



# Go Virtual with Webinars

Learn the steps to create and broadcast an effective webinar.

# Speaker

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BRUCE MCDUFFEE



## Bruce McDuffee

- Founder MMG
- Engineer with 25+ years sales and marketing experience
- 100s of webinars over 10 years

# Why are we here?

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1. How to replace trade shows and in-person visits with a webinar
2. Learn how to create, setup, and broadcast a webinar
3. How to be interesting and engaging during the live broadcast



# Poll

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What is your level of experience with webinars?

# Webinar versus Meeting

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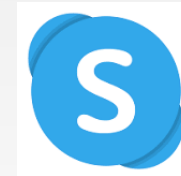
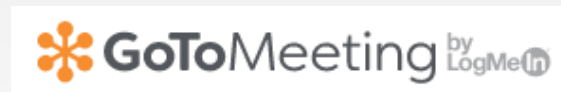
## Webinars

- One to many
- Limited interaction
- One-way presentation
- More presenting options



## Meetings

- Smaller group
- Two-way conversation
- Open channel both ways
- Less presenting options



# Value of Webinars

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- TOMA
- Credibility
- Expertise
- Qualified leads
- High value content
- Re-useable content



# How to Replace Trade Shows & Visits

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# 7 Steps to Replace Trade Shows

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1. Get the list of registrants (with emails)
2. Know the audience – what is their common pain point where you can help?
3. Share educational content NOT product or service promotion
4. Create a webinar around the pain point
5. Invite the list of registrants
6. Ideal if you already had a speaker lined up to present
7. Ask the trade show promoter to help you promote the webinar



# Replace In-person Sales Calls

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1. Get the sales team involved
2. Focus on solving problems with your expertise
3. Webinar Topic options
  - Education events
  - How to use your product or service – product demonstrations
  - Tips and tricks for [something you excel at]
  - New product launch
  - Special offers on evaluations or demos
4. Consider a weekly or bi-weekly training class



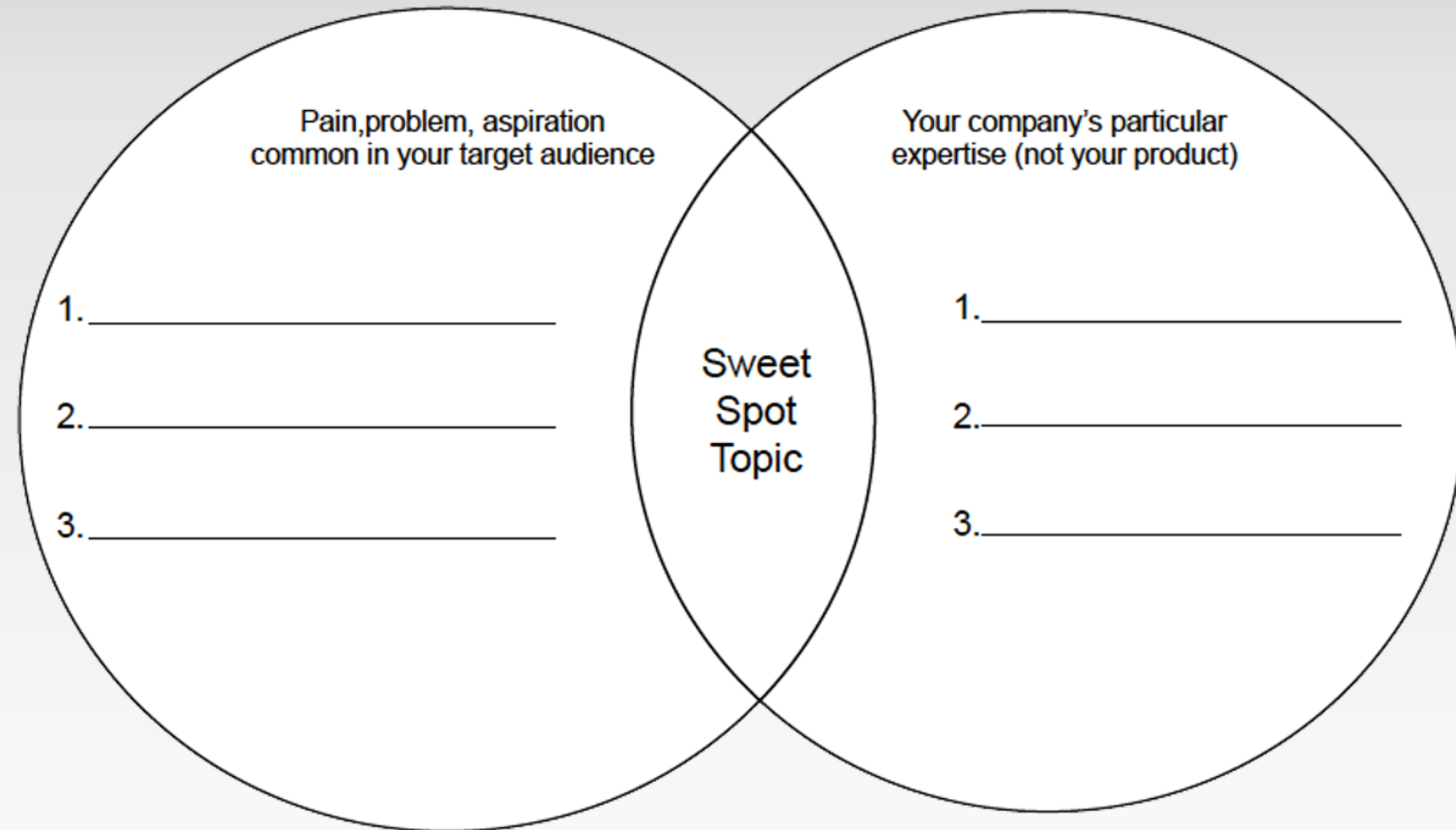
# Set up & Preparation

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# Topic

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- Relevant to the audience
- Meaningful to the audience
- Showcases your expertise



# Connect Your Company

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but don't make it about your company

- Use your brand
- Connect your brand and your offering to the content
- Be consistent in all communications
- Establish your company as the go-to expert
- Be sure to have a Call to Action
- Don't forget your audience question "WIIFM"



# You'll Need a Team

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## A Committed Team

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



# Digital Technology

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- Pay for a reliable webinar platform – GoToWebinar, WebEx, On24, Zoom
- Marketing automation for lead management
- CRM for Sales team follow up and deal tracking
- CRM + MAP = ROI



# Set up the Funnel

- Platform setup (e.g. GoToWebinar)
- Registration landing page
- Registration form
- Confirmation web page
- Email invitations
- Email – confirmation with login info
- Email reminders
- Post-webinar emails





# Promotion

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## Get in front of your target audience

- Internal database (CRM or MAP)
- Social media – organic
- Social media – paid ads
- Banner ads
- Google Ads





# Practice, Rehearse, and Practice

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- Don't let your subject matter expert improvise
- Three practice sessions
  1. Table read
  2. Practice
  3. Dress rehearsal
- Involve all live players in the practice sessions



# Questions?



# Live Webinar Event

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# The Big Day

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- Use two voices if possible
- Set up 30 minutes early – all players
- Use the Day of Webinar checklist
- Have a backup plan for technology failure
- Start and end on time
- Keep time
- Use a checklist (download it now)



# Engage with the Audience

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- Polls, surveys, quizzes
- Use the chat
- Tell stories
- Video or no video?
- Do not open two-way audio
- Q & A



# What about You, Your Company, Your Product

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Unless your webinar is about your product or service, do not lead with it!



# A Few More Tips

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- Know your audience – it's about them not about you or your company
- Don't wait until the end for Q&A
- Have a strong call to action
- Give them something they can use
- Educational webinars ALWAYS do better than product promotions

# Questions?



# My Call to Action

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- **Webinar resources package** – type in the chat if you want it
  - 128-day checklist, 8 step guide, sweet spot topic template, Day of Event checklist
- **Webinar services** – visit our website for more information and pricing
- MMG for HubSpot, Marketing, Sales for Industrial Companies