

5 WAYS TO GENERATE MORE LEADS FROM YOUR WEBINARS

Getting more leads, or specifically more prospects engaging with your business, is one of the most important functions for marketers. Here are 5 proven techniques to increase the number of leads generated by your webinars.

**1**

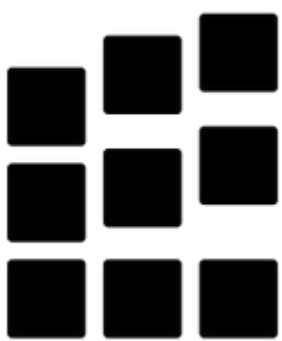
SIMULIVE RECORDINGS

Simulive is an amalgamation of a pre-recorded webinar and a live interaction. With a very small amount of effort, you can expect to generate just as many leads running Simulive webinars as you did the first time you ran your webinar live.

**2**

EVERGREEN CONTENT

Evergreen webinar content will always be relevant to your audience regardless of how much time has passed. When your content is evergreen, you can repeat your webinar daily, weekly, or monthly and capture as many leads as possible from that topic.

**3**

CHUNKING

Chunking takes a recording of a complex webinar and sections it into shorter mini-webinars. Designed to be self-contained, these mini-webinars open up new video distribution channels allowing you to reach new audiences and acquire more leads.

**4**

CREATE A TEASER VIDEO

Just like a movie, your webinar should have a teaser video. Teasers should be a summary of your webinar, its aims and narrative. You should use your teaser everywhere to help generate excitement and leads for your webinar. Be sure to include a strong CTA on your end frame so people know where to sign up.

**5**

LIVE WEBINARS ARE STILL BEST

Live webinars receive 700% more viewing than on-demand webinars, so it is important to keep live webinars as part of your overall webinar strategy.