

WEBINARS THAT WORK:

How to Achieve Your Lead Generation Goals



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CHAPTER 1:

Selecting Your Webinar Software

DEFINE YOUR CRITERIA

Selecting a webinar software may seem like a daunting task, but it shouldn't be. Rather than finding a platform based on reviews or peer recommendations, write down a list of must-have features that work easily with the systems you already have in place today.

Webinar Software Checklist

Use this checklist to help select the perfect webinar software for your needs.

- ❑ Is it intuitive? Ideally, the person(s) who will be using the software and the end user should find it easy to navigate.
- ❑ Is it an in-browser software or does it require the user to download something? If it's in-browser, is it compatible across multiple browsers?
- ❑ Does it fit within budget? Is there room to grow?
- ❑ Is it compatible with your current CRM software?
- ❑ Does the platform offer any additional lead generation tools?
- ❑ Does it have the ability for two-way interaction? (Surveys or Q&A with the audience)
- ❑ Does it have the ability to record and replay the webinar if needed (on-demand webinars)?
- ❑ What analytics features are available? For example, expected number of attendees, attendance metrics, and more.
- ❑ Does it have the ability to co-present?
- ❑ Can you customize the appearance, such as adding a logo or special colors?
- ❑ Do you notice any glitches or difficulties while testing the software (or seeing a demo)?
- ❑ Does the platform offer any automated email options, such as calendar reminders?
- ❑ Does it offer a free trial?



CHAPTER 2:

Understanding Your Value

Clearly define your objectives.

If you want your webinar to generate quality leads, then you need to make sure it has a clear purpose. Here are some questions to consider:

- How many new leads would you like to generate?
- Are you selling a physical product or a solution?
- Is your audience the end-user, the buyer, or maybe both?
- Would you also like to generate new opt-ins to your newsletter or other lead source?
- What should webinar attendees get out of it? What's the point?
- How will you know if your efforts/webinar were successful?



02

Know your target audience.

Understanding your target audience can help influence the proper webinar structure and content that will resonate most. If you don't already have a customer profile (or buyer persona), here are some things you'll want to consider:

- What problem(s) are they trying to solve? What questions are they trying to answer?
- What is their job role or position in their company? Do they have buying power?
- What are their age range, location, and other demographic characteristics that could impact format?
- Where is this person at in the buying process? How much nurturing is needed?

Bonus: [Download our guide, *Defining Your Target Audience for Events.*](#)



03

Select your format.

The key to any great event is leaving the audience feeling inspired to take action and empowered with the knowledge to do so. When deciding on webinar format, consider these important questions:

- Will you do the webinar alone, or will you have a guest?
- Will you be the host, or will you have a guest host? If you plan on having a guest, what is your backup plan in case something comes up day-of?
- If you have a guest, will you be in the same room, or will it be a multi-camera format?
- Will you use video, GIFs, or other animations? If so, consider whether you need to hire a designer.
- Will your webinar be a short 25-minute presentation, or would 45 minutes make more sense? Consider the schedules and attention spans of your target audience.





CHAPTER 3:

Marketing Your Webinar

Select a must-see topic.

There are a few common factors that are key in making your webinar unforgettable: It should be timely, relevant, inspiring, and actionable.

If you've carefully considered your target audience, their interests, and problems, then you should have a good idea of what topics will motivate them. Don't worry about making it broad for a large audience. Often times, the most focused topics centered around a precise industry or job drive the highest conversions.

Additionally, don't forget to do preliminary research to see what keywords your audience is using to find resources around this topic online already. Make sure to incorporate those words into your title, landing page, and other marketing materials to form a strong SEO strategy.



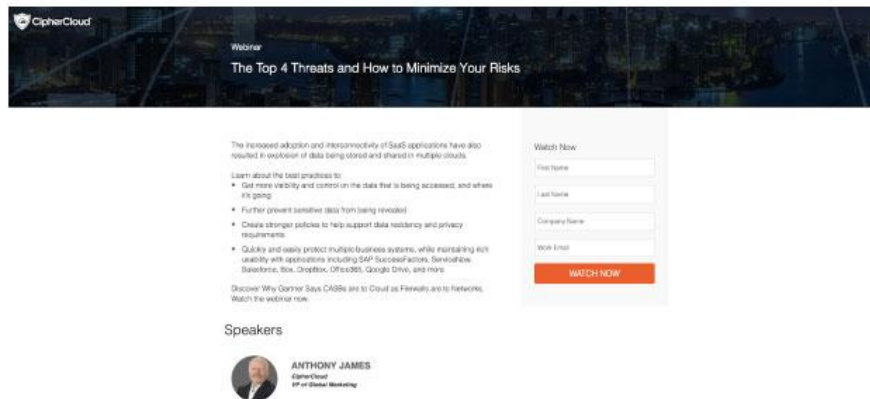
Create an optimized registration page.

The landing page used to gather event registrations should be as optimized as possible.

The example shown here from CipherCloud perfectly illustrates some of the vital features needed to help the user decide to register for your event.

These features include:

- An engaging, SEO-friendly headline.
- Benefit-focused copy. Make sure it's clear what the attendee will get.
- Clear call to action.
- Social proof, such as information about the speakers, company logos, social reviews, and more.
- A simple form with auto-generated information when available.



Bonus: [Checkout our blog, The Anatomy of A High-Converting Webinar Landing Page.](#)

Simply building your registration page won't make traffic magically appear, just as advertising it to the masses won't attract quality traffic.

Use your target audience to help define what channels and strategies are best suited for their buying process. Some ideas include:

- Advertise the webinar in your email newsletter. Add sharing links to make it easy for people to share with others.
- Add a call to action for your webinar on the homepage of your website.
- Create a paid advertising campaign. Utilize social channels, Google Ads, news outlets, and even consider advertising on partner websites.
- Outsource! Many companies focus solely on events and can help you with marketing and outreach.



Generate excitement to prevent churn.

Since webinars are free events and mostly during work hours, it's common for registrants to have something come up and decide not to attend. This is why it's so important to have a proper reminder plan in place to help keep your event top-of-mind.

A common and very effective way to do this is with a series of emails, strategically sent at various times leading up to your event, to remind guests of the value they will receive. Keeping an open dialogue can help build a relationship as well as generate buzz.

The emails might include calendar links so the attendee can easily add the webinar to their own calendar, as well as any relevant content or supporting links that the user might find useful leading up the webinar.

Just remember, your goal here is to get them to attend your webinar, not to buy your product yet. You need to establish trust and not risk annoying them with sales-y content before they've even been exposed to your brand.





CHAPTER 4:

Hosting Your Webinar

Tips for Hosting an Engaging Webinar

- ❑ Always be clear on your value and provide actionable take-aways. You should not just address common problems, but give solutions.
- ❑ Command attention early. It's very easy to mute a webinar and get distracted by other things. Avoid any slow build-ups and dive in as soon as you can. Being concise also communicates to attendees that you respect their time.
- ❑ Get engagement early and often. Monologues rarely hold attention for long, but people will remember more if they participate. Ask your audience questions, get them to participate in polls or surveys, or even host a quick quiz at the end.
- ❑ Keep up the energy, but be authentic. Your audience can tell if you're just doing a sales-pitch or putting on a different "voice" than your normal self.
- ❑ Some people find that moving around while they talk helps, or having natural interruptions to the presentation by giving a relevant anecdote or story.
- ❑ Switch out speakers. It's a great way to break up the monotony of one speaker and add more life to a webinar. Additional speakers can be an industry expert, current customers, or another leader from your company.
- ❑ Set aside Q&A time. It's unwise to interrupt the presentation to answer every question. Instead, set aside time to answer at the end and let your audience know you will do so. Ideally, no more than 45 minutes for content, followed by 10 minutes for any questions is a reasonable timeframe.
- ❑ Finish with a short, but compelling call to action. Keep your goals for the webinar in mind, but don't be pushy with sales tactics.



CHAPTER 5:

Delighting in Follow-Up

01 Find your strategy.

You've hosted a webinar and you've generated great leads! Now is the time to add those leads to your nurture program.

Webinar follow-up is the secret sauce for really making a success of your presentation. Some people may sign up or purchase immediately from the webinar, but it's important to acknowledge that many prospects will have longer sales cycle.

People come to a webinar wanting value, but often prefer time to think and get the right budget approval for your product. For many people, a "sales pressure cooker" at the end is the last thing they want.

Depending on your product, a sales funnel can take a few hours to a few months (if not more). When you've finished your webinar, some people may be ready to take action, but others may be at the "interaction" or "interest" stage.



Tips for an Effective Webinar Follow-Up Strategy

- ❑ Have a follow-up email sequence. Ensure you're providing value by including relevant resources to the webinar topic.
- ❑ Create new snackable content from your webinar. This could be several blog posts going into more detail, short video clips from the webinar, infographics, and more.
- ❑ Get partners involved. They are a great resource for sharing your content.
- ❑ Have a clear call to action. It should always be obvious what the next step is for your prospects.
- ❑ Follow-up with customers who purchase too. The aim is to give them the best experience - so much so that they continue to purchase from you. Providing them with customer-exclusive content also helps to boost brand trust.
- ❑ Follow up with those who registered but didn't attend the webinar. They are their own segment of potential leads because they showed interest, but don't have the information that everyone who attended now has. You should offer them the chance to view a replay and direct them to relevant content.
- ❑ Make use of any segmentation tools you have available. Some webinar tools will note who was there and for how long. You can also segment the audience based on answers to surveys. This helps deliver content that will be the most relevant to the user.

NEXT STEPS:

Webinar Success!

This guide is meant to empower you with the knowledge needed to create an engaging, lead-generating webinar.

Banzai is your go-to event marketing partner for lead generation. Our targeted phone and email outreach is designed to strategically increase buzz and awareness for your event, while also focusing on your ideal prospects. Schedule a demo today!

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