



UBRIK

The Ultimate Guide to Webinars



Introduction (Part 1 of 2)

- Have you ever considered holding a unique and fun business event for your target audience and customers? An event with engaging content, interactive exercises, and networking – all with the potential of improving your brand awareness, converting more leads into paying customers, and boosting revenue?
- While the idea for and potential results of this event are great, you also may have thought, “... it’s impossible to host this event – our base of customers, colleagues, and members of our professional networks are spread out all over the world.”
- *What if I told you that you can host this event and do so live with all of these people who are critical to your business’s success?*
- *You just need to host your event via **webinar**.*

- Webinars are a cost-effective alternative to hosting an in-person event. They can also:
 - Build your brand.
 - Help establish you and your company as an industry leader.
 - Generate **leads**.
 - Be repurposed into other types of content, including blog posts and videos.
- If you haven't yet taken advantage of the power of webinars, and want to gain a competitive advantage, *read on for best practices you need to know.*

What is a webinar?

- A webinar is an interactive online seminar that anyone with an Internet connection and the necessary software can view over the web.
- Typically, a host (or moderator) is joined by at least one presenter who speaks about a topic for a set length of time, usually no more than an hour.
- The webinar can include video of the presenter talking, slideshows, or other visual elements. The presentation is usually followed by a Q&A session, during which time the audience can ask questions.
- Typically, webinars are shared live, or in real-time, but they can also be recorded before being shared with audience members.
- *Adobe found the average attendee duration is 54 minutes.*

Why Should You Use Webinars? (Part 1 of 2)

- One of the main benefits of webinars is they are **location flexible**. The host can be living in one part of the world while the guest and audience members partake in the webinar from anywhere elsewhere in the world.
- This gives your audience a chance of attending a webinar, as opposed to physically attending a conference, where they have to book a flight and reserve a hotel room.
- Webinars also give audience members direct access to the speaker. Since the speaker is generally an authority figure or thought leader, this gives attendees unprecedented access.
- Up to 40 percent of webinar attendees become qualified leads. Not only that, but they can also *establish your authority as an expert in your respective niche*.

Why Should You Use Webinars? (Part 2 of 2)

- Let's look at some more advantages to webinars:



Demonstrate features of and updates to your product or service



Educate attendees on how your product or service meets their needs.



Instruct audience members on how to use your product or service



Establish your business as an industry authority.



Increase conversions and boost revenue.



Improve brand awareness among your target audience members and buyer personas.



Know Your Attendees

- Three questions you must answer:
 - Who will be attending?
 - What challenges/problems are they facing?
 - What are their goals?
- Knowing who your attendees are will ensure that you plan for a high-value and successful webinar.



Think About Visual Branding

- When it comes to webinars, you need to be consistent and try to align everything with your brand's visual tone.
- For example, be sure you insert your logo where it makes sense, such as the opening animation or the main slides. You also need to use fonts, colors, and other visual elements that match your brand's overall style.
- These details might seem small and insignificant, but remember that they are essential to creating a cohesive experience for your webinar attendees.



Keep Mobile In Mind

- Not everyone who views your webinar will do so on a desktop computer.
- Did you know that roughly 25 percent of attendees tune into webinars via their mobile devices?
- That's a significant chunk of viewers you can lose out on if you don't optimize for mobile.
- When it comes to the actual webinar video, make sure you increase the size of the text and visuals in your slides and annotations. This will ensure a comfortable level of viewability despite the smaller displays in mobile devices.



Offer Your Products or Services as an Add-On

- Offering your product in the middle of a webinar won't turn the whole thing into an ad.
- As long as your webinar delivers everything it promises, your audience should be more perceptive to whatever you pitch.
- There are only two things you need to remember:
 - The rest of the advice presented in the webinar should still be useful with or without your product.
 - Make sure to present the product when it makes sense.



Get Help

- Hosting a webinar by yourself is definitely possible, but it may also drive you crazy.
- That's why it's always preferable to have someone (or multiple people) working with you to make sure everything goes smoothly – the planning, the promotion, the webinar itself, and everything that follows.
- For this purpose, you need an assistant who has a good understanding of your webinar equipment and software.



Pick Your Topic

- Always focus on content first. You must maintain high editorial standards.
- People attend webinars to learn. So you need to make sure you are offering topics they find interesting.
- One of your goals is to demonstrate your authority as an information source.
- You must show that you know your stuff and that you're in-tune with whatever's going on in your space.



Find a Great Speaker

- You can either use speakers from within your company or industry experts or influencers.
- Regardless of which route you go, the key is making sure the speaker has the proper knowledge and experience to talk about the topic at hand.
- Your speakers should be credible and demonstrate some authority.



Decide on Your Webinar Format

- Here are some of the most popular formats you should consider:
 - Single Expert Presenter
 - Dual Presenters
 - Panel
 - Q&A Webinar
 - Interview Webinar
 - Product Demonstration
- Test different formats until you find the one that works best with your audience – then stick to it.

Webinar Technical Requirements

- This first list is your "must-haves." At minimum, you need the following tools to create and run a webinar.
 - PC/ Laptop
 - Webcam
 - Webinar platform
- Optional Tools
 - USB Microphone
 - Boom Arm
 - Headphones
 - PowerPoint, Keynote or Google Slides



Choose the Right Webinar
Platform



Test Your Gear



Eliminate Any Potential
Sources of Noise



Create a Webinar Landing Page

- Don't forget to create a landing page for your webinar.
- Use this page to drive registrations and provide important information, including:
 - The topic.
 - Speaker information.
 - Date and time.
 - What attendees will learn.
- Build a Thank You page to provide users to add the Webinar to their calendars.



Write a Blog Post About Your Webinar

- Write a blog post to promote the webinar in advance. Even if you don't have a huge blog following, you can share this on social and through email.
- Tell them what to expect, and make them want to see it for themselves. Be excited, and let that excitement come through. Be honest and conversational in your tone, but let your professional expertise shine.
- At the bottom of the post, let them know they can learn more on the topic, and ask you questions live on your next webinar. Link to your webinar registration page, and get ready to have some targeted, warm attendees.



Promote Your Webinar on Social Media Ads

- Promoting your webinar on social media is one of the best ways to boost attendance.
- Naturally, you need to promote your webinar through your existing social media channels, but you should also leverage the power of hashtags.
- A branded hashtag can also work well as an interaction tool during your webinar.
- Not only will this strategy heighten the audience's sense of involvement, it will also further extend your brand's social reach – introducing more people to your brand as a result.



Promote Your Webinar via Email Marketing

- If you already have an email database, make sure to promote your webinar to your subscribers. Keep it short, concise, and make it easy for people to register.
- Also, make sure you send out email reminders to people who have already registered for your webinar.
- Keep promoting after it's over through all these channels as well, especially any content that you publish based on the webinar. You want to squeeze the most value out of your webinar as possible.

The 7 Elements of Any Webinar (Part 1 of 2)



Registration page

- This is where your audience sees your webinar title, host name, date, and time. Crucially, it's also where they give their contact info to register.



Thank You page

- This is the confirmation page your registrant will see to confirm they've registered.



Webinar page

- This is the page where registrants actually attend the webinar. This is where they watch your presentation, chat, ask questions, and click on offers.



Replay page

- This is the page where a recording of your webinar is offered. This is for those who registered but did not attend, or those who want to give your workshop another watch.

The 7 Elements of Any Webinar (Part 2 of 2)



Email confirmations, reminders, and follow-ups

- Confirmation emails with webinar access info must be sent out automatically when people register for your webinar. Then, a series of automatic reminder emails will ensure higher attendance.
- Post-webinar emails must thank attendees, offer non-attendees a replay, and reiterate the sales offer.



A live video broadcast tool

- This is how the magic happens, the actual technology that lets you broadcast live to your audience. All broadcasting software is not created equal.



Statistics & Analytics

- You must be able to track and measure how effective your webinars are. As Peter Drucker said, “You can’t improve what you don’t measure.”



Offer a Call to Action

- Make sure the audience knows what next step you want them to take.
- For example, if you want them to download a whitepaper or sign up for a free trial, let them know and provide links in the webinar and in the follow-up email.



Survey Your Attendees

- Want to know whether your attendees loved or hated your webinar? Ask them!
- Ask attendees to take a brief survey so they can provide feedback that will help you improve moving forward.
- How can you keep attendees coming back for more? Simple – let them decide what the next webinar will be about.



Send People More Content

- After the event is over, follow up with participants by sending them additional content. This includes:
 - Attendees.
 - People who didn't attend.
 - Attendees who left the webinar early.
 - People who converted.
- For example, you could email the participants full recap blog post, SlideShare of the webinar, or link to the video recording.



Track Your Results

- Some webinar metrics you can track include:
 - How many people registered?
 - What were the top sources of registrations?
 - How many people actually attended?
 - How much time did they spend watching the webinar?

Summary (Part 1 of 2)

- Webinars are a highly effective way to communicate in-depth information in an engaging format.
- The first step is deciding what your goals are and then choosing a platform and format that meets those needs.
- Creating a webinar takes a lot of planning, coordination, and follow-through – from settling on a specified topic, finding an awesome speaker, to preparing for the live event.
- The topics, content, and the speakers should provide true value to your target audience.

Summary (Part 1 of 2)

- For an effective webinar you should always:
 - Listen to Your Audience
 - Play to Your Current Strengths
 - Practice for a Polished Presentation
 - Follow Up
 - Repurpose Your Content
- You've made it to the end of this epic guide! You must be serious about getting started with webinars.
- The good news is, getting started couldn't be easier. You can run your very first webinar tomorrow if you like. Seriously. **Let's do it!**

Why UBRIK?



100+ Clients



10+ Years Experience



5+ Million Ad Spend



Always **in-house**



Hubspot **Silver** Partner



100% Transparency



Dedicated Client
Managers



Hands On **Founders**



Client First Approach

We'd love to hear from you

Want to Discuss the Marketing Strategy That's **Right for You?**

One of our digital marketing consultants will reach out to you within a day to schedule a strategy call.

[Arrange A Call](#)

We're ready to lead you into the future!