How to Leverage Webinars to Fuel Your Marketing and Sales Engine

Christine White
Marketing Manager
HubSpot Co-Marketing Team
@christinew603

James Hilliard
Webinar Evangelist
GoToWebinar
@hillyprods

HubSpot   CITRIX GoToWebinar

If you take away <u>one</u> thing from this webinar...

The 3 P's of Webinar Success

Planning

Practice

Promotion

HOUSEKEEPING

1 Webinar is being recorded

2 Slides available after presentation

3 Ask questions using chat pane

4 Q&A will be at the end

AGENDA

1 Intros

2 Setting Webinar Goals

3 Attract: Pre-Webinar

4 Engage: Live Webinar

5 Influence: Post Webinar

6 Next Steps / Q&A

1 INTRODUCTIONS

YOUR HOSTS

Christine White
Marketing Manager
HubSpot Co-Marketing Team
@christinew603

James Hilliard
Webinar Evangelist
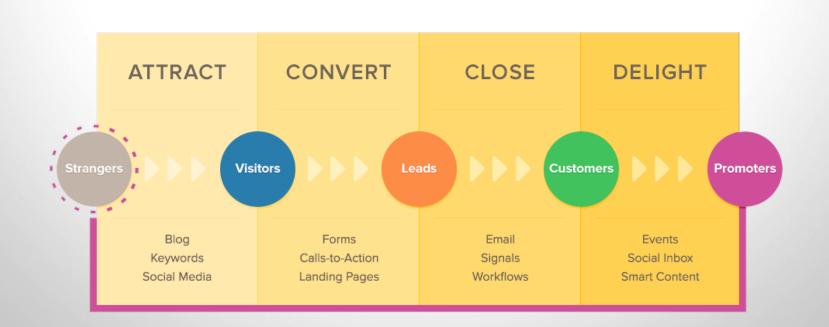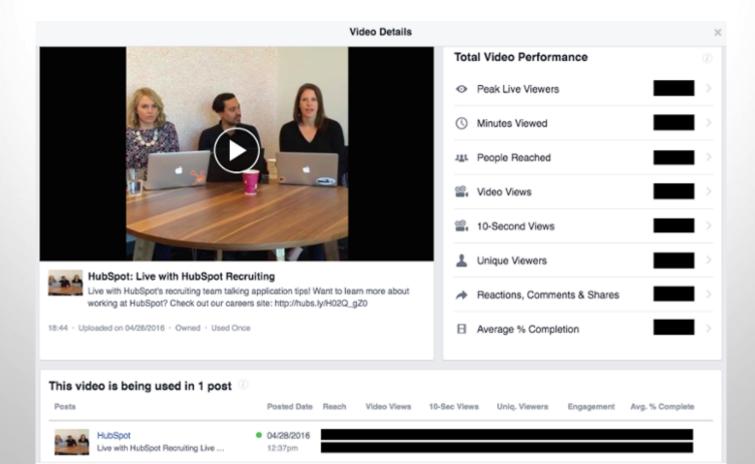GoToWebinar
@hillyprods

Webinar goals →

ATTRACT · CONVERT · CLOSE · DELIGHT

Strangers → Visitors → Leads → Customers → Promoters

ATTRACT
Blog
Keywords
Social Media

CONVERT
Forms
Calls-to-Action
Landing Pages

CLOSE
Email
Signals
Workflows

DELIGHT
Events
Social Inbox
Smart Content

Buzz Generation / Branding

ATTRACT	CONVERT	CLOSE	DELIGHT

Strangers → **Visitors** → **Leads** → **Customers** → **Promoters**

Blog	Forms	Email	Events
Keywords	Calls-to-Action	Signals	Social Inbox
Social Media	Landing Pages	Workflows	Smart Content

ON-DEMAND WEBINAR: INBOUND15 PRODUCT LAUNCH RECAP

Learn about HubSpot's newest tools and how they can help grow your business

WATCH THIS WEBINAR

If you missed out on INBOUND15 this year or if it was all just a blur *(hey, we get it)*, no worries. We've got you covered. HubSpot's latest and greatest product announcements are all right here in this on-demand webinar with HubSpot's CMO Kipp Bodnar.

In this webinar, you'll learn:

- The **biggest announcements** from this year's Keynote

- HubSpot's most recent **product launches**

- How these new tools can help **grow your business**

Presenting:

Kipp Bodnar, CMO of HubSpot

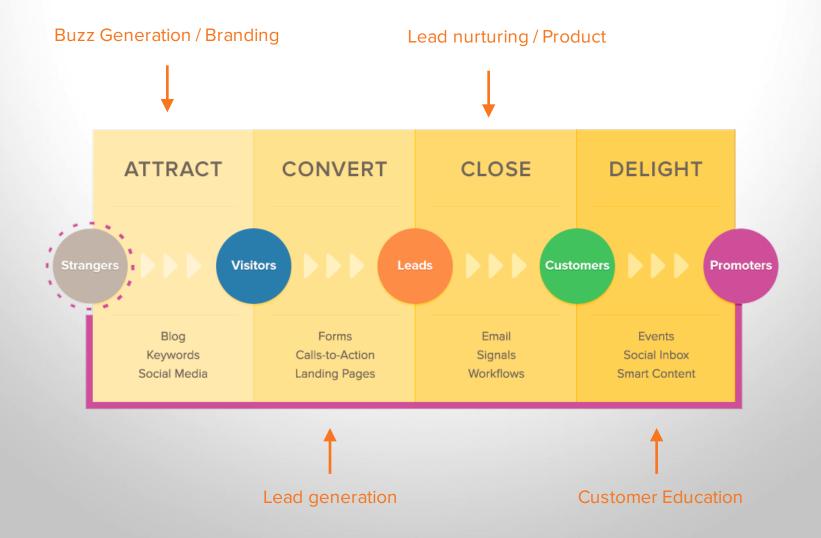# Inbound Learning Broadcast

HubSpot Academy's Inbound Learning Broadcast is a live educational series featuring HubSpotters and other Inbound experts, designed for people who have a strong grasp of the fundamentals and are looking to become experts in a specific inbound topic and the HubSpot software.

REGISTER FOR THE NEXT INBOUND LEARNING BROADCAST

Attending live broadcasts allows you to learn alongside our community of marketers, and provides the opportunity to ask questions of our presenters.

See upcoming broadcasts

FILTER BY: ATTRACT   CONVERT   CLOSE   MISCELLANEOUS TOPICS
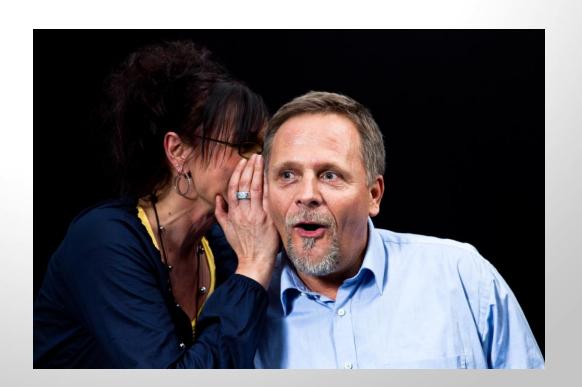
3 ATTRACT: PRE-WEBINAR

LISTEN

You have 2 ears, and lots of social channels to use

Before you talk, listen

- *Who*
- *What*
- *Where*
- *When*
- *Why*

Persona Development

List Segmentation

SPEAK

Not about what you want to say,
but about what your audience wants to hear

So close….

Title: **How to become a data protection hero.**

You're invited to this great online event that will explain navigate and align the applicable technology tools, with various techniques, using old and new things in different ways.

Now is the time to rethink your data protection strategy, addressing when, where, why and how to protect, preserve and serve your applications and data against various threats. You will also learn how to remove costs by reducing complexity without introducing compromise and about new enabling technology tools that adapt to your environment's needs.

but....

Title: **How to become a data protection hero.**

You're invited to this great online event that will explain navigate and align the applicable technology tools, with various techniques, using old and new things in different ways.

Now is the time to rethink your data protection strategy, addressing when, where, why and how to protect, preserve and serve your applications and data against various threats. You will also learn how to remove costs by reducing complexity without introducing compromise and about new enabling technology tools that adapt to your environment's needs.

so far away.

Title: How to become a data protection hero.

You're invited to this great online event that will explain navigate and align the applicable technology tools, with various techniques, using old and new things in different ways.

Now is the time to rethink your data protection strategy, addressing when, where, why and how to protect, preserve and serve your applications and data against various threats. You will also learn how to remove costs by reducing complexity without introducing compromise and about new enabling technology tools that adapt to your environment's needs.
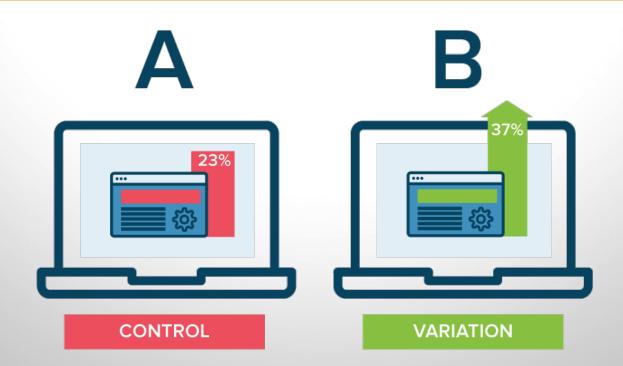
Tap into emotions

- *Word list*
- *Metaphors*
- *Pithy*
- *Various versions*

Don't be cool, great or nice

Test, test and test again

A

B

23%

37%

CONTROL

VARIATION

Image credit: www.optimizely.com

ASK THE EXPERTS:
HOW DO I INCREASE LEAD CONVERSION?

Ask 6 Optimization Experts
How To Increase Conversion Rate Optimization (CRO)
in a LIVE Google Hangout on June 1, 2016

SAVE YOUR SEAT

12% Higher Conversion Rate

20 QUESTIONS WITH TODAY'S TOP CRO
EXPERTS

Join us for a LIVE Google Hangout on June 1, 2016 at
12 pm EST with top Conversion Rate Optimization
(CRO) experts. You get to choose the questions, then
hear from the experts!

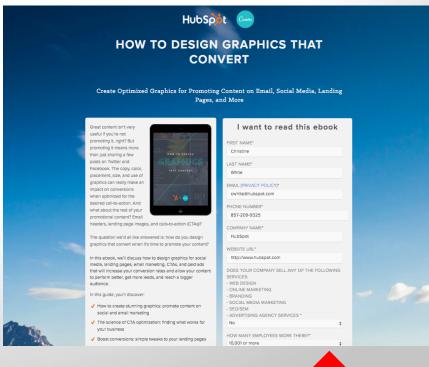FIRST NAME *   LAST NAME *

BUSINESS EMAIL *

SAVE YOUR SEAT
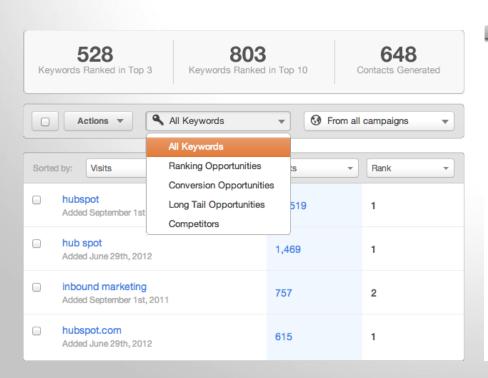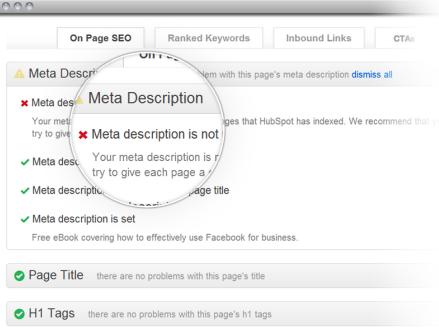
Test, test and test again

13% Higher Conversion Rate

Don't forget the long-term SEO implications

PREPARE

To show that you care
(and that you know what you are talking about!)

Download the handout →

Prevents Further Irritation

Preparation

Don't forget about sales and marketing alignment

How to be in lock-step with the sales team

1. **Context:** Educate them on the webinar and its message via internal communication
2. **Content:** Provide them email templates for invitation pre-webinar and for follow-up post-webinar
3. **Contacts:** Share lists of registrants pre-webinar and attendees / non-attendees post-webinar

How to be in lock-step with the sales team

Find your flow

- *Opening Hook*
- *Short intro's*
- *Variety in speakers*
- *Interactions*
- *Segments*
- *Visual design*

Good morning, good afternoon or good evening.

- *Opening Hook*
- *Short intro's*
- *Variety in speakers*
- *Interactions*
- *Segments*
- *Visual design*

The more the merrier!
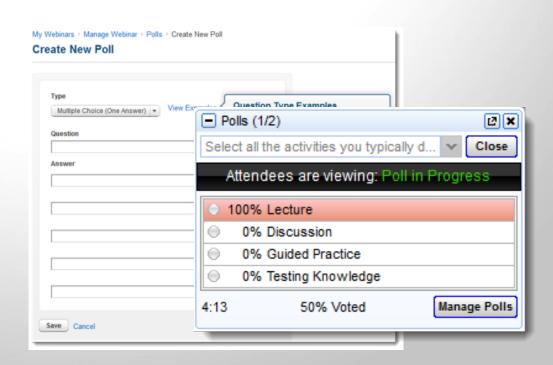
- *Opening Hook*
- *Short intro's*
- *Variety in speakers*
- *Interactions*
- *Segments*
- *Visual design*
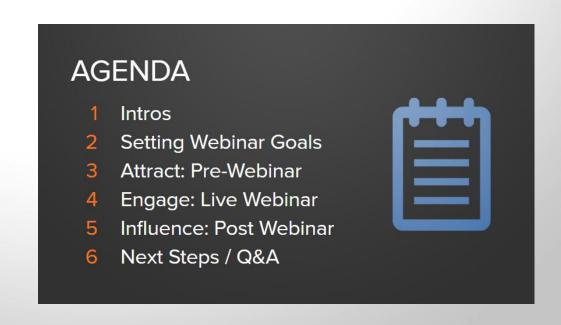
To poll or not to poll?

- *Opening Hook*
- *Short intro's*
- *Variety in speakers*
- *Interactions*
- *Segments*
- *Visual design*

Variety is the spice of life!

- *Opening Hook*
- *Short intro's*
- *Variety in speakers*
- *Interactions*
- **Segments**
- *Visual design*

AGENDA

1 Intros
2 Setting Webinar Goals
3 Attract: Pre-Webinar
4 Engage: Live Webinar
5 Influence: Post Webinar
6 Next Steps / Q&A

Find your flow

- *Opening Hook*
- *Short intro's*
- *Variety in speakers*
- *Interactions*
- *Segments*
- *Visual design*

Download the handout

5 **Steps to**

Moderating a Webinar

By James Hilliard, professional moderator

5 Influence: Post Webinar
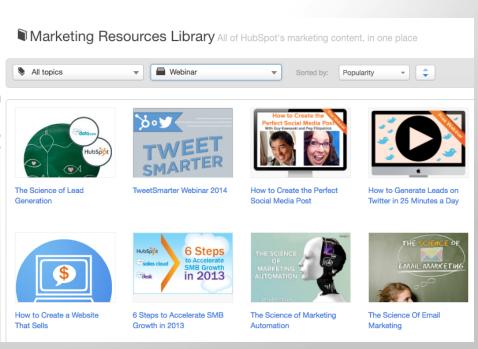
You are done…but you're ___not___ done.

- *Archive*
- *Transcribe*
- *Remind Sales it happened*
- *Replay highlights / "best of segments"*
- *Follow up podcast*

We live in an on-demand world

- *Archive*
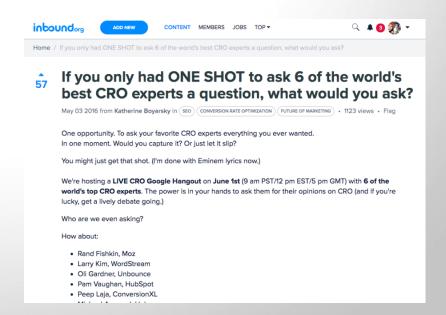- *Transcribe*
- *Remind Sales it happened*
- *Replay highlights / "best of"*
- *Follow up podcast*

📖 Marketing Resources Library All of HubSpot's marketing content, in one place

All topics | Webinar | Sorted by: Popularity

The Science of Lead Generation

TweetSmarter Webinar 2014

How to Create the Perfect Social Media Post

How to Generate Leads on Twitter in 25 Minutes a Day

How to Create a Website That Sells

6 Steps to Accelerate SMB Growth in 2013

The Science of Marketing Automation

The Science Of Email Marketing

It's all about communication

- *Archive*
- *Transcribe*
- *Remind Sales it happened*
- *Replay highlights / "best of segments"*
- *Follow up podcast*

Recycling isn't just for bottles and cans

- *Archive*
- *Transcribe*
- *Remind Sales it happened*
- *Replay highlights / "best of segments"*
- *Follow up podcast*

AT&T/CSO Magazine: Custom Highlight from CSO Webcast

Where do companies fall in regard to IoT adoption?

32%
of organizations say that IoT will be a **top technology investment** in the next year

PCConnection Podcast: Intel Desktop Refresh

5th Gen Intel® Core™ vPro™ Platform
Leading-edge security for an unwired workplace

PC Connection

Wash, rinse, repeat!

Wash, rinse, repeat!

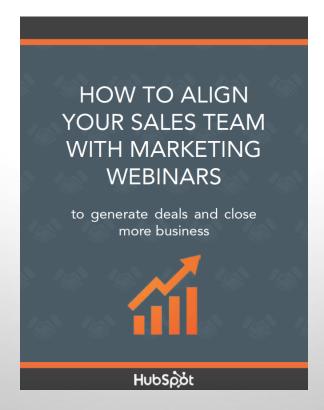# Post Webinar Follow-up: Remember Your Goals

Marketing to-do's: Immediate Action

1. **On-demand version** *online*
2. **Email attendees / non-attendees** *all available resources*
3. **Provide support** *to answer any post-webinar questions*
4. **Debrief the sales team** *on leads and follow-up next-steps*

Download the kit

Marketing to-do's: Future Action

1. ***Did you hit your goals?*** *Assess success.*
2. ***Promote webinar to non-registrants*** *and future leads*
3. ***Repurpose content*** *and use the on-demand version as a CTA offer*

6 Next Steps + Q&A

Already use GoTowebinar?

Try 30-day trial of CITRIX GoToWebinar

1. Integrate with HubSpot landing pages and forms
2. Host and run live webinars to nurture leads
3. Segment attendees/non-attendees for post-webinar follow-up

http://bit.ly/gtw-try

Already use HubSpot?

Try 30-day trial of HubSpot

1. Integrate with GoToWebinar to Segment your target audience with lists
2. Promote your webinars via email and social
3. Sync attendee follow-up with sales

http://bit.ly/hs-try

QUESTIONS?

THANK YOU.