MARKETEERS

How to Generate More Leads from Webinars

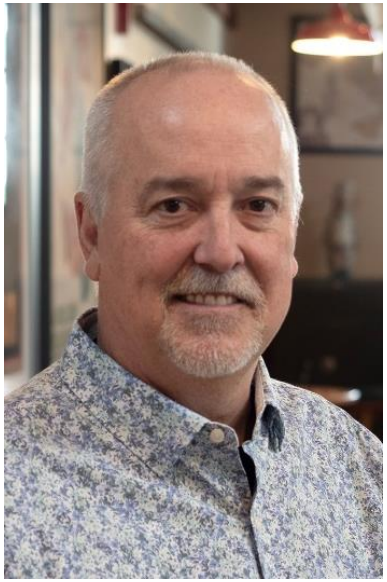
Part of the series: **Filling the Sales Lead Pipeline for Your Company**

The Tactics and Tips to Get You There

We will start momentarily

Jeff Holmes

- CEO & Creative Director, 3marketeers
- Leads the demand generation team within the agency—currently running B2B lead generation programs in 91 countries, 21 languages
- Leading Silicon Valley marketing and demand generation agency for 37 years



Beryl Israel

- Vice President, Account Services, 3marketeers
- Extensive PR, Channel and Content background
- Beryl leads the Account Services team on account planning, content creation, creative, lead generation, demand generation, media, and branding initiatives
- 25+ year track record with regional, national and international companies in high-tech, healthcare, insurance, financial services, medical devices, hospitality, real estate, and non-profits

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Agenda:

1. How Do Webinars Fit in Your Overall Demand Generation Plan?
2. Webinar Planning Activities & Schedule
3. Choosing Content and Speakers
4. Email and Landing Page Focal Points
5. What is Live Polling?
6. Live Webinar Best-Practices Checklist
7. Reporting Results & CRM Sync
8. 5 Tips for Great Webinars
9. Questions & Answers

Terminology

Webinars vs. Webcasts / Live vs. On-Demand

If they seem to be used interchangeably, it's because they are.

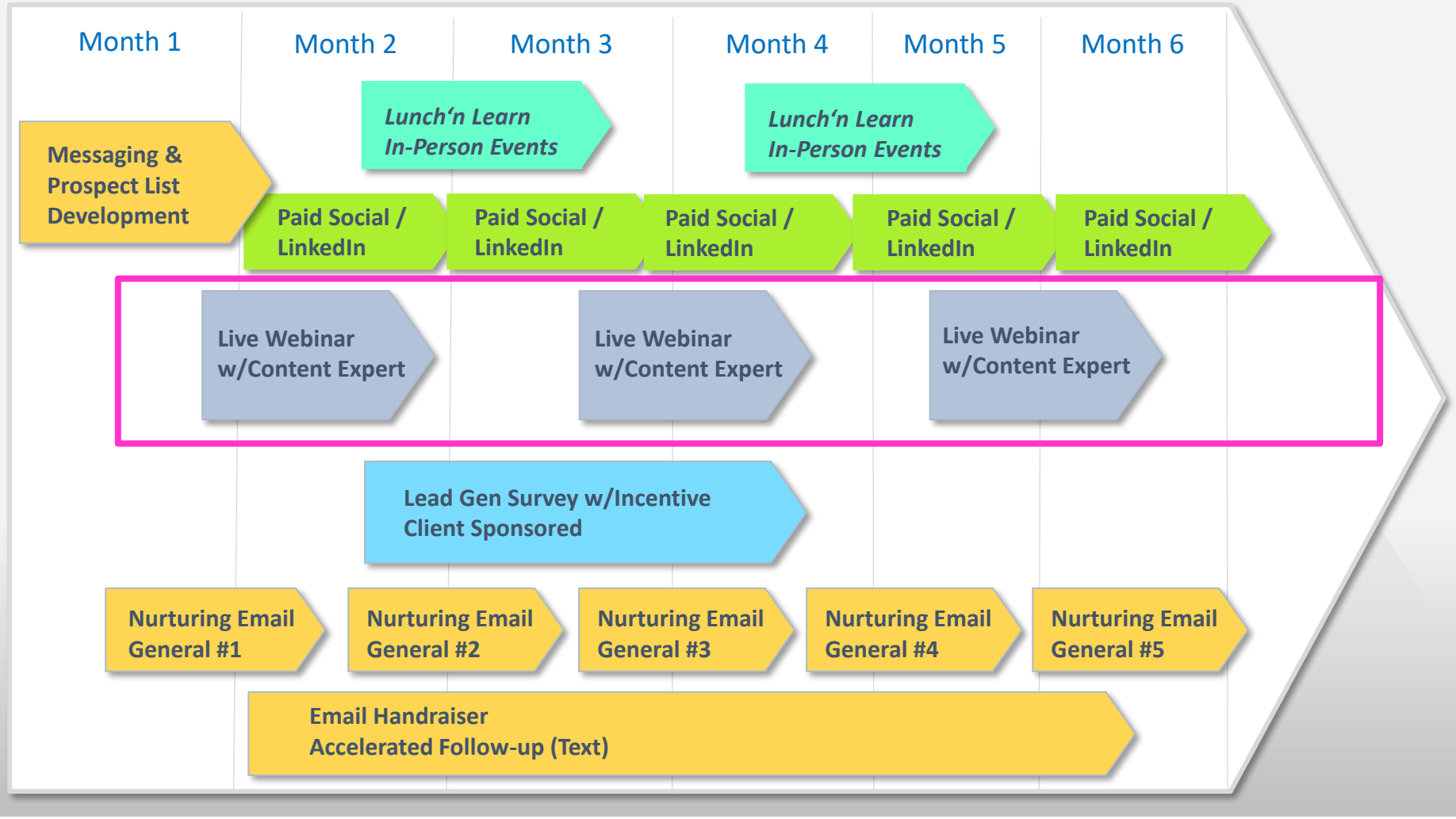
Our definition

- **Webinars:** More interactive live events
- **Webcasts:** One-way broadcasts via the Web

- **Live:** Be ready for anything, interactive, polling, requires pacing
- **On-Demand:** Pre-recorded for later playback, accessible any time

Let's get on with the webinar…

How Do Webinars Fit in Overall Demand Gen Plan?



Webinar: Live/OnDemand

Sponsored Survey

Nurturing Emails

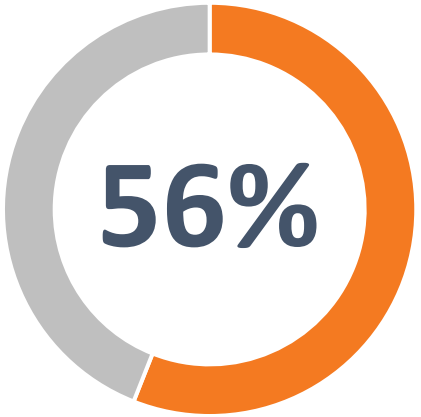
Lunch 'n Learn In Person Events

Paid Social / LinkedIn

Why Webinars?

- Highly scalable
- Low cost/no travel
- Thought leadership role
- Ease of audience participation
- Engaging and interactive
- Qualify prospects w/live polling
- Reusable

Average Attendance



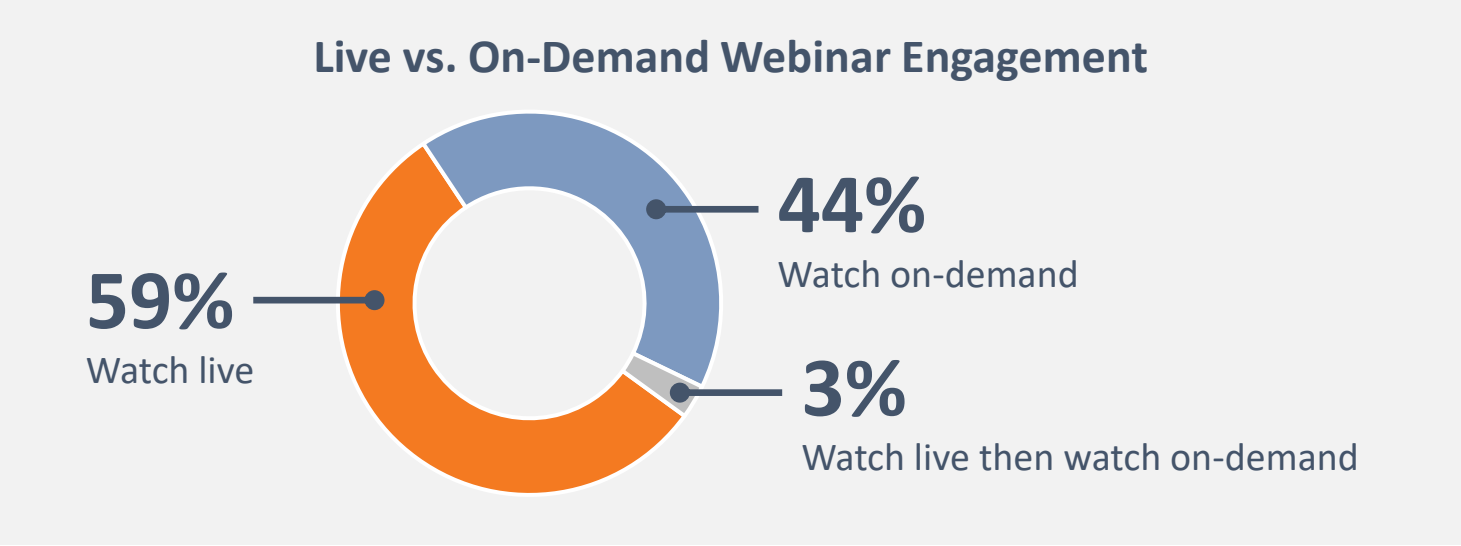
Average Viewer Time

Source: 2024 ON24 Webinar Benchmarks Report*

The End Goal: On-Demand

Webinars are the events that keep on giving

- More than just live event registrations
- Leverage on-demand version one day to one year later
- Use as premium content in future campaigns and marketing efforts:
  - Asset in nurture email campaign
  - Video resource in your InfoCenter/Resource Library



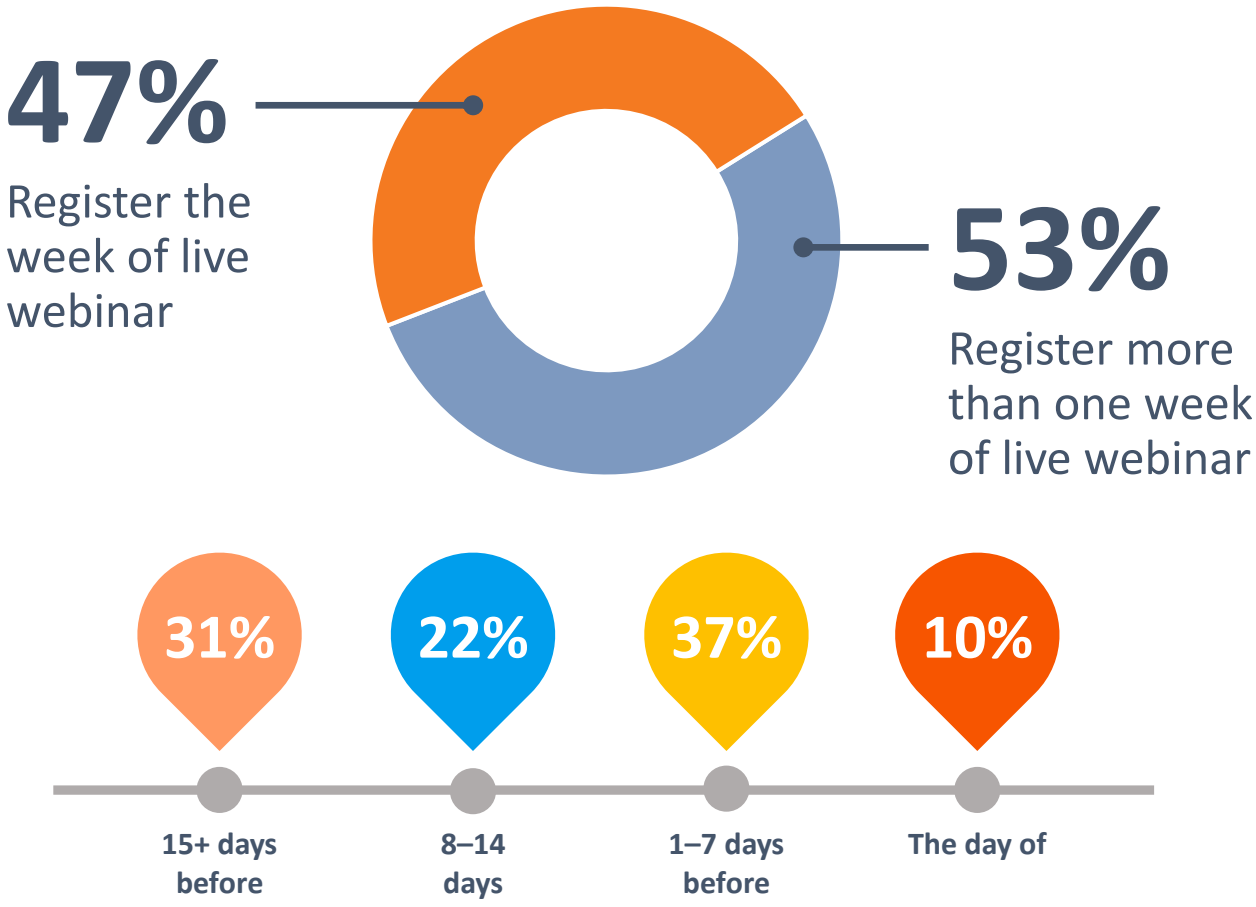
Source: 2024 ON24 Webinar Benchmarks Report*

Webinar Planning Schedule

Before Event	Activity
4 weeks	• Identify speaker(s), topic, and date • Develop content outline, speaker bio • Set up campaign in webinar platform
3 weeks	• Secure email list • Finalize email invitation, landing page programming
2 weeks	• Send first email invitation; promote on company website and social media • Develop 1st draft of presentation • Develop polling questions for Q&A
1 week	• Second email invitation • Conduct practice session with speakers • Finalize presentation
Day before or Day of Event	• Send third email invitation; reminder email to registrants
Hour before	• Send reminder email to all registrants
Live Event	• **Show time!** Arrive 30 minutes early
Post Event	• Conduct internal evaluation • Review reporting: attendees/polling • Within 1-3 days, send follow-up email by adding prospects to lead nurturing campaign

Scheduling Webinar Invites

Start early and finish strong



Based on data from January 1, 2023-December 31, 2023.

Webinar Invites and Follow-up Schedule

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			Set speaker/ topic/date	Draft content outline/ speaker bio	Set up event in webinar platform	
	Finalize email landing page copy	Secure email list	Program email & landing page			
		1st Email Invite		Polling + chat questions	Draft webinar presentation	
		Practice Session	2nd Email Invite		Finalize presentation	
		3rd Email Invite + Reminder	**LIVE WEBINAR**	Follow-up Nurturing Campaign		

Choosing Your Webinar Topic and Speakers

Speakers:

- Content experts, sales engineers, partners, etc.
- >1: pacing, engagement, credibility

Suggested Content:

- Customer case studies
- Partner presentations
- Analyst reports
- Survey findings

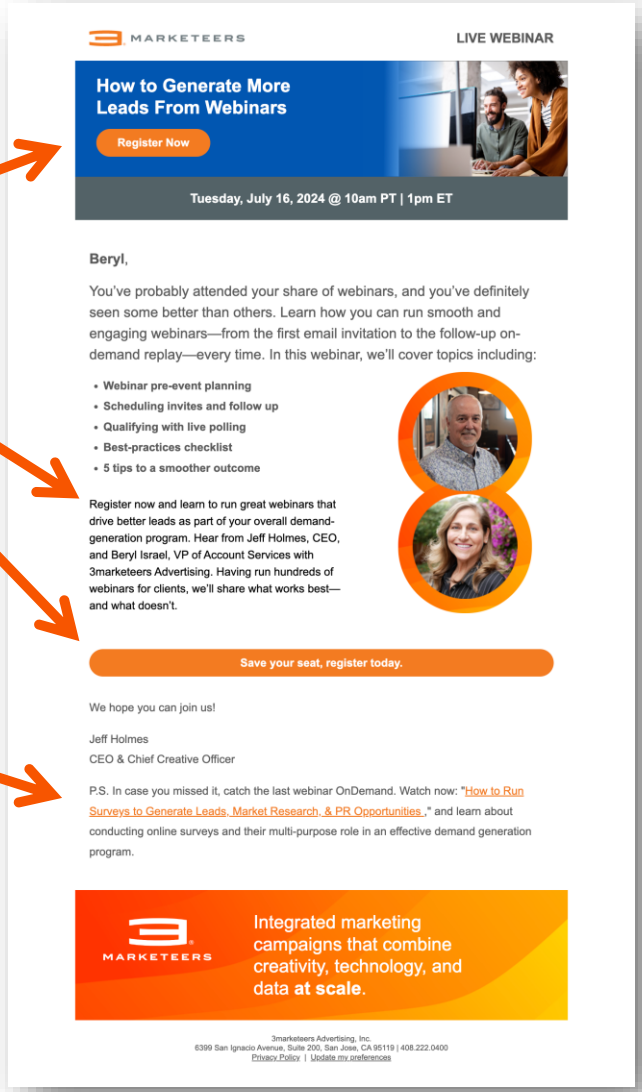
Best Approach to Email Invites

Single
Call to Action
2 buttons
1 text link

Promote Speaker

Bullet highlights

Add a P.S.



Leverage Email Invite and Landing Pages

Promote on your website, with partners, and through social media channels.

Live Polling: Why and How

- Engages audience with interactivity
- Offers valuable audience insight (%s, not #s)
- Provides content transitions
- 1-3 polling questions are ideal
- Up to 5 multiple choice answers
- On screen results
- See live polling in action!

Live Polling: Why and How

Email Address	Phone	Organization	Are you using NIPT in your practice?	Do all NIPTs report the fetal fraction of the sample?	Fetal fraction is considered low if it's less than __%?	Webinar Question 1
		Unilabs			0-4%	
		BioReference Laboratories	Yes	No	0-8%	
		Clinica Medtech Intelligence	No	No		
		Dr Israel Aruh Clinic	Yes	No	0-8%	What effect will consanguiting have on the different methods?
		GDSP			0-4%	
		Etobicoke Genaral Hospital				
		LifeLabs		No	0-8%	
		LABORATORIO ECHEVARNE	No		0-8%	
		Technogenetics		Yes		Will the test be available for multiple pregnancies and IVF donor pregnancies?
		California Department of Public Health				
		ARUP Laboratories				
		Quest Diagnostics	Yes	No	0-8%	
		PrimeOBGYN, PA				
		Greenwood Genetic Center			0-8%	Should NIPT be repeated with a fetal fraction between 4-8
		Perinatal Associates of New M	Yes	No		

Leverage On-Demand Webinars

- **Create a landing page** for social media outreach
- **Outbound** to all attendees within 1–3 days
- **Add** to your nurturing campaign and infocenter/content hub

#1 **On-demand webinars are the top-performing asset type on content hubs**

Based on data from January 1, 2023-December 31, 2023.

Best-Practice Webinar Checklist

Review during the Practice Session

- **Speaker Audio** – NO speaker phones
- **Quiet on the Set!** – Mute cell phones
- **Ready for Your Close up?** – If using webcam
- **Avoid the Jitters** – Minimize animations in PPT
- **Evergreen** – Remove any dates
- **Discuss, Don't Read** – Bring energy to your presentation
- **Banter** – Leverage more than 1 speaker
- **Q&A** – Be ready with ~ 5 questions
  – Show contact info on Q&A slide
- **Arrive early** – Be online and ready 30 minutes before live webinar

Reporting and CRM Integration

With the right marketing automation program…

1. **Webinar registrations can be:**
   - Automatically integrated
   - Scored and routed through your CRM with proper campaign naming
   - Automatically pushed to your CRM for real-time and summary performance reporting

2. **CRM records can be updated with webinar information:**
   - Registration data
   - Attended/not attended
   - Length of attendance

5 Tips + 3 More for a Great Webinar

1. Send first invitation 2-3 weeks prior
2. Design presentation for small screens, laptop viewers
3. Keep presentation moving, <90 seconds per screen
4. Minimize animation/builds
5. Use Live Polling for interactions
6. Take questions during webinar
7. Remove dates from presentation
8. Leverage on-demand video

Tools We Use for Webinars

GoTo

Good for small to medium groups. May activate monthly, good polling functionality.

RingCentral

RingCentral Events - Good for larger groups, robust functionality, very cost effective.

eTrigue

Easy to use Marketing Automation, sending emails, landing pages & reporting, integration with webinars and CRM.

Q & A

Submit questions in the lower right corner of your screen.

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