



The Ultimate

Marketing Webinar

Handbook:

From Start To Finish



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Introduction to Webinars

Webinars have emerged as one of the most effective lead generation tools for content and digital marketers. In fact, many marketers have found webinars eclipse eBooks and blogs in engagement and use webinars as their main bottom of funnel conversion tool.

The screenshot displays a ClickMeeting webinar interface. At the top, a header bar shows 'ClickMeeting My Webinar' and various controls like 'Settings', 'ESC', and a timer at '00:00:39'. Below the header, a grid of four participant video feeds is visible on the left, with names like John Smith, Jennifer Smith, and others. The main content area is titled '1 Summary' and features a line chart with three data series: '1-4.2015' (red), '5-8.2015' (blue), and '9-12.2015' (orange). To the right of the chart is a 3D pie chart with segments labeled '50%', '38%', and '12%'. Below the charts, a chat window shows a conversation between participants. At the bottom, there are buttons for 'WHITE' and 'STATISTICS'.

If you think webinars are overrated or you have not experienced much success with webinars, or you would like to host your first webinar, this eBook was written with you in mind. Inside you will find the tools you need to successfully host a webinar that will generate leads for your organization.

Conception and Preparation of Your Next Marketing Webinar

In a digitally driven world where customers are more likely to flip through an article on their phone than they are to read a hard copy of their local newspaper, webinars offer a useful content marketing alternative. According to the Content Marketing Institute, over 60 percent of marketers now use webinars as an integral part of their content marketing strategy. As with anything content marketing-related, crafting the optimal webinar will require marketers to leverage the power of the following tried and true recipe.

STEP 1: FINDING A TOPIC THAT RESONATES

Like any good recipe, the first step is to find a pick out your main ingredient or, in this case, a topic that resonates strongly with your intended audience. What are questions your audience has that you want to answer? What value do you want to provide to your audience? What is the goal of the webinar? To choose a great topic you will need to:

1. Research the pain points of your audience. Ask yourself what challenges your audience faces. What areas of their personal or professional life could be improved with your services? Refer to your buyer personas for some of this information, if you have it. Check out common publications or sources of information for your target audience to find out what topics are being referred to the most. If you do



a little research, you can expand upon that conversation and provide tidbits of information to build upon what's already being discussed. You can use a tool like BuzzSumo to search the most shared articles for a given topic to see what is resonating the most at the moment. Alternatively, you could even send out a survey asking people what their biggest pain points are, and build content around that.

2. Determine how your knowledge, expertise, or product can mitigate the pain points of your audience. Your audience is expecting that your webinar will be value-driven. In order for you to meet their expectations, you must be able to show them how they can solve their problem. For a more general approach, share your knowledge to help them solve the problem themselves, building their trust in you as an expert in that topic. For a more sales-oriented approach, succinctly showcase how your product or service can mitigate the risks, frustrations, or challenges that are directly associated with your audience's pain points.

STEP 2: OUTLINING THE WEBINAR

Once you have chosen your webinar topic, it is time for you to grab pen and paper (or more likely a word processor) to create an outline. Generally speaking, most webinars are 30 to 45 minutes long, with a 15-minute Q&A segment at the end. This means that you will need to have talking points outlined for the entire 30 to 45 minutes, without pausing or missing a beat. Keep the following tips in mind as you create your webinar outline:

- Define your main topic.
- Determine your subtopics.
- Decide how many minutes you want to spend on each subtopic or speaking point.
- Fill-in the content for your webinar using powerful statistics, graphics, and data points.
- Keep the wording to a minimum by focusing on the upper-level points.

It is important to note that the more detailed you make your outline, the easier it will be to transform it into an effective presentation. Your webinar won't have value if it's short on detailed instruction or information.

STEP 3: CREATING THE PRESENTATION: BEST PRACTICES

1. The title slide should be engaging. It should be completed with a catchy title and subsequent imagery, which will set the tone for the entire webinar.

2. Webinar content can be displayed in a variety of ways, including whiteboard illustrations, webcam video, screen sharing for demos, infographics, and the usual slide show. If you choose to use a slide presentation, keep the slide content as brief as possible with a maximum of two short sentences per slide. This will help keep your webinar moving, and will keep people from tuning out what you're saying in order to read through a text-heavy slide.



3. Use your branding throughout the entire presentation. Your webinar is a digital representation of your brand, and, as such, it should use the same fonts, colors, and imagery style that is associated with your brand. The more you match your company branding, the more professional and authoritative you appear. This will add authenticity and a smoother attendee experience.

4. Improve audience engagement and participation by including places for interaction. These could be moments when you ask questions for the audience to answer through a poll, or answer questions that were submitted before the webinar began. In addition, many webinar platforms allow you to hold surveys during your webinar, and also have options for moderated chat. There are frequently live Q&A sessions at the end of webinars for even more engagement. Plan out when you want these interaction points to take place beforehand, and fit it into your presentation.



5. Don't forget to include offers at the end of your webinar! Remember, you want your audience to walk away with a lasting impression that encourages them to continue the conversation by engaging with another offer, getting a demo of your product, visiting your website, or sharing your presentation. Let them know what their options are at the end of your webinar. It's not likely that they'll take the next steps you want them to unless you ask them to take further action.

6. Avoid the script. Your webinar shouldn't be a boring voice reading from a set script; rather, you should speak about your chosen talking points. No one wants to feel as if they are being read to or spoken at. By speaking normally about your talking points, you can effectively communicate, engage, and connect with your audience. Before you can promote your webinar, have an awesome presentation, and earn a bunch of new business, you have to know what your presentation is going to be about. The conception and creation of the webinar content is the single most important step in the process, as it acts as the blueprint for the rest of the experience. Make sure to put in the adequate time and work in this phase before moving on to the next. You'll be glad you did!

How to Entice Your Audience to Register For and Attend Your Webinar

You've spent a great deal of time and energy putting your webinar together, now it's time to attract your audience. Generating interest or creating a buzz about your event will help get it shared, tweeted, and discussed – and that is your marketing goal. You want people to talk about your upcoming webinar.



However, getting people to register for your webinar and getting them to actually attend are two different things. Keep in mind that many people register for webinars not to attend, but because they want to gain access to the recording afterwards. For everyone else, you want to make sure you do what you can to get them to attend. Studies show that about 48 percent of people who are registered for a webinar will actually attend. You can increase your audience numbers by using a few best-practice strategies.

Here are five strategies to get those seats filled and increase the number of registrants that you turn into attendees.

1. USE SOCIAL MEDIA.

By now, social media should be an obvious avenue for promoting your webinar. If you weren't already planning on using social media, you should definitely incorporate it into your strategy. The main reason you should be using social media to promote your webinar is because it's a guarantee that your target audience will be there...

Consider this. On a global scale, active social media users total around 2.3 billion. To put this into perspective, the total global population is 7.3 billion. What's more, one study estimated that a whopping 27 million pieces of content are shared via social media every day. You can't afford to ignore social media, and you can make yourself stand out from the crowd by developing great content, and targeting your specific audience.

Everyone Uses It. Social media is booming. Facebook has 1.71 billion users, Google+ has 300 million users, LinkedIn has 450 million users, Instagram has 400 million users, and the list goes on and on. Facebook is the current social media giant. Half of people who say they don't use Facebook live with someone who does and around a quarter of those people say that they view photos and posts on that other person's account. So you have the potential to reach users and friends of users. The potential reach is staggering.

You can easily target your audience. Most social media platforms allow businesses to target specific audiences. This may be through paid advertising or hashtags or groups and communities. On Twitter you can create a hashtag for your webinar and encourage registrants to use it when they talk about the event. During the event have someone live tweet using that hashtag. When you create a business page on some platforms they allow you to add keywords or geographical areas to target your audience more effectively.

2. DIFFERENT AUDIENCES "RESIDE" ON DIFFERENT SOCIAL PLATFORMS.

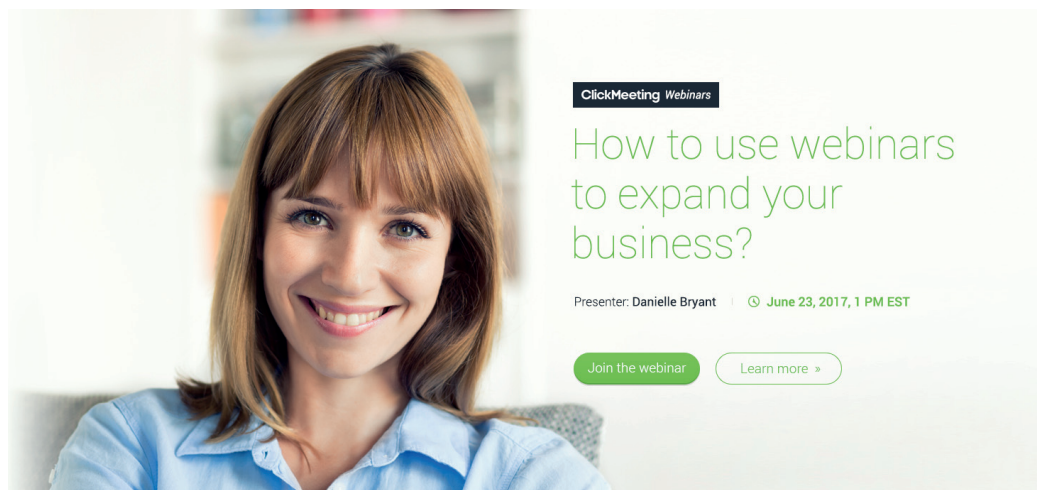
Knowing which social platform your audience engages with is essential to successful webinar promotion on social media. Different social media platforms attract different audiences. For instance, more than 70 percent of internet users are on Facebook. However, Facebook is more oriented toward community and relationships so if you use the social media giant (and you should) keep that in mind and tailor your involvement accordingly by interacting with your customers and followers on a regular basis.

LinkedIn is the premier social platform for business professionals, so if your webinar is geared toward other businesses, you should definitely explore promoting there. LinkedIn is the key social media platform for promoting professional webinars, and you're bound to get new registrants if you get your ads or organic posts in front of the right people.

Pinterest attracts more women and is great for promoting webinars from brands that provide lifestyle products and services. Instagram tends to attract a younger crowd but those numbers are slowly changing. The point is, know who the various social media platforms are attracting and go with the ones that suit the audience you seek to attract.

3. HOW TO CREATE AD COPY AND IMAGERY THAT WILL RESONATE WITH YOUR INDUSTRY.

When creating ads to promote your webinar, whether on social media, Google AdWords, or through other online advertising platforms remember two things: vivid graphics and brief content. We live in a highly visual world with a rather short attention span. Decide what you want your ad to say, then say it in as few words as possible. Use punchy, action words where possible and clearly explain how your webinar will benefit them. You want to tease them with just enough information to make them want to attend so they can find out more.



4. EMAIL IS YOUR FRIEND.

If you have any kind of email list, it will be a gold mine for your webinar. Email is by far the highest-converting method for generating new registrants to your webinar. However, you do actually need to have a list. If you don't have a list, start building one by offering value on your website through blog subscriptions, eBooks, whitepapers, or additional webinars. Over time you'll create a valuable email list that can be used in the promotion of not just a webinar, but a ton of other offers. It will become a valuable tool for both your marketing and sales teams. You can also consider purchasing lists, but that may be minimally effective, and you run the risk of getting banned from your email service, and the ROI may not be the greatest. As you consistently hold webinars, you'll get the emails of more and more people, and you'll find that your email list will grow into a hugely valuable tool for your marketing and sales teams.

5. UTILIZE YOUR WEBSITE.

Your website is the most important piece of content you have. It also happens to be where people will go when they're curious about your products and services. If you are holding a webinar that you think will appeal to one or more of your buyer personas, make it known on your website. Put it on the home page or in the resources section of your website so it's as visible as possible to anyone that may want to attend.

You can't have a successful webinar without an audience. In fact, you don't only need an audience, you need the RIGHT audience. Utilizing these five strategies will give you the best chance of having a good turnout, and can even be done without breaking the bank.

You've gathered your material, now it is time to pull your presentation together to create your webinar.

10 Tips for Presenting Your Webinar

There are some webinar best practices that will help you achieve the goals that you have set for your event. These top tips will help ensure that your webinar goes smoothly and is a smashing success.

1. USE YOUR OUTLINE AS A GUIDE, AVOID A WORD FOR WORD SCRIPT.

You may be tempted to use a script and follow it word for word. In a single word, don't. Instead, use your outline as a guide. This will allow you to sound more natural and less like you are reading. You can print your outline on a sheet of paper or use note cards which are less conspicuous.

2. YOUR PRESENTER SHOULD BE SOMEONE QUALIFIED TO SPEAK ON THE TOPIC.

At a webinar, the presenter is just as important as the content. Choose a presenter who is an authority on the topic, not just a good speaker. If this isn't you, it should be someone in your organization who knows what they're talking about, or someone you're partnering with for the presentation.

You want a combination of speaking skill and topic knowledge, preferably a subject matter expert.

3. USE THE CORRECT EQUIPMENT IF POSSIBLE.

Shoddy equipment will often result in a less than stellar presentation. If your audio equipment is low-quality, then chances are your final product will reflect it. Use the best equipment possible for your best chance at webinar success, if you have it. That's not to say you can't host a perfectly good webinar using only your laptop or smartphone; plenty of people do. But if you're planning to continue to hold webinars consistently, it might be worth investing in your own equipment.



4. FIND A QUIET ROOM.

Tape in a room where distraction and noise are at an absolute minimum. Outside noise will kill a presentation so keep that at the forefront of your mind as you plan your event. It may feel a little isolated, but in the end you'll get a higher-quality sound, and you'll find you will focus more without any distractions.

5. HAVE SOMEONE TO BE AN ATTENDEE TO ENSURE EVERYTHING IS GOING SMOOTHLY.

It is not unusual to have someone in the audience of a webinar. In fact, it is considered a best practice since they can help ensure that everything goes smoothly. It is a popular practice at news conferences, speeches, and other live events, and it works. Make sure there is a line of communication between the attendee and the presenter, so that any technical issues can be resolved quickly. If there is a question and answer session, have a few pre-loaded questions that the attendee can ask to jump-start the conversation.

6. MAKE SURE TO HIT THE RECORD BUTTON.

A surprising number of webinars have very rocky starts due to this simple action – hit the record button. In fact, you may want to run an identification slate before you get started that includes the name of the webinar, name of the presenter, name of your company (produced by or presented by), and the date. This will help you remember to hit record. The recording will be a valuable tool for additional promotion and education.

7. KEEP YOUR PRESENTATION MOVING.

Keeping your audience's attention is a major challenge. Keep your slideshow moving and avoid stalling at any point. This means that you need to put a lot of thought into the creation of your slides so that they help to move your presentation along. Cluttered slides will stall a presentation in no time and your audience's attention could wane. Keep the slides brief so that you can keep them moving and keep your audience engaged.

8. USE GRAPHICS.

Graphics are integral to keeping an audience engaged. Incorporate graphics into your slides that will compel your audience to look at the image and take in the information. These could be graphs, photos, captions, infographics, memes, or animated elements of your slides. The key is to keep your visuals moving and changing so your attendees do not become complacent and zone out during your webinar.

9. DON'T OVER EXPLAIN.

Over explaining is as bad as under explaining even though the two have very different outcomes. Under explaining concepts leave your audience feeling lost and unable to connect with your content while over explaining will, at the very least, bore them, and at the worst, make them feel like you don't give them credit for being smart enough to understand your concepts. Make your point and move on. If you feel that something may need additional explanation, open the floor at the end of the webinar and allow attendees to ask questions.



10. ENGAGE WITH YOUR AUDIENCE.

Your webinar will be more effective if you can find ways to interact with the audience. You can do this by allowing a Q&A session at the end and ask for feedback when the event is over. You can also use social media to tweet or post quotes from the webinar and provide a link to register for the next presentation. Most webinar platforms also have a chat function you can use to send messages to attendees asking their opinion on certain points made during the presentation. Some platforms even allow you to use polls to gain insights into who your audience is, and what topics concern them most. There are lots of ways to make the webinar more of a conversation than just a presentation, and doing so will keep the audience engaged and entice others to get involved as well.

As you can see, a lot goes into a good webinar presentation. As with any public speaking, you'll get better the more you do it. Practice makes perfect. Use these tips as a way to put everything in place for the best chance for a smooth, successful webinar.

Don't Drop The Ball on Your Webinar Follow-up

Your webinar has the power to generate high-quality leads while allowing you to connect and provide value to existing customers as well as to prospective customers. However, the end of the webinar itself is not the end of your webinar marketing strategy. You need to put the same energy and passion into the webinar follow-up as you did for its promotion and production. Follow-up is a powerful webinar solution, and if you are skipping out on it, you're cheating your company out of some valuable and effective customer acquisition and retention techniques.

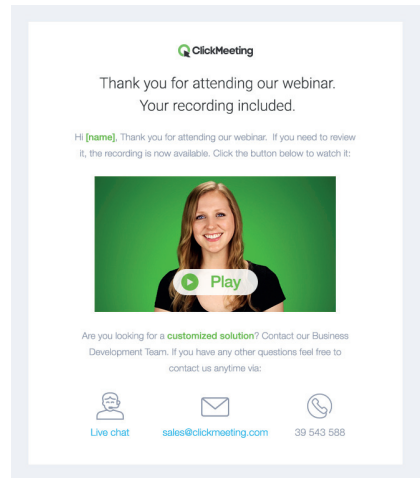
More than 60 percent of marketers use webinars as part of their marketing strategy. Not all marketers are tapping into the post webinar follow-up, and it could be a fatal error. Failure to allow your attendees to actively participate in your webinar by leaving feedback, rating the event, prevents you from hearing from your audience as to what could make your presentation better. It could also keep you from making that vital connection with a prospective customer.

These tips for webinar follow-ups can help you close that loop.

SEND AN EMAIL WITH RECORDING AND MATERIALS

Email is absolutely invaluable when it comes to promotion of your webinar as well as follow-up when it is over. In fact, email consistently ranks as one of the top webinar promotional tools and should be incorporated into your webinar best practices. Send a recording of your webinar, along with supporting slides, to your attendees and even your no-show registrants. This allows them to use the recording as additional reference, and quite a few people will register for a webinar simply to get the recording. If you have other supporting documents, such as case studies, white papers or other materials, include those as well.

Make sure that all the materials you send — the slides, supporting documents, etc. — are consistently branded. Never send generic slides or material; always make sure your logo and contact information are clearly visible and legible. If one of your registrants attended your webinar and liked it, and then receives an audio recording, they are very likely to forward it to friends and colleagues. You have the potential for your webinar to reach many prospective clients, and your consistent branding ensures that they will be able to find you, and makes you look more professional, more trustworthy, and more authoritative.



MAKE THE WEBINAR RECORDING AVAILABLE FOR ON-DEMAND

Providing your webinar recording for viewing after it has aired may help you meet your webinar goals as well as continuing to generate leads and providing a valuable resource for your customers. A well-done webinar will keep on working for you long after the original airdate when you offer it on-demand. One study showed that 25 percent of webinar registrants will view a replay, but it also gives your no-shows an opportunity to tune in, and you can even pick up some new registrants in the process.

Upload the webinar recording to a video platform like YouTube or Wistia so that it's easy to reference without sending a bulky video file. Put the details of the webinar on a new landing page that offers a recording of the webinar. Make sure to include the primary value points that are covered in the presentation. Then you can either send the link to the recording in an email, or redirect to a another page with the recording embedded. If you have a resources page, link to the landing page to continue to generate leads on an ongoing basis.

REPURPOSE YOUR WEBINAR INTO ADDITIONAL CONTENT

Get more mileage from your webinar by repurposing it for your blog, social media accounts and other venues. Get creative! You have the potential to reach so many people, and a great webinar will keep on giving and giving.

BLOG POSTS: Webinar content is great blog fodder. Turn your points into posts and create a series. Blog posts will allow you to really go in-depth with your topic, and you can flesh out points that you made in that webinar that you may not have had time to adequately address. On the other hand, you can also use blog posts as teasers to entice people to view your webinar via your on-demand link.

SMALLER VIDEOS: Use clips from your webinar to break down the subject into smaller bites. This is great for registrants who may be short on time, because it will allow them to view shorter videos when they can, instead of having to stop or pause a longer video and return to it. The smaller videos offer complete thoughts or subsections, and no break occurs in the flow of information. There are lots of simple video editors that will help you to cut your videos into sections, and even add an intro and outro to make the video more complete. You can put each topic on YouTube for additional SEO value and interlinking opportunities, and using the videos on social posts can help drive engagement and traffic to your on-demand offering.

POTENTIALLY USE THE TOPIC AS AN E-BOOK, WHITEPAPER, TRAINING MANUAL, ETC.

There are a couple of ways you can use your material to really have an impact here. You can break down the topic to further explore certain points, create infographics and generate reports, or you can create supporting material that contains links to your webinar. When you provide viewers with material that enriches their webinar experience, they are more likely to return and tell others about you.

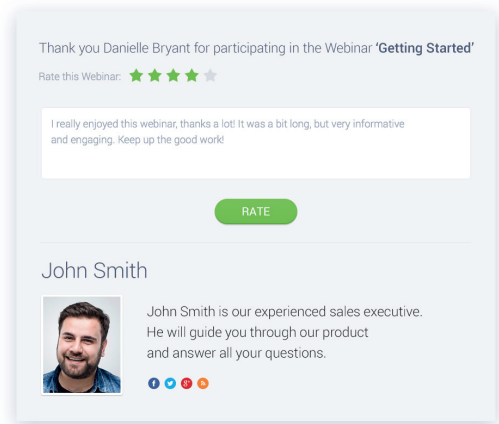
PASS LEADS TO YOUR SALES TEAM

Once your webinar has concluded, don't sit on the leads that have been generated. Sooner, rather than later, pass them on to your sales team and let them make contact. You want to do this while the webinar experience and information are still fresh in their minds. In other words, while they are still thinking about your company, you need to reach out to them.

Make sure you know how your sales team organizes their leads. Typically, the registration information can be uploaded to a sales software like Salesforce, and the leads will automatically be assigned to the correct salesperson. Additionally, make sure that the sales people know where these leads are coming from, and how to follow up with them. The leads came to your webinar for a reason, and that reason should be the main topic of the initial contact. Instead of going straight for the sale, the salesperson should aim to help the lead with their question or problem. From there, the sales conversation will be a natural next step.

ASK FOR FEEDBACK

This is a tried-and-true follow-up method that really works. If you want to know what your attendees thought of your webinar, ask them. Some webinar platforms will let you collect feedback immediately following a webinar, or even redirect attendees to a custom landing page as they leave the webinar. Utilizing this feature will give you the best chance to collect timely and relevant feedback, and with a platform like ClickMeeting, it's super easy to use.



You can also send an email a day or so after the webinar airs and ask them some questions or simply solicit feedback without any specific prompts. It is a great way to find out what you are doing right, what you need to improve, and what your audience might be interested in hearing about next.

ANALYZE WEBINAR STATISTICS

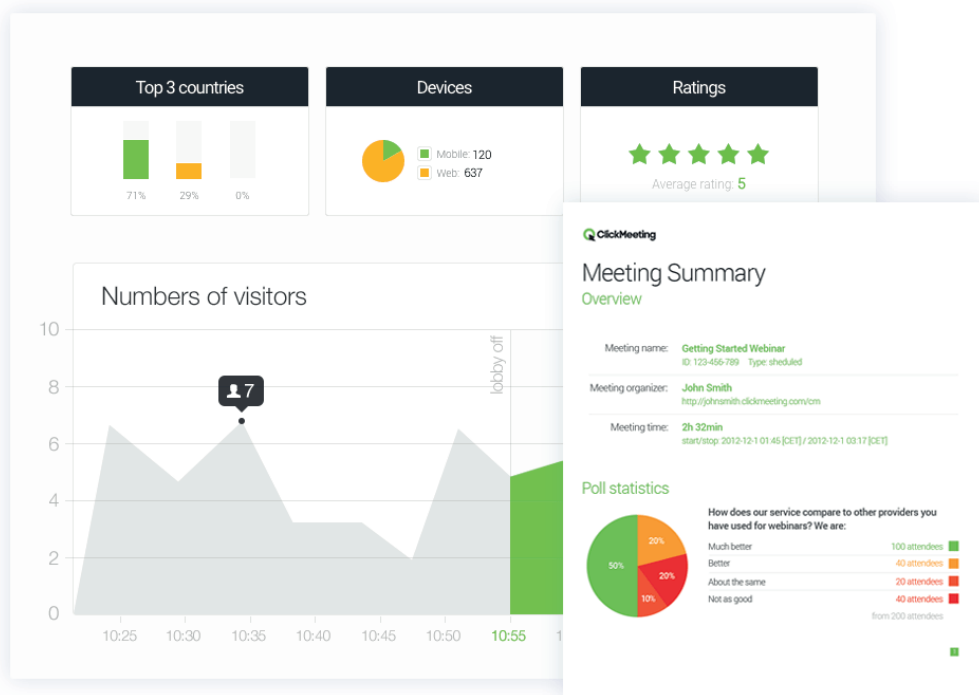
Once the webinar is completed and all feedback is collected, it's important to analyze the metrics and feedback to find out what went well and what you could do better. Most webinar platforms have a reporting dashboard or report generator that allows you to quickly see a bunch of information regarding who attended, for how long, what questions they asked, and other useful items.

Here are some different metrics that you should be watching out for when you're analyzing your webinar performance:

WEBINAR SUMMARY INFORMATION: How long did your webinar last, how many registrants actually attended, and how long did they stay for? Knowing the details of your webinar will allow you to see what can be done better within the actual webinar, especially when you can compare the metrics from more than one webinar. Soon you'll be able to start seeing trends like the ideal webinar length for your audience, what percentage of registrants you can expect to attend each webinar, and whether there's a certain point or topic that made people lose interest and leave the webinar. Addressing these points will ensure that you continue to produce better and better webinars.

ATTENDEE STATISTICS: Did you really attract your target audience? Learn more about where your attendees came from, and what feedback they might have left in polls and surveys throughout the webinar. Some platforms even let you see whether they attended on a desktop or mobile device, which could be important for how you optimize your webinars moving forward. Understanding the demographic makeup of your audience can help you be more effective in promoting a future webinar to the same audience, and may also help you come up with appropriate concepts to engage them further.

FREE-RESPONSE FEEDBACK: Why ask for feedback if you're not going to use it? Make sure you sort through all the audience feedback provided during and after the webinar, and apply it to future webinars. If an attendee brings up an issue or a question that wasn't resolved during the webinar, reach out to them and start a conversation about it. This human-to-human interaction can provide great benefit. Some webinar platforms even let your attendees rate your performance and provide feedback on the presentation in general. Pay special attention to that feedback as it can often be extremely valuable for future presentations.



Your webinar strategy should not be complete at the close of the presentation. Applying follow-up best practices will increase your chances of gaining some real value from your webinar by earning new business, collecting valuable feedback, and building relationships that will continue to flourish over time.

A top-down photograph of a meeting room. In the upper half, a person with dark curly hair in a grey blazer sits at a table. In the lower half, two other people, a woman with blonde hair in a blue top and a man with glasses in a light blue shirt, are also seated at the table. The table is covered with various items like papers, a laptop, and a coffee cup. A large green rectangular overlay covers the center of the image, containing text and icons.

About ClickMeeting

ClickMeeting was founded in 2011 by GetResponse, the leading email marketing platform. The idea was to provide a complete webinar solution for businesses, large and small. Over the next five years, ClickMeeting grew so much that, in 2016, it spun off as a separate company.

Our mission is to be the premier provider of flexible, self-service webinar solutions that help you reach, engage, educate, and convert your audience. ClickMeeting is rich in features that help you before, during, and after your webinar.