THE ULTIMATE WEBINAR HANDBOOK

WorkCast

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INTRODUCTION

WHAT DOES A GOOD WEBINAR LOOK LIKE?

Q: What does a good webinar look like?

A: Unfortunately there isn't a simple answer. Your success will depend on a few factors:
- What does 'good' mean to you?
- How are you using webinars?
- What are your business goals?

Rather than focusing on creating a 'good webinar', make your primary goal to **create an effective webinar campaign** for your audience.

Your webinar campaign will include targeted promotional content, testing, goal setting, a multi-channel distribution strategy, and a post-event campaign.

Creating Content to Generate Leads

There are two types of content that you should create as part of your webinar campaign to attract more leads.

1. Content that raises awareness
2. Content that convinces

Content that raises awareness should **introduce your company through storytelling that reflects your company's values**. Focus on educational content that draws attention to the issues or opportunities your audience is facing, and how your product or service can benefit them.

Content that convinces focuses on building trust with your audience. Let your audience know that you understand their needs and clearly state how your business offers a solution. Video, infographics, imagery are a great way to grab people's attention and explain complex concepts in digestible ways.

WorkCast Tip:

Don't underestimate the value of reviews. Nearly 70% of shoppers trust online reviews, and 63% report that positive reviews can help influence their decision.
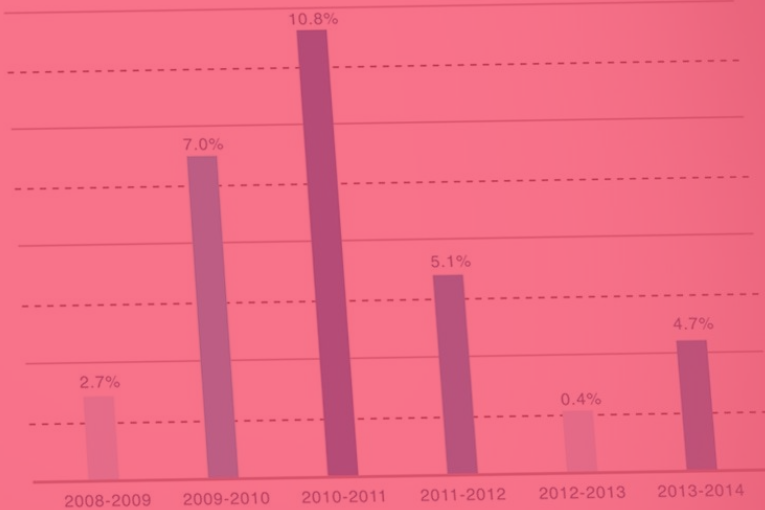
TARGETING YOUR AUDIENCE

KNOW HOW YOUR CUSTOMERS BEHAVE

The Marketing Funnel

The best way to illustrate how webinars can help you educate and convert leads into MQLs and SQLs, is by looking at it from a sales and marketing perspective using The Marketing Funnel.

The Marketing Funnel consists of three main categories:
- Lead Generation
- Lead Nurturing
- Sales

Webinars tend to take place during the Lead Nurturing stage, but can be effective at all stages.

Awareness

Lead Generation

Interest

Consideration

Intent

Lead Nurture

Evaluation

Purchase

Sales
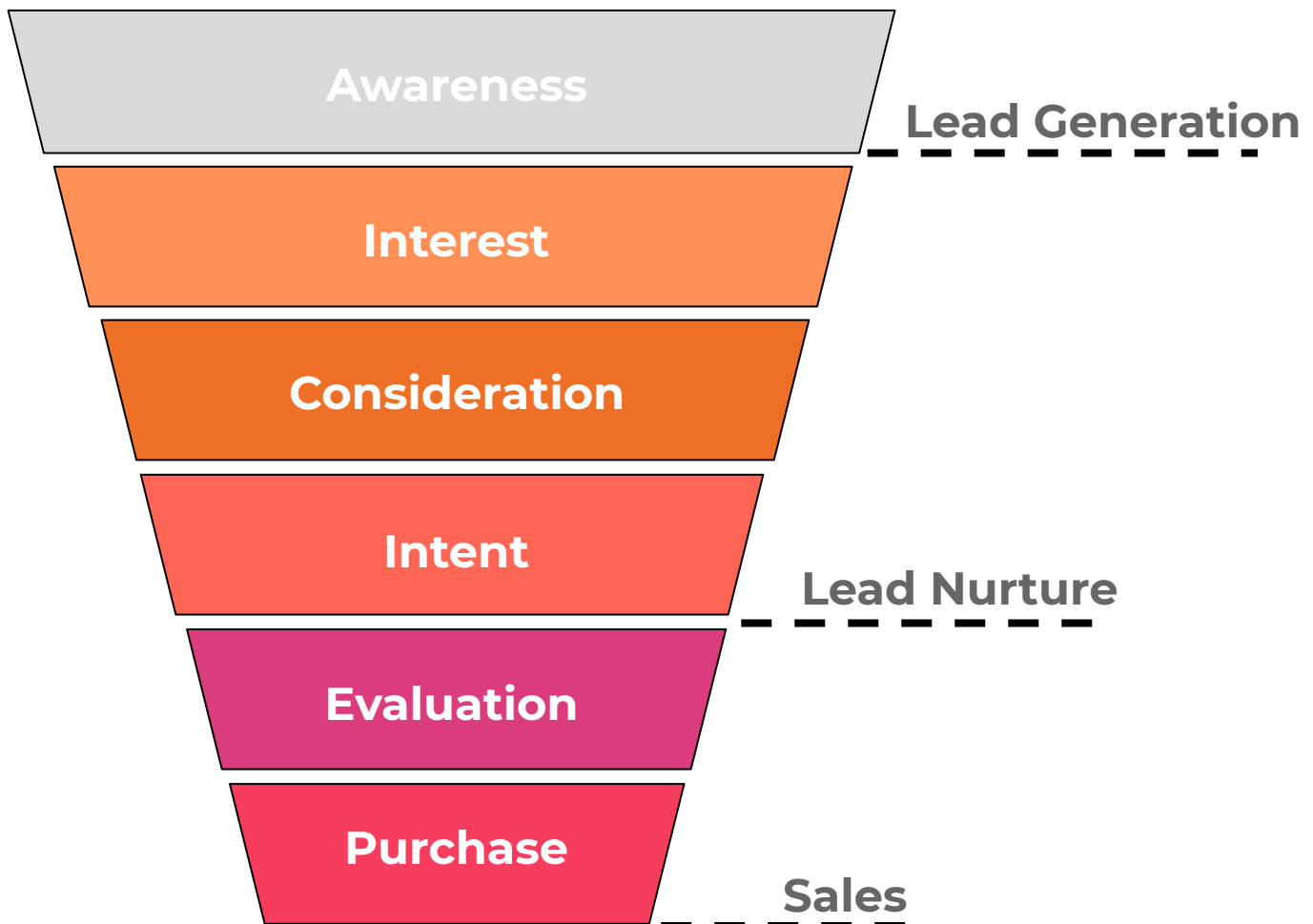
Audience Targeting

As with all campaigns, you will want to maximize your content's reach and relevance by sending it to the right people, at the right time. Use your audience's current behaviour to help you [tailor your webinar content](#) and optimize your webinar campaign. If your webinar will reach a global audience, try to pick a time that suits global time zones.

The type of webinar you have also impacts your target audience. If you're running a recruitment webinar, you may want to run it after regular work hours so your audience can attend the live session.

Consider the following tips to help you target more effectively:
- Use 'Smart Send' or 'Timewarp' to help you reach your audience at the optimal time based on their location
- Use personas to define your target market
- Always be testing and learning. You can test your landing pages, ads, CTAs, forms, and content to see which performs best with your target audience.

Quote:

'Knowing who your customers are is great, but knowing how they behave is even better!'

- John Miller, Engagio, Marketo

Nurturing Your Leads

After capturing the attention of your leads, you need to create content that will help educate, and convince them that your product or service is the best on market.

Webinars are the perfect opportunity to build trust with your leads. Webinars allow you to dive into the details, keep things friendly and personable, communicate your key benefits and differentiators, and position your company as an industry thought leader.

The content you create during the Lead Nurture stage is all about the pre-sell.

Create convincing content that's a little less: *7 Ways to Change a Lightbulb* and a little more *How Using Halogen Bulbs Can Slash Your Electricity Bills!*. And be sure to make your webinars interactive so your attendees can engage, ask questions, and build trust with you.

WorkCast Tip:

Get your team members on-board early in the webinar process. By having everybody working towards set goals, your process will be more efficient and you can leverage your team's expertise!

SETTING GOALS & TARGETS

SETTING ACCURATE AND REALISTIC GOALS

SMART Goals

Setting accurate and realistic goals will play a large part in your webinar success. Goals that reflect the stage you're at in your webinar journey are more likely to result in a positive outcome for your company.

Ensure your webinar objectives adhere to the SMART objectives. **Specific, Measurable, Actionable, Relevant and Time-bound.**

(S) **Specific**
Be specific when making goals. This will help you stay on track and make budgeting, resourcing and other crucial decisions along the way

(M) **Measurable**
Include a quantitative or qualitative attribute to your goal so you can measure your progress

(A) **Actionable**
Can the information be used to improve performance? If the objective doesn't change behavior in staff to help improve performance, there is little point in it.

(R) **Relevant**
Does this goal align with, or complement your overall business objectives?

(T) **Time-bound**
When will you achieve your goal? Your goals can be based on project periods, business quarters, annually, or any other time period that is appropriate.

Determining Your Webinar Goals

To improve the accuracy and relevance of your webinar goals, it is important to understand how leads in the nurture stage are engaging with your content.

Review your open rates, click-through rates, and conversion rates within key audience segments that you want to target. How does your webinar goal compare to your current engagement rate?

A few things to consider when determining your goal:
- How specific is your topic?
- How big is your database?
- What is your total budget?
- How many people can you reach in total?
- Will your webinar be featured on on-demand?
- How will you handle the new leads after the webinar is over?

WorkCast Tip:

Focus on engagement-related goals early on. Use previous webinars and content to collect feedback from attendees and visitors to learn which topics perform and convert best.

Setting Yourself Up for Success

Before you create content, you need to determine your goals and [how you will measure your success](#).

Once there is alignment on the goal for the webinar, you need to assess whether you have adequate resources to achieve your goals. If you don't have sufficient resources at your disposal to support your campaign, you will need to be strategic in how you proceed and where you make tradeoffs.

Ask Yourself:

1   What is the goal of running this webinar?

2   Do I have the resources I need to achieve this goal?

CREATING THE SLIDES

BOOST YOUR POWERPOINT

Creating Your Slides

A slide deck will run in the background of your presentation, providing your audience with supporting information. The number of slides you use, and how detailed your content is should relate back to the goals of your webinar.

In general, take a less is more approach when designing presentation slides. **Including key facts, figures and bullet points can add emphasis to the point you're making.**

If you include lengthy sentences or paragraphs on your presentation slides, your audience will read more quickly than you are able to explain the concepts. This creates an opportunity for people to become disengaged and distracted.

Learn how to manage your workflow and create, promote, and run a webinar in 8-weeks
.
Available on-demand now.

HOW TO RUN AN
8-WEEK WEBINAR SPRINT

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Script & Style Options

1 **One Speaker:** Direct and straight to the point. It is a useful style if you want to create webinars without external speakers.

2 **Interview Style:** Ideal for introducing a new product to your audience, formally or informally. The interview style webinar works best by having a thought leader being interviewed to give your point more gravitas.

3 **Panel Discussion:** Particularly useful for sharing knowledge and thought leadership. Panels can be an effective way to expand the reach of a physical event.

4 **Interactive:** Audience members can participate directly via polls, live chat and e-learning facilities.

WorkCast Tip:

Rehearse. Rehearse. Rehearse. Whichever format you choose, take some time to practice. Test your audio and connection before going live.

Engagement Opportunities

Webinars are designed to allow two-way communication and facilitate audience engagement. Design [opportunities to interact](#) with your audience into your slides, these will act as cues for the presenter and grab the attention of your audience.

Here are a few ideas:
- Use the Q&A feature
- Run audience polls
- Ask questions
- Address your audience as if you were speaking to them in person
- Give your audience access to additional resources
- Give your audience a chance to suggest topics for future webinars

Boost Your PowerPoint

1 **Embed Videos:** Embedded videos allow you to create a high production finish to your content. Keep videos short, and relevant.

2 **Utilize Zoom:** This is an under-utilized animation tool! The zoom function is especially useful when using detailed diagrams or to add emphasis to a point.

3 **Intro Slides:** By combining animations you can create an introduction slide for your presentation. The added movement can help early attendees engaged until the webinar starts.

4 **Custom Fonts:** Custom fonts can add some much needed interest to your slides! Keep in mind, you must embed custom fonts to prevent them from becoming distorted. Be sure to test your fonts ahead of time.

5 **Animations:** GIFs, SmartArt, transitions, and other animated content can add depth and movement to your slides.

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PROMOTING YOUR WEBINAR

WITHOUT PROMOTION, NOTHING HAPPENS

Choosing Your Channels

You can begin your webinar promotion as soon as you finalize your webinar title, time and date. **Best practices suggest a minimum of two weeks for promotion** ahead of your 'Go Live' date.

If you set stretch targets for the number of registrations, but don't have increased budgets you may want to extend your promotion period to ensure you reach your goals.

Determine your channel mix based on the goals you set for your webinar.

3-Step Email Promotion

1   **Confirmation Email:**

- Send immediately upon receiving a registration
- Double-up as a thank you email
- Helps to build loyalty to your webinar and business

2   **Value-Building Email:**

- Send 2-3 days after receiving their registration
- Include teaser content to help build anticipation for the webinar and keep them engaged
- Allow attendee to add the webinar to their calendar

3   **Final Reminder Email:**

- Send 1-3 days prior to the webinar
- Ensures attendees don't forget the webinar
- Continue to increase interest in the webinar
- Gives attendees an opportunity to plan their schedule around the webinar

Social Media Promotion

[Promoting your webinar](#) through social media can be an incredibly effective method to reach large audiences and test different messaging. Depending on your company's social media policies, you will want to explore a mix of paid and organic social media promotion.

Create a Schedule:
Establish a schedule that details when, and how frequently you will be posting on social media. Tailor your messaging to the channel to increase engagement with your posts.

Leveraging Different Platforms:
By using a mix of social channels, you can post about a wider range of topics related to your webinar without overwhelming one audience. It also allows you to leverage the strengths of each platform.

For example, LinkedIn is a great platform to highlight high profile guest speakers who will be presenting your webinar. Instagram on the other hand, could be used to highlight the visual aspects of your event with screenshots or even short videos as stories to let viewers know what to expect.

POST-EVENT PROMOTION

SEE HOW WORKCAST CAN TAKE YOUR WEBINARS TO THE NEXT LEVEL

Post-event Promotion

Successful webinar campaigns include a multi-channel post-event marketing strategy. Considering that only 30-40% of registrants will watch your webinar live, **on-demand events are a great opportunity to re-engage registrants** that missed the live event.

Before building out your promotion strategy it is important to understand some of the behavioral [differences between how audiences view on-demand webinars compared to live webinars](#).

To increase reach beyond those who registered for the live event, review your webinar analytics to determine which leads and demographics converted for you. Target your on-demand promotion to similar demographics and lookalike audiences to attract more new and relevant leads.

WorkCast Tip:

Use the questions attendees asked during the live event as a source of inspiration for ads and post-event content. If one person had to ask the question, it is likely others are searching for the answer too!

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