**  
Titles with the word "new" are exciting and timely. They are used to reveal new data, make an announcement, or explore a topic never before covered. Example: New Data Reveals How Marketers Should Be Doing [blank]

**6 Trends**  
Trending topics are usually thought-leadership webinars that allow you to partner with other industry experts. Example: The New Trend in [blank] That [someone] Swears By



# Structure Your Content

Structure your webinar content like a story. There should be a central narrative that flows from a beginning to the middle and end. Include too many trivial details or asides, and the core theme will be lost.

## Follow this basic outline:

### Introduction

This is when the speakers introduce themselves and break the ice. Presenters should show off their personalities from the start. Keep this part short and sweet.

### Build tension

Highlight the problem your audience has and why they should listen to you for the next 30 or 60 minutes. Build anticipation by teasing how you'll solve the challenge.

### Deliver the promised value

Meet expectations and match content to the promises made. Make sure to explain why the information you've delivered is important and how it will benefit your audience.

### Tell the audience what to do next

How can they use the information you've given them to gain more value? Deliver a clear call to action at the end of your presentation.

Here's the thing — most marketers seem to be doubtful that busy audiences with waning attention spans will want to stay in a webinar any longer than an hour. However, attendees have longer attention spans than you might expect. Surprisingly, attendees don't drop off during longer webinars. In fact, they'll stay for about 70% of a 90-minute webinar.



<sup>8</sup>GoToWebinar. (2019). The Big Book of Webinar Stats: Your Source for Webinar Benchmarks and Best Practices.

# Design Stunning Slides

You want your presentation to be attention-grabbing, informative, and memorable. This is easier said than done. Which is why we have these simple tips for designing a presentation your audience will pay attention to.

**1 High-Impact Images**  
A beautiful image will immediately make your presentation look striking. Use high-resolution images to illustrate key parts of your presentation.

**2 Simple Slides**  
Keep it clean. Limit yourself to one idea per slide — and make sure every idea or slide is part of your core message or theme. There is no limit to the number of slides you can use, so break down complex ideas into easy-to-digest slides.

**3 Minimal Text**  
You don't want one word on a slide, but you also don't want to distract your audience with a novel. If your slides have too much text, your attendees will be too busy reading to listen to the presentation.

**4 Large Font and Expressive Typography**  
Use a large font. Experts recommend 30-point or larger. But don't be afraid to play with fonts and colors to draw attention to certain ideas.

**5 Presentation Structure**  
Once your slides are laid out, step back and look at the flow of your slide deck. Does the structure still make sense to you? Does every slide have a point? Does an outsider understand the structure? Fine-tune your slides until you can answer “yes” to all these questions.

## **Save time with a template**

Presenters spend an average of eight hours designing slides,<sup>9</sup> but with a template that time is cut to two hours or less. A good template has all the building blocks you need to quickly create a captivating and professional-looking presentation. But be sure to make a template your own with imagery and colors. And don't be afraid to switch up the format.

<sup>9</sup>Venngage. (2019). The Ultimate Guide to Webinar Visuals: How to Design Presentations to Captivate Your Online Audience. <https://venngage.com/blog/webinar-visuals-guide1>



# 06

## Engaging Your Audience

If you find hosting a webinar stressful, you're not alone. Even the most seasoned pros get nervous about delivering a flat presentation that bores their audience to tears. But with a few simple tips, it's actually not that hard to captivate your audience and keep them wanting more.





# It's All in the Delivery

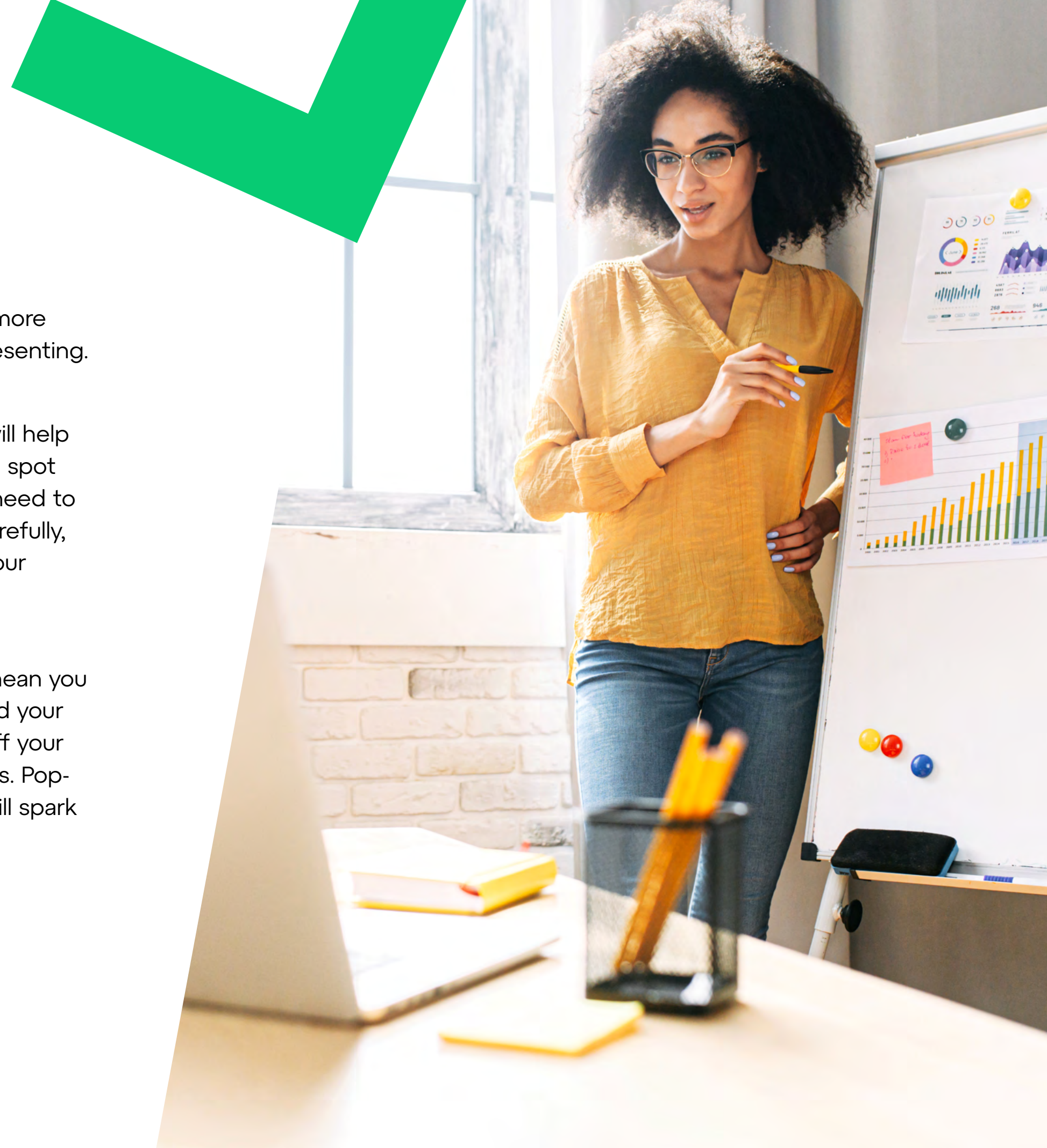
Public speaking is scary. But if you want to get better and feel more comfortable, you have to know how you come across when presenting.

## **Prepare (more than you think you need to)**

Run through your presentation and record it beforehand. This will help you pinpoint the areas that need improvement. You'll be able to spot rough transitions, recognize areas that lag, and see where you need to loosen up and have more fun. Be sure to choose your words carefully, speak clearly, and don't be afraid to add pauses and increase your volume to emphasize a point.

## **Have fun with it**

Your webinar may be aimed at professionals, but that doesn't mean you have to be painfully serious or dull. Have fun with your slides and your co-presenter if you have one. Show your personality and play off your co-presenter. Also, don't be afraid to experiment with fun visuals. Pop-culture references, short videos, or a twist on familiar images will spark interest and help your audience remember key points.





**Use rhetorical devices**

Repeating yourself may feel unnatural, but it helps your audience focus on what you're saying. Here are a few examples:

- Repeat a word or phrase at the beginning of each clause.
- Repeat a word or phrase at the end of each clause.
- Repeat conjunctions in a series of coordinated words, phrases or clauses.
- Repeat phrases or slogans throughout your presentation.

**Use voice dynamics**

The best way to put your audience to sleep is to use the same cadence, vocal rhythm, pitch, tone, and gestures throughout your presentation. This technique also works with babies.

Keep your speech interesting by consciously varying your voice and pace. It's also important to pause. Presenters hate silence, but a pause within your speech can be very useful. Pausing before or right after an important point adds impact. Pause before your point to signal to the audience something important is coming. A pause afterword gives them time to let the message sink in. Plus it gives you an extra moment to collect yourself.

**Show your passion**

People came to hear you speak, and they want to hear you speak passionately. Be energetic. Be conversational. Be confident. Be yourself.

When you believe in your topic, it will translate to your audience. There's no substitute for an authentic, genuine presentation from someone who knows what they're talking about.



# Use Available Tools

Through GoTo Webinar, you have a variety of tools at your disposal to engage your audience. The following tools are a must-have for your next webinar.

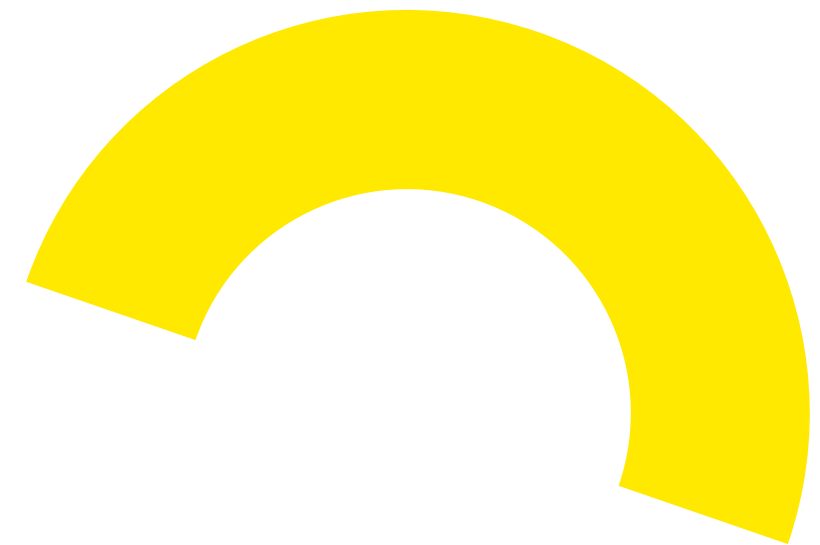
**1 Webcam sharing**  
People want to see you. Research reported by HBR<sup>10</sup> found that the most effective methods of sharing knowledge are those that allow direct, informal contact with people — that's people, not PowerPoint slides. So be sure to use a webcam in your webinar and let your audience connect with you.

**2 Polls and surveys**  
This is how your audience is heard. With GoTo Webinar, you can build polls and surveys directly into your webinar, so you can ask your audience questions and report back to them in real time.

**3 Hand-raising tool**  
Ask your participants to raise their hands just like you were all in the same room. By giving your audience the ability to virtually raise their hands, you can ask impromptu questions at the right moment in your presentation.

**4 Video sharing**  
Mix up your presentation by sharing a video. This can be anything: a fun ice breaker, product demo, or whatever else you think would be engaging and valuable.

**5 Attendee unmuting**  
Let your attendees actually ask their questions or respond out loud during the webinar.



<sup>10</sup>Harvard Business Review. Burstein, Rachel. (2013). Making the Most of Webinar. <https://hbr.org/2013/03/making-the-most-of-webinars>



**07**

# Converting Webinar Leads

The whole point of a webinar is to motivate your audience to do something. Your webinar needs to be powerful enough to inspire action, and you need to be able to track and monitor customer conversions.





# Turn Registrants Into Customers

Employ programs and build the necessary framework to track registrant information, score leads, follow up with attendees and non-attendees, and nurture webinar leads. To keep track of your leads from registration to conversion, take these steps:

**1 Integrate webinars into your systems landscape.**  
Make sure your webinar solution integrates with the systems you use to nurture, convert, and track leads. This might include your marketing automation, email, and CRM solutions. This way, webinar registrants will automatically flow into your systems as leads, and you can put them in the appropriate marketing flow. GoTo Webinar, also has other insights (like attentiveness, poll responses, and questions) you can use to enhance your lead records.

**2 Involve your sales team in the webinar.**  
Make sure your sales team knows what webinars are on the calendar and what topics they'll cover. This will help the sales team prepare more thorough follow-up communication with webinar leads and keep your marketing efforts aligned with your company's sales goals.

We recommend going a step further and having sales reps join the webinar. They can even help run the webinar, fielding and answering attendee questions.

By taking part in the webinar, sales reps will get familiar with the topic. They'll also see how engaged your attendees are, which will make your sales reps all the more motivated to follow up. This sets the groundwork to seamlessly pass the top webinar leads from marketing to sales.

**3 Poll or survey your audience to see who's ready to buy.**  
Poll responses provide handy insights you can use to segment your audience by need, interest level, industry, and more.

Polling your attendees during the webinar will help you find out if they're interested in learning more about your company or talking to a sales representative. Bear in mind, this technique is not suited for top-of-the-funnel webinars that are unrelated to your product.

Additionally, polling your attendees during the webinar — rather than polling them in a post-webinar email — will yield a much higher response rate. If attendees respond in the affirmative, pass them to your sales team for follow-up.



If it's not appropriate to ask during the webinar, send a post-webinar survey. Sending attendees a quick survey right after the webinar is a great way to see if your content resonated with them, capture additional insights, and gauge their interest in your product. You can also use survey responses to segment your webinar attendees and tailor your follow-up marketing messages.

### **4 Score and segment webinar leads.**

Now you're ready to score leads. As we said, if you surveyed or polled your audience to see who's ready to have a sales conversation, you can mark those as hot leads ready to be passed to sales.

For the rest of your registrants, here are a few ways to weed out the junk from the gold:

Is the registrant in your target market? Does the registrant's industry, company type, job title, and company size match your persona? If you don't have this data, you can use a data enrichment solution to get this kind of information appended to your contacts.

Did they attend? Just because a registrant didn't attend the webinar doesn't mean they aren't a valuable lead. On the other hand, someone who attended the live event could indicate a highly motivated buyer.

What other touchpoints did the registrant engage with? If your registrant has already downloaded an eBook and attended a previous webinar, they're probably a serious prospect. If this was their first interaction with your company, you may have to wait and see what they do next.

What was their attendee engagement score? The attendee engagement score is calculated by GoTo Webinar based on metrics like how long the attendee stayed for the webinar, how long they were actively watching, if they asked questions or participated in polls, etc. This number shows how well your topic resonated. It can also be an important factor in lead quality.

### **5 Follow up within 24 hours.**

While your webinar is still fresh in their minds, send out your first email follow-up to attendees and no-shows within 24 hours of the event. Your audience expects to receive the webinar recording and presentation slides, regardless of whether they showed up or not.

Prospects also love when companies include a link to a follow-up blog post that summarizes the webinar content and answers some of the top attendee questions. It takes extra planning and a quick turnaround to do this, but you're fostering a relationship with these prospects — this type of targeted content is key to converting your audience down the line.

**6 Nurture warm and cold leads.** Putting warm and cold webinar leads into your existing nurture tracks based on your usual segmentation will boost the chances that they'll contact your company when they're thinking about purchasing your solution.

Alternatively, you can create a webinar-specific nurturing track for these leads, if you have the resources. As you develop your nurturing content, think about what stage of the buying cycle your attendees are in and identify other key content assets you can offer in your nurturing stream that build on your webinar content.

The length of the nurturing stream will depend on your sales cycle, but four to six weeks is a good place to start.

**7 Always empower leads to take action.** It's always better to make it easy for your prospects to take the next step in their buyer's journey. Even if your leads aren't quite ready to become customers, give them the ability to keep learning with additional resources and ways to engage. Whether it's during the webinar or in your follow-up emails, including a clear call to action and highlighting its benefit will entice your audience to take the next step with your business.





# 08

## Measuring Success

After pouring so much time and effort into a webinar, it's important to be able to quantify the outcome. Even if you feel like the webinar went well during the live presentation, having the numbers to back it up speaks volumes.





# Tracking Webinar KPIs

From the outset, you need to know your key performance indicators (KPIs). You can't measure success if you don't know what it looks like. Depending on your objectives, there are multiple ways to track webinar success.

## Webinar KPIs

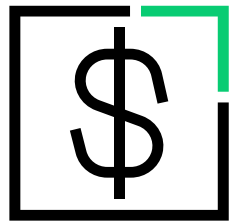
Webinar Goal	Raise Brand Awareness	Nurture Prospects	Improve Close Rates	Increase Customer Retention
KPIs	<ul style="list-style-type: none"><li>• Registrants/leads generated</li><li>• Webinar engagement score (for determining lead quality)</li><li>• On-demand views</li></ul>	<ul style="list-style-type: none"><li>• Leads engaged</li><li>• Sales-ready leads identified</li></ul>	<ul style="list-style-type: none"><li>• Sales cycle length</li><li>• Close rates</li></ul>	<ul style="list-style-type: none"><li>• Product adoption</li><li>• Net Promoter Score</li><li>• Retention</li></ul>



# Calculating ROI

As we said, measuring ROI can be complicated. But the easiest way to calculate return is to multiply the number of qualified leads your webinar generated by your average lead-to-sales conversion rate.

Now multiply that number by your average customer lifetime value (CLV). This gives you an actual dollar value for your webinar. Then subtract webinar costs to see your final ROI.



**(Qualified leads) x (Conversion rate) = Total sales**

**(Total sales) x (CLV) = Webinar revenue**

**(Webinar revenue) – (Webinar cost) = Final ROI**





# 09

## Putting Your Webinars to Work

Don't just archive your webinar and move on to the next project — you're not finished with your webinar yet. Instead of letting one of your most valuable assets collect dust, turn it into a constant stream of new views and leads. You can continue to expand your reach, share valuable information, and drive more conversions in these ways.





# Repurpose

By repurposing your webinar, you give your audience multiple ways to consume the content and the freedom to do so whenever they want.

## 10 effective ways to repurpose your live webinars into great content

1

Create one or more blog posts

2

Use Q&A questions to seed blog posts and web content

3

Turn your webinar into a SlideShare

4

Request blog posts from guest speakers

5

Turn quotes, stats, and key takeaways into social posts

6

Create a follow-up email

7

Create an eBook

8

Retweet the best tweets about the webinar

9

Create short how-to videos

10

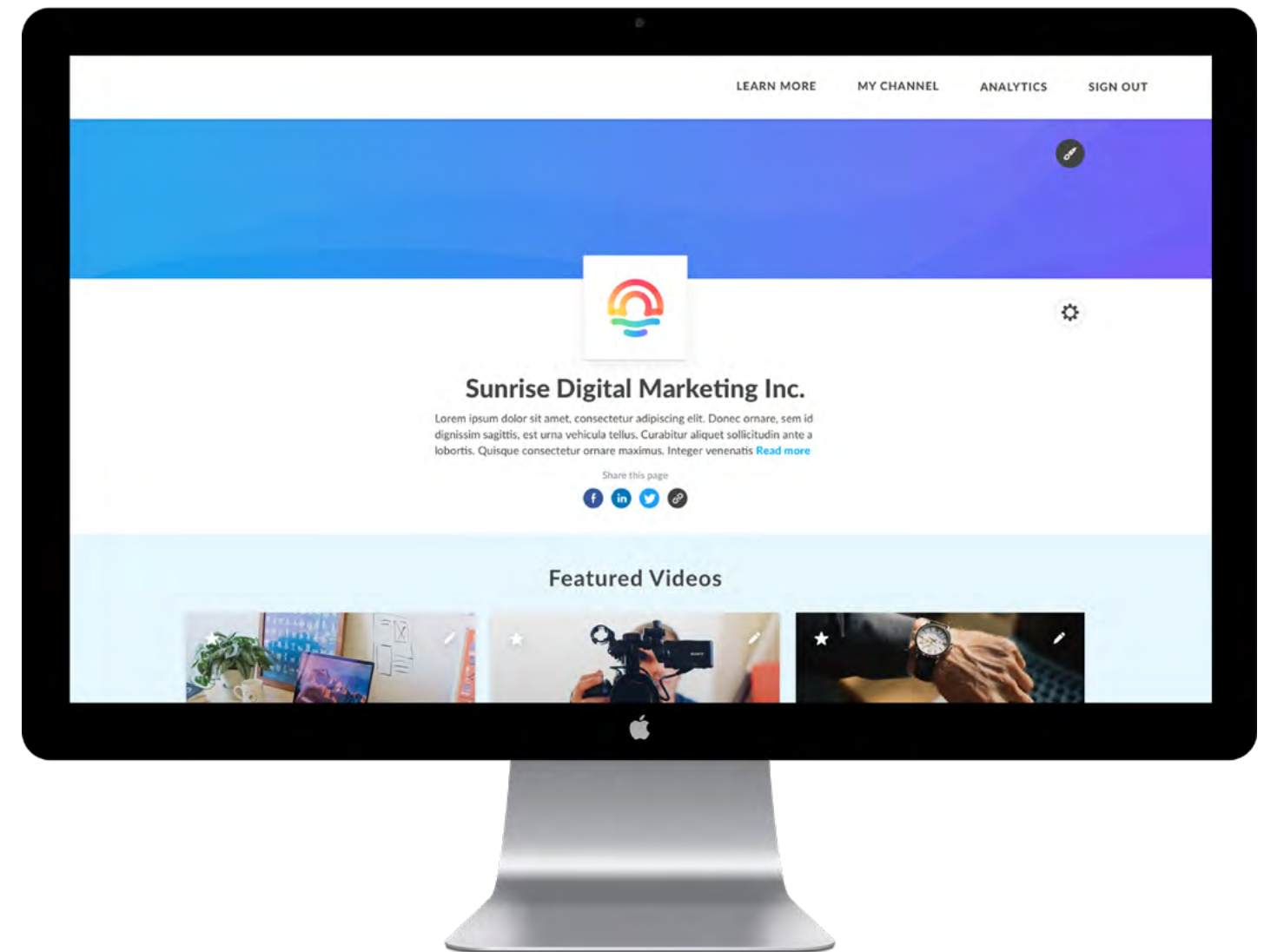
Share the on-demand version of your webinar

# Offer On-Demand

This is one of the most effective ways to repurpose your live webinar. First, you need to record the live event, and then you can share the on-demand version with all registrants as well as new audiences. Get long-term value by putting the recording of the webinar in an easy-to-view format, like a WMV or MP4 file. To keep the run-time down, consider editing out content that isn't relevant to your on-demand audience (e.g., housekeeping or details on how to vote in a poll).

## Use GoTo Stage

GoTo Stage is a video platform where new audiences can discover and learn from your webinars. When you host past webinars on the GoTo Stage platform, your presentation is exposed to professionals looking for content like yours. It doesn't require any extra effort on your part — just upload your recorded webinar from GoTo Webinar and watch the leads pour in.





# Key Takeaways

## Strategize

- Set webinar objectives that impact the bottom line.
- Sharpen your focus — one topic, one audience type.

## Plan ahead

- Your webinar planning schedule should start at least eight weeks prior to the event.
- Don't forget the dress rehearsal! This is what makes a live event run smoothly.

## Promotion tricks that work

- Promote on Tuesdays, mornings, and one week prior to the event.
- Email is king and makes up more than half of registrations

## Engage your audience

- Get your audience's attention with a compelling webinar title.
- Keep their attention with great design.
- The first 24 to 48 hours after a webinar is a crucial time to nurture your attendees and move them down the sales funnel.

## Measure success

- Common webinar KPIs are registrations, attendance rate, and attendee engagement score.
- Tie webinar success to overall marketing goals including leads generated and sales closed.

## Record your live webinar!

- You can use the video for countless other content and marketing pieces.



See how GoTo Webinar can  
help you tell your story.

[Learn More](#)