

# The Single Best Lead Generation Tactic

EDUCATIONAL WEBINARS

# Webinar Presenter

---



Bruce McDuffee  
Principal, MMG



# Part 1

---

WHY WEBINARS?

# WEBINARS = LEADS!

---



# Webinar Success Story

---

## The Fundamentals of 4-20 mA Current Loops



# Not Just any Webinar Will Do

---

## Lead Generation Requires

- Audience focused
- Interesting/Entertaining
- Engaging



# Good vs Bad

---

## A GOOD WEBINAR IS

- Educational
- Uses engagement tools
- Not about the product or company

## A BAD WEBINAR IS

- About the company
- About the product
- One speaker
- No engagement



# The Essential Topic

---

## An engaging topic is about

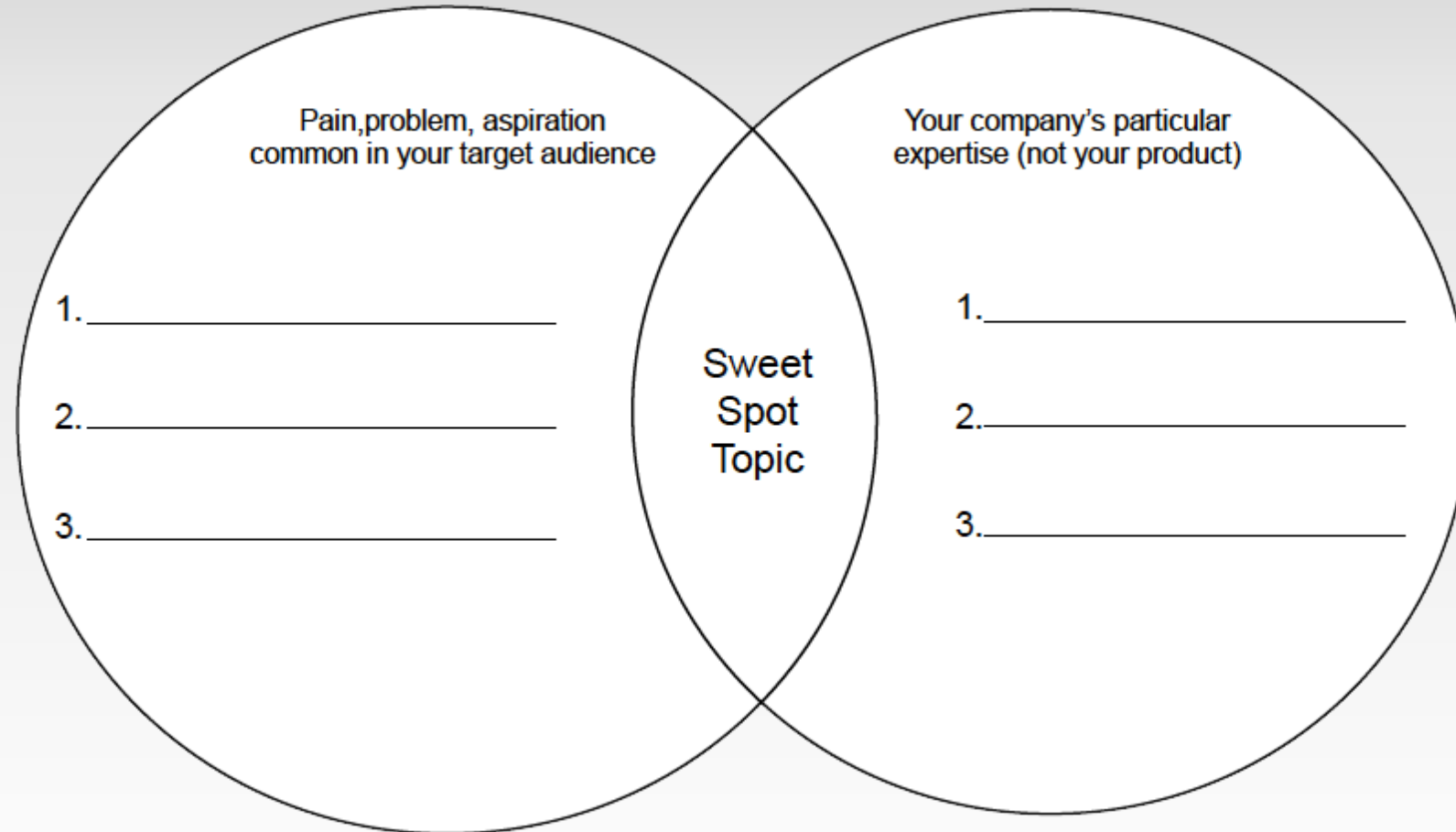
- Pain or Problem
- Aspiration
- Makes the audience smarter, better, or less stressed





# Find Your Sweet Spot Topic

---





# Part 2

---

## THE 8 STEP FRAMEWORK

# 8 Steps to Creating a Lead Generation Webinar

---

## 8 Steps

1. Objectives & Topic
2. Create Theme
3. Build the Team
4. Tools & Technology
5. Promotion
6. Live Broadcast
7. Post-webinar Engagement
8. Measure & Deliver Leads

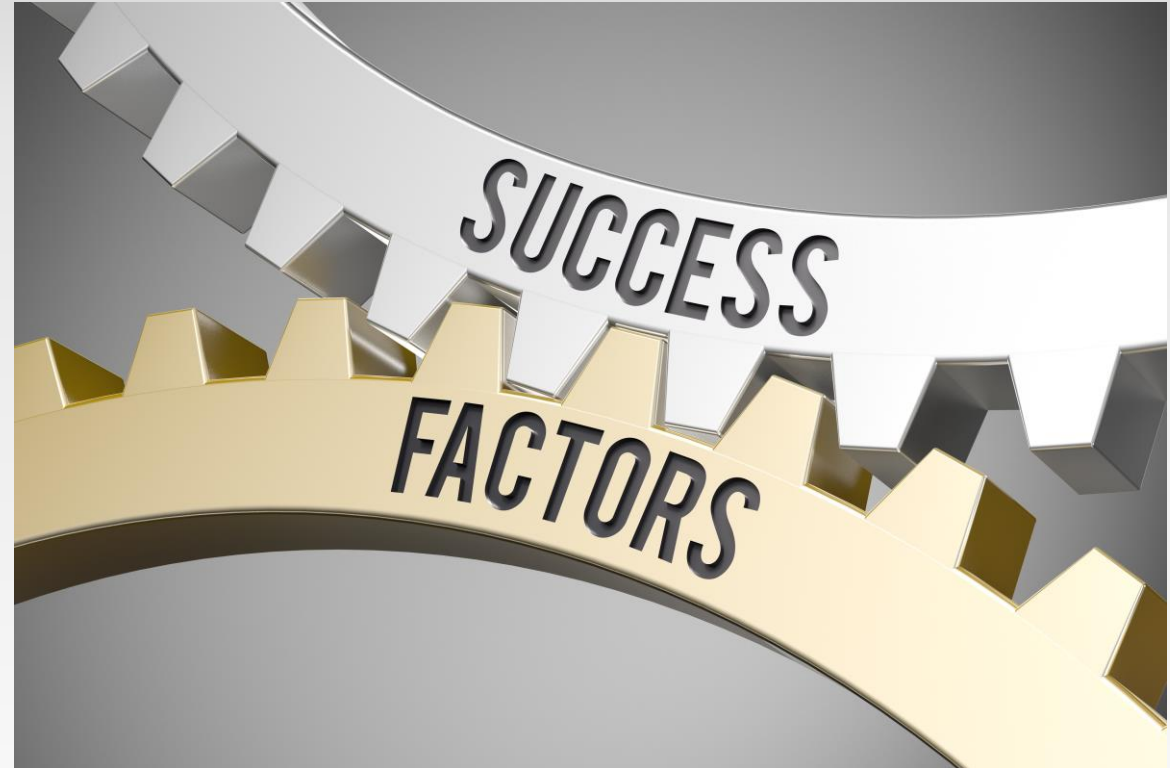
Download Webinar DIY Tutorial at  
[www.mmmatters.com/create-webinar](http://www.mmmatters.com/create-webinar)

# 1. Objectives & Topic

---

## Sample Objectives

- Lead Gen
- Sales
- Appointments
- Enrollment
- Other Call to Action



## 2. Theme

---

### Connect to Your Brand

- State your purpose/mission
- Create templates
- Create compelling description



# 3. The Team

---

## A Committed Team

- Appoint a webinar manager
- Identify speakers/SMEs
- Use a moderator
- Promotion manager
- Technology expert



# 4. Tools & Technology

---

## Use Specialized Tools

- Pay for a webinar platform
- Marketing Automation for registration, emails, lead qualification
- CRM to track sales opportunities





# 5. Promotion

---

## Promote the Webinar

- Inbound
- Outbound
- Owned audience
- New prospects



# 6. Live Broadcast

---

## Practice, Practice & Practice

- Practice
- Start and finish on time
- Use engagement tools
- Use two voices
- RECORD the webinar



# 7. Post-Webinar Engagement

---

- What do you want them to do?
- Offer the recording and the slides
- Engage with non-attendees
- Keep it going with emails or sales calls
- Follow up to questions not answered

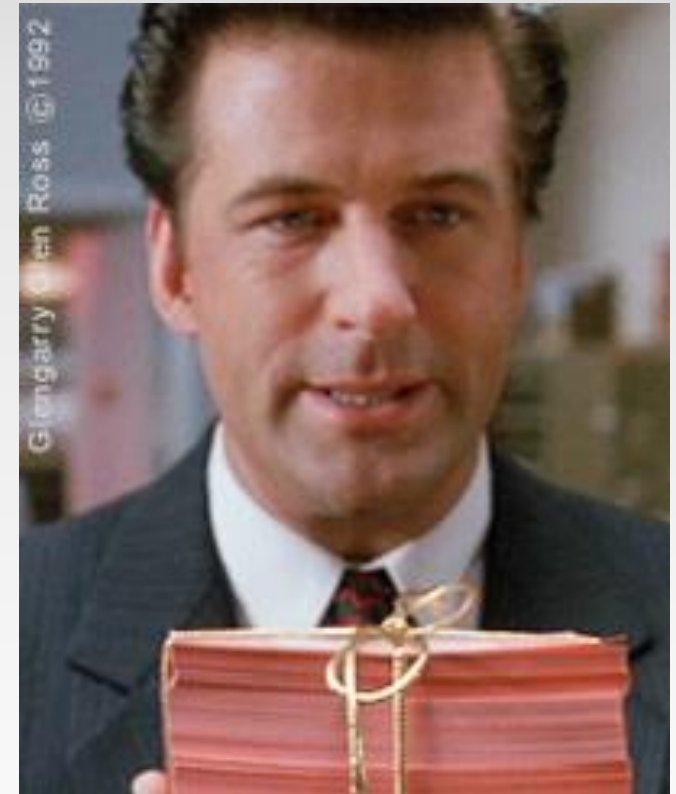


# 8. Measure & Deliver Leads

---

## Report on Success Metrics

- Involve all stakeholders
- Hold teams accountable
- Show sales pipeline
- Show revenue
- **Deliver the leads!**



# 8 Steps to Create a Lead Generation Webinar

---

## 8 Steps

1. Objectives & Topic
2. Create Theme
3. Build the Team
4. Tools & Technology
5. Promotion
6. Live Broadcast
7. Post-webinar Engagement
8. Measure & Deliver Leads

# Takeaways

---

- Audience focused webinars get the leads!
- Answer their question, “WIIFM?”
- Execute with the 8 step framework.
- Let me know how many leads you get.

# Resources

---

## MMG Webinar Toolkit

[www.mmmatters.com/create-webinar](http://www.mmmatters.com/create-webinar)

## The New Way to Market for Manufacturing

[www.mmmatters.com/ebook](http://www.mmmatters.com/ebook)

### The New Way to Market for Manufacturing

Innovation That Grows Your Business



**Bruce McDuffee**

Founder and Executive Director  
Manufacturing Marketing Institute  
[mmmatters.com](http://mmmatters.com)

# MMG Webinar Services

**Platinum** - \$3000 - turn key production - you just supply the expert

**Gold** - \$800 - consulting and advising

**Silver** - FREE - evaluate a past webinar with recommendations for improvements

[www.mmmatters.com/webinars](http://www.mmmatters.com/webinars)

### Webinar Service Levels

Silver Past Webinar Evaluation	Gold Advise & Support	Platinum Turn Key Production
<ul style="list-style-type: none"><li>✓ Review of 1 webinar</li><li>→ Evaluate format</li><li>→ Evaluate presentation</li><li>→ Evaluate engagement</li><li>→ Evaluate results</li><li>→ Evaluate pre and post</li></ul>	<p><b>MOST POPULAR</b></p> <ul style="list-style-type: none"><li>✓ Full Support for 1 webinar</li><li>→ Advise on webinar strategy</li><li>→ Help choose a webinar provider</li><li>→ Topic selection</li><li>→ Team selection</li><li>→ Format and flow</li><li>→ Coach presenters</li><li>→ Pre and post webinar advice</li><li>→ We can be your moderator</li></ul>	<p>All you have to do is provide the Subject Matter Expert &amp; create the slides</p> <ul style="list-style-type: none"><li>✓ Turn Key Production for 1 webinar</li><li>✓ Includes everything in Gold plus...</li><li>→ Complete project management</li><li>→ Collaborative discovery and audience analysis</li><li>→ Sweet Spot Topic</li><li>→ Platform set up</li><li>→ Results tracking and reporting</li><li>→ Promotion plan</li><li>→ Engagement plan</li><li>→ Presentation plan</li><li>→ Post webinar production</li><li>→ Lead gen plan</li><li>→ Team coaching</li><li>→ Post webinar ROI and reporting</li></ul>
FREE	\$800 per webinar	\$3,000 per webinar
<a href="#">Request More Information</a>	<a href="#">Request More Information</a>	<a href="#">Request More Information</a>







**Thank You**

**BRUCE MCDUFFEE**

**MMG**

**[BRUCE@MMMATTERS.COM](mailto:BRUCE@MMMATTERS.COM)**

**[WWW.MMMATTERS.COM](http://WWW.MMMATTERS.COM)**