



A B2B Marketer's Guide to Maximizing the Webinar Experience



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“Webinars are dead.”

We've all seen the message in our marketing research and undoubtedly questioned the accuracy of it. Have webinars gone away? Are people burnt out from this content format? What can companies do to address this shift?

The truth is, though, that webinars are not dead; webinars are just evolving. It's time for your company to invest in maximizing the webinar experience.

Consider this:

- 76 percent of marketers say that webinars help them reach more leads*
- 75 percent of marketers say that webinars extend brand reach*
- 49 percent of marketers say that webinars help them reach targeted accounts*

The webinar experience is rapidly adapting as technology advances and consumer preferences change. Is your company ready to compete in the new webinar world? Fortunately, Konvert™ is here to help.



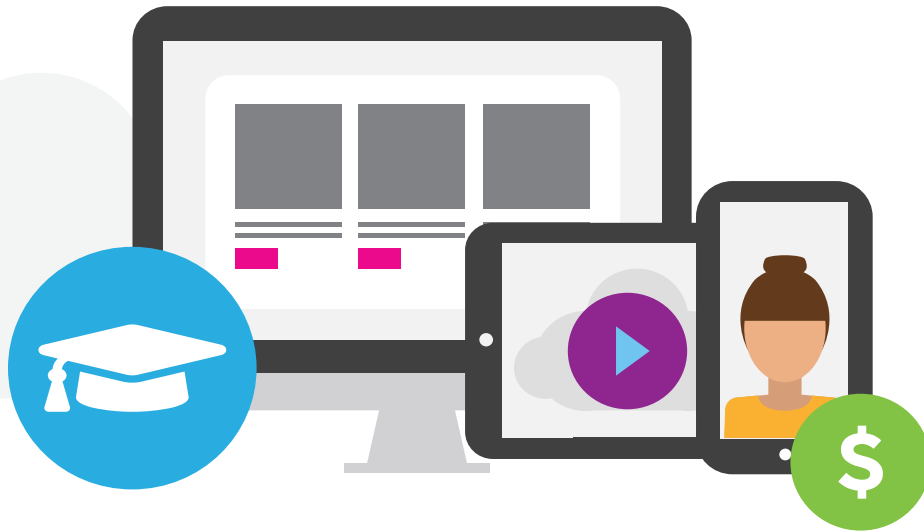
*ON24

It's imperative that your company is prepared and acclimated to this virtual demand. Now is the time to move away from just showcasing presentation slides with audio running in the background. Instead, there needs to be a larger focus on showing faces and better engaging audiences throughout the entire presentation. The shift goes beyond just the event, though; it's crucial you maximize the experience from the first invitation forward.

In this guide, we'll discuss how to enhance your webinar opportunities—and how a learning management system (LMS) can improve the experience.

By 2025, almost 80 percent of B2B sales interactions between suppliers and buyers will occur in digital channels.

- Gartner



Benefits of Webinars

It's clear that webinars—in some shape or format—are here to stay. There's good reason for that.

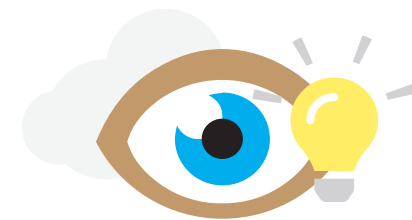
Companies can achieve a variety of benefits from webinars, especially when compared to in-person workshops or events. By investing in webinars, your company can experience:

Lead generation opportunities

Sales is a rapidly adapting field that has shifted heavily to digital reliance. Offer your prospects more than just a quick video or stagnant presentation; give them an engaging opportunity to learn more and ask questions by hosting webinars. These webinars will help enhance your lead generation by letting your brand stand apart from the rest.

Industry thought leadership

Understanding your industry, current trends and other insights will help put you front and center with your prospects. They will know that beyond a good product or service, your brand is updated on the latest news and trends—and will adjust accordingly to ensure long-term benefits to your customers.



Competitive edge

Many organizations are still not offering webinar opportunities, so get ahead of the competition by providing this content to your prospects and customers. It will help you stand out when an individual is researching companies to choose from.

Showcase talent and expertise

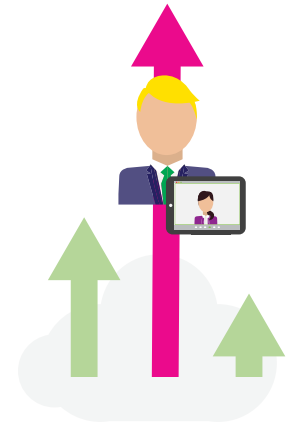
You have a team of experts—utilize them. Through webinars, you can show firsthand the talent you have at your company, helping further increase trust in your brand.

Larger audience reach

No longer is your educational opportunity confined to those who are nearby; you can now reach a larger national or even global audience. By utilizing a virtual format, you have greater opportunity to reach prospects you may not have previously been able to engage.

Improved data and analysis

Virtual attendance supports more opportunities to gain contact information, including a person's job role or title. This can offer stronger data insights to better guide retargeting and marketing efforts.



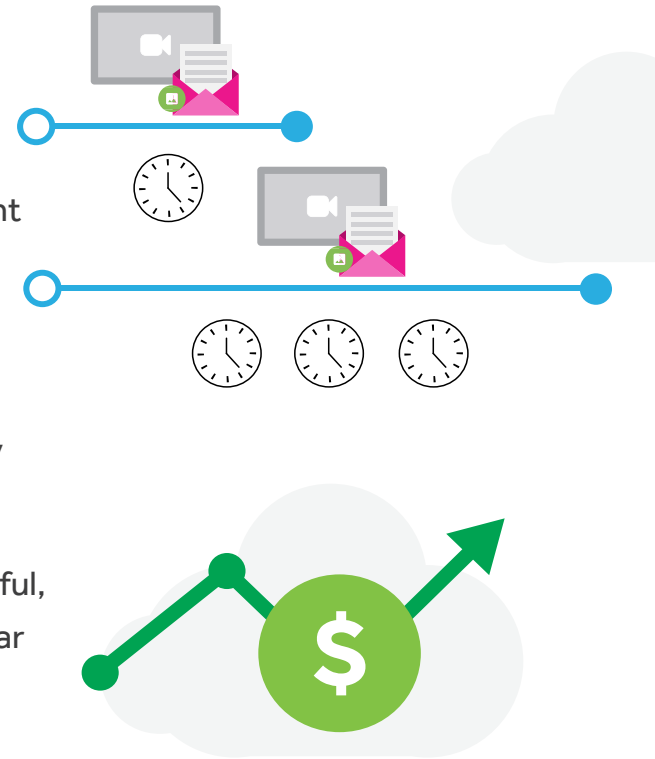
Longer content lifespan

Your in-person event or discussion is just one opportunity to engage with your audience. Virtual opportunities, though, create a longer lifespan for your content and more chances to widen the reach of the content.

Greater return on investment

In-person events rack up costs for facility rentals, accommodations, food and much more. By switching to virtual, your technology investment is your primary expense, and your company will save on larger cost items.

To find success with webinars, though, your organization needs to prioritize a thoughtful, well-documented plan that will ensure each touchpoint from invitation to post-webinar follow-up aligns with what your company wants to achieve.



89 percent of respondents believe that webinars outperform other channels in creating qualified leads, and 66 percent of respondents state that their sales teams prioritize leads that come from webinars.

- ON24 Webinar Benchmarks Report 2021

Plan for Success

You don't just want to create a webinar for the sake of producing content. You want the webinar to align with what your company wants to achieve and what your prospects and customers are looking to you for.

SET YOUR GOALS

What does your company want to accomplish with its webinar strategy? Are you looking to enhance lead generation? Are you hoping to better engage current customers for long-term sales opportunities?

Whatever your goals may be, you want to ensure you follow the SMART* format:

Specific: Use specific wording

Measurable: Include measurable goals

Attainable: Aim for realistically attainable goals

Relevant: Pick goals that relate to your business

Time-bound: Include a timeframe and deadline information



By clearly defining what you want to achieve and when you want to achieve it by, you can keep everyone at your organization aligned and working toward the same goals.

IDENTIFY AUDIENCE NEEDS

The content you create should help your prospects and customers—and arm your team members for sales and customer support opportunities.

Before picking your webinar topic, set up time to meet with your sales team and account representatives and ask items like:

- Are there common questions or concerns that come up when you are speaking with prospects?
- Do customers have similar questions or concerns about industry trends or new tactics?
- Have you noticed an industry trend that would be worth addressing?
- Do we have any new products or services that we could couple the launch of with a learning experience?
- What information would you like to be armed with for prospecting and customer retention?

Use these conversations as the base of what you focus your initial webinar content on. As you create more webinars, you'll also be able to gauge direct feedback from your audience on what else they are hoping to see in the future.



CHOOSE A WEBINAR TOOL

There are a variety of webinar tools available that offer a range of features, and you want to select the one that fits your company best. First and foremost, ensure that whatever platform you choose allows you to create a customized and branded experience. You want your webinar to look like your brand, not just a standard template.

Consider, too, where and how you'll house your on-demand webinar content. You should focus on increasing the longevity of content by offering all content on-demand to your audiences. The latest research shows that on-demand viewing is increasing in popularity. People want to engage with content on their own terms and as their schedules permit; choose a platform that supports this.

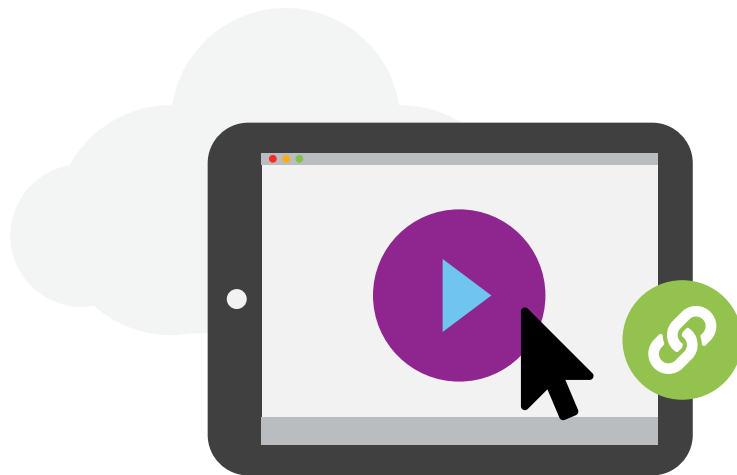
53 percent of viewers are watching live only webinars while 43 percent are watching on-demand only—a 5 percent increase from 2019 into 2020.

- ON24 Webinar Benchmarks Report 2021



Using an LMS, for example, can help you organize your existing content and engage prospects and customers. You could even create customized links for a streamlined approach. For example, if your prospect is in the healthcare industry, you can provide a link that drives them straight to any webinars that correlate to health care. This offers more expansive learning opportunities that are directly targeted to the needs of that individual.

In all, you need to ensure any platforms you choose support branded experiences, as well as opportunities for on-demand viewing.



On-demand webinars can still be just as engaging as a live experience. Keep the conversation going with attendees through surveys, quizzes or follow-up emails with downloadable educational content.

ASSIGN RESPONSIBILITIES

A webinar should not and cannot fall on the shoulders of one or two employees. Make sure that you document responsibilities across departments for who will be assisting with what—from research and slide development to presenting the webinar and follow-up with attendees. A multi-department approach will help ensure from start to finish every touchpoint and aspect of your webinar will succeed.

One of the most important selections is the actual host of your webinar. 32 percent of webinar attendees will only be engaged throughout the webinar if the host is passionate about the topic.* For some attendees, the engagement level of the host is the most important factor in determining if a webinar is beneficial or not.

While you want someone presenting who is an expert on the topic, you also want to ensure they are going to capture the audience's attention. If you have concerns that your subject matter expert may not present well, consider pairing that individual with another employee who can help bring more entertainment to the session. That way, you have the ability to get your expert in front of the audience while having him or her balance off the enthusiasm of a more seasoned presenter.



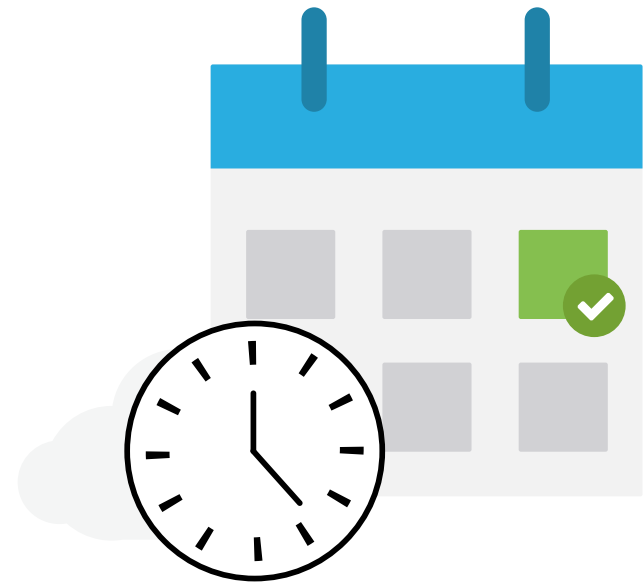
*BigMarker

PICK A DATE AND TIME

Understanding when your audience will want to hear from you is crucial for strong webinar attendance. Consider your target attendee. If you're in health care, do the doctors or office staff have standard break hours you should align your webinar with? Is there a time of day that your sales team typically finds it easiest to set up prospecting calls? Gauge input from your internal teams and even applicable customers to see when may work best.

It helps to also understand overarching trends in webinar viewership. Respondents to the ON24 Webinar Benchmarks Report 2021 survey noted that the best days for webinar attendance are:

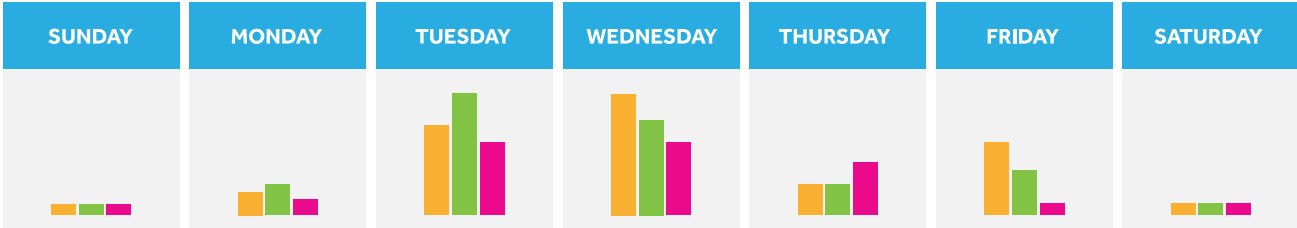
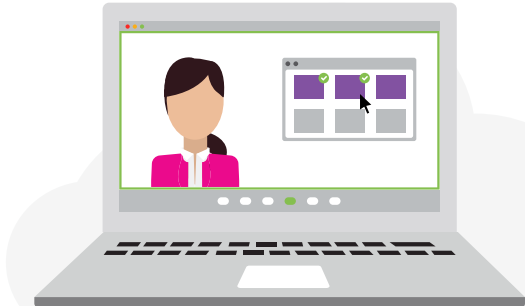
- **Monday:** 11 percent
- **Tuesday:** 23 percent
- **Wednesday:** 26 percent
- **Thursday:** 27 percent
- **Friday:** 10 percent
- **Saturday/Sunday:** 3 percent



While the above outlines standard benchmarks that are good to reference, it's still important to test with your own audience. Try different days and times for your webinars and see which garner the highest registration—and attendance—rates. These preferences may also shift as workday structures shift. Fridays were previously not common webinars day; however, they continue to see an increase in popularity* that represents a change in how people are working day-to-day.

Additionally, with more remote work occurring, people are online more frequently outside of standard work hours now, so you can consider if doing evening or weekend webinars might resonate best with your target audiences.

You can also survey your attendees after the webinar to see which days of the week or times work best for their typical schedules. This can guide your planning for the future to increase registration rates and attendance conversions.



DEVELOP A PROMOTION PLAN

Potential attendees are engaging with webinar invitations long before the actual presentation. Your company needs to prioritize promoting heavily in advance, at least two weeks prior to the webinar date.

The most recent data* shows that webinar registrations occur on:

- More than **15 days** before: 20 percent
- **8-14 days** before: 20 percent
- **1-7 days** before: 45 percent
- **Day of**: 15 percent

You need to create a cross-channel promotion plan that will entice potential viewers and engage them across multiple touchpoints leading up the event. You'll also want to ensure you have a day-of plan in place to target last-minute attendees or those who may have forgotten the webinar was occurring. In every communication, your messaging should help potential attendees understand exactly what they will be gaining from taking the time to listen to you. Your audience is busy—make sure they directly know why your webinar is worth their time.



Email drives
57 percent
of webinar
registrations.

- GoToWebinar

You can promote your webinar through channels such as:

- Organic social media, especially LinkedIn, including corporate Pages and personal profiles
- Paid social media advertisements
- Landing pages
- The company's website, including a banner or pop-up message

Email, however, is a key component of your promotional strategy and should be integrated accordingly into your plan.

At a minimum, your promotional plan should include a multi-email approach to maintain consistent communications with potential and registered attendees leading up the event; this will keep them engaged and continue to remind them of the upcoming webinar.

The best days to send promotional emails in terms of registrations* are:

- **Monday:** 18 percent
- **Tuesday:** 22 percent
- **Wednesday:** 21 percent
- **Thursday:** 20 percent
- **Friday:** 12 percent
- **Saturday/Sunday:** 7 percent



*ON24 Webinar Benchmarks Report 2021

REMEMBER: It's crucial to start engaging potential attendees at least a couple of weeks prior to your scheduled webinar. Utilize all of your marketing channels to get the invitation in front of as many people as possible—but couple that widespread approach with more personalized communications, like your sales team sending custom invitations to select leads. Keep the communication flow steady up until the day of the webinar to keep your audience engaged, interested and ready to learn from you.



Create an Engaging Webinar Experience

It's no secret that the traditional webinar format can be lackluster and disengaging for attendees. Companies need to do more than narrate slides on a screen; they need to focus on an active webinar experience that provides a comprehensive learning experience.

Move away from the traditional formats and explore new opportunities to engage, educate and entertain your target audiences by integrating an LMS into your approach.

An LMS is the secret component of fixing the old, tired webinar and a strong way to refresh your content and turbo-charge the audience experience. With an LMS, you can extend the value of your webinar in multiple ways.

By integrating an LMS like Konvert™ into your webinar experiences, you can achieve greater engagement and long-term loyalty from prospects and customers.

“I don't think there's digital fatigue; I think there's bad marketing fatigue.”

- Mark Bornstein,
VP of Marketing & Chief
Webinerd at ON24

To enrich the learning experience, you need to consider incorporating engagement tactics, including:

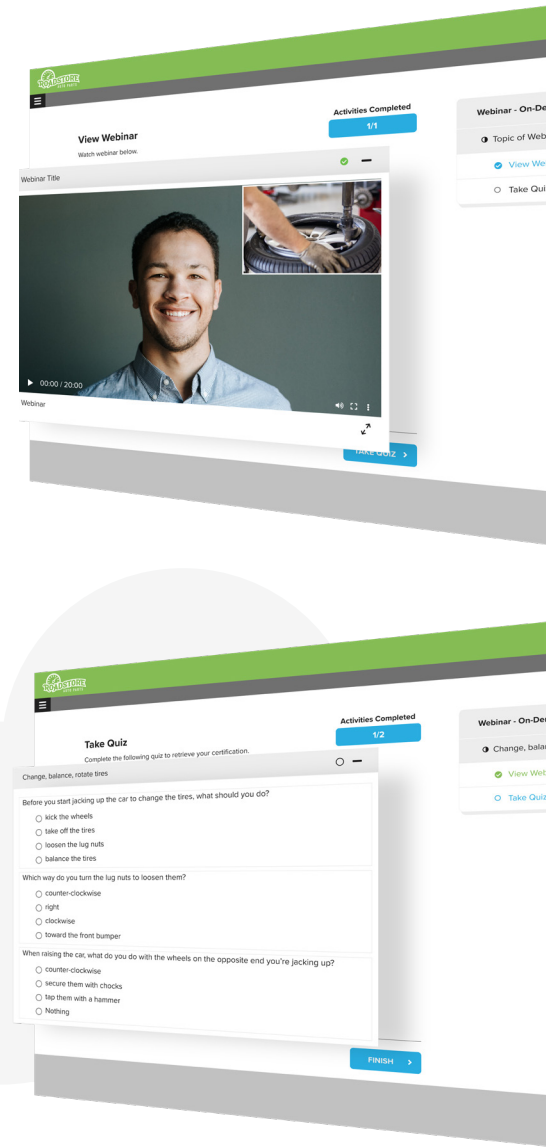
VIDEO

Gone are the days of narrated slides passing for a good webinar. Video is rapidly becoming a key component of a successful webinar experience—make sure your presenters are showing their faces. Your audience is going to be more engaged when they can see who is speaking to them, as it makes the webinar feel more like a one-on-one conversation.

Even if you aren't presenting your webinar live, you should showcase the speakers in the recording.

SURVEYS AND QUIZZES

Extend the engagement with your audience by providing follow-up quizzes or surveys that gauge how much was learned from the webinar experience. Based on quiz participation, you can then send additional relevant follow-up materials to continue to educate your audience further. Quizzes and surveys can easily be built out within an LMS for easier access for attendees, helping continue the conversation immediately following the webinar.



CERTIFICATES

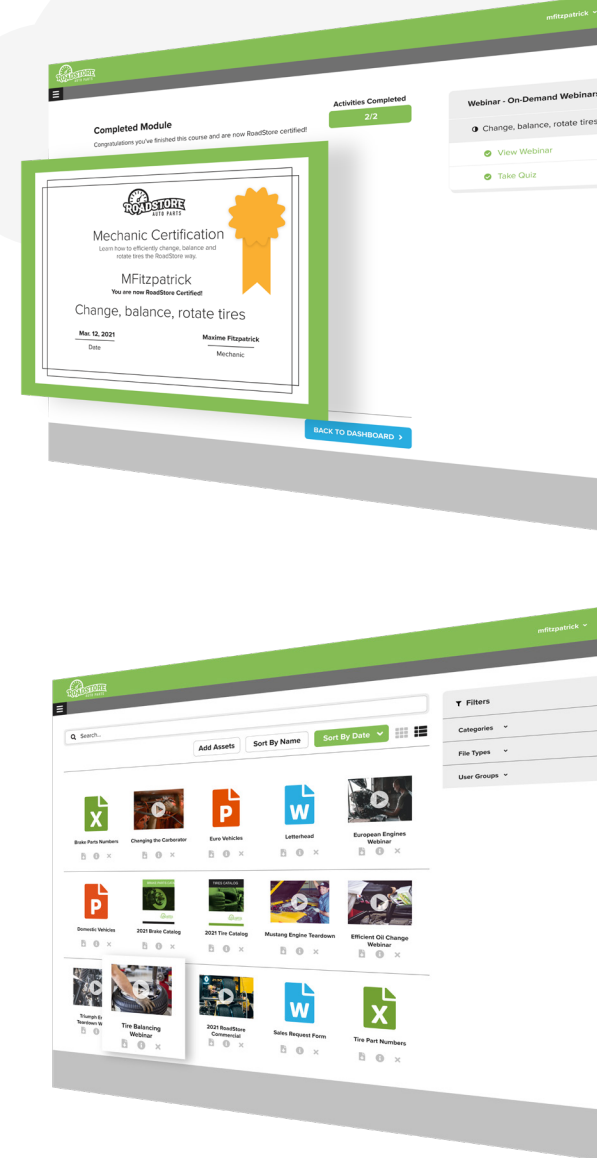
Consider giving your attendees a certificate they can utilize on their social profiles or elsewhere to showcase they completed your webinar and learned valuable insights. Within select LMS platforms, like Konvert, you can natively provide attendance or completion certificates that are customized for the attendee, giving them an asset that showcases their ongoing commitment to learning and growing.

DOWNLOADS

Give more to your audience than just the webinar. Offer companion pieces to your webinar through beneficial downloads, including eBooks, slide decks or infographics. You could even include worksheets that attendees can use during the webinar to follow along.

By integrating an intuitive LMS, you can provide your audience with more content beyond just a single webinar, creating longer engagement results. Within Konvert, for example, you can house archived webinars and relevant downloadable materials that will extend the learning experience for your attendees and better position your company as a thought leader.

The webinar is just a starting point for your conversation with prospects or customers. By giving them access to more educational materials, you're helping nurture them for a long-term relationship where they view your company as a trusted thought leader.



SOCIAL CHANNELS

Your social channels should be a consistent hub for news, industry insights and educational opportunities. Cross-promote them during your webinar by adding links to your channels or integrating calls-to-action that ask them to follow you on social.

Make sure to include a message on what they'll gain from following you. Maybe note that your social channels are the first place you'll announce new webinars, or maybe your social channels are where the newest articles are released. No matter how you use your channels, it's important your audience understands why they'd want to follow you.



Practice and Go Live

You've planned out your webinar and decided on every detail of it—now it's time to go live.

The key before going live is to practice your webinar. Do a full run-through of the presentation a few days beforehand with your colleagues to confirm that any text is free of errors, the flow is smooth and the technology is working. You'll also want to check any engagement tactics you are using, like making sure the downloads are exporting properly.

Keep in mind some of the below tips as you set up your webinar:

- Consider having any presenters connect through a wired internet connection instead of relying on Wi-Fi
- Confirm that the background of all videos is professional, whether it's a clean office space or a branded backdrop
- Test the audio ahead of time to avoid unnecessary feedback; this is also a good opportunity to listen for any potential background noises, like pets or traffic passing by, to mitigate distractions for the live presentation
- Check the lighting of the video set up to avoid shadows or excess brightness; it helps to sit facing a natural light source

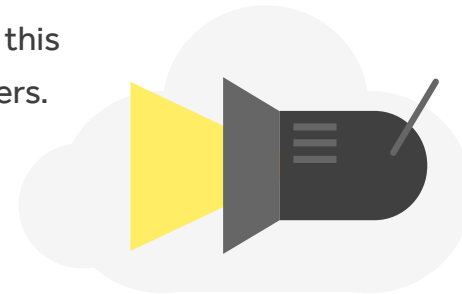
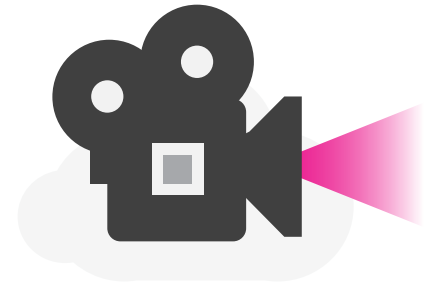


The day of the webinar—prior to the start—have your presenters triple check:

- Internet connection
- Video background
- Video quality
- Lighting
- Audio quality

There is no such thing as testing too frequently, as technology can fail. It's necessary to be as prepared as possible prior to go-live.

Now that you have practiced and are prepared, it's time to go live. Once the webinar is complete, though, your job isn't done. It's crucial to use this momentum to continue the conversation with prospects and customers.



Continue the Conversation

You've worked hard to attract new leads and introduce them to your brand, so don't make the mistake of not following up with them. It's very rare that a prospect will be ready to make a purchasing decision after just one webinar—the secret is to continue the conversation.

Remember, you obtained the prospect's email when he or she signed up for your webinar. Leverage this to get back in front of this individual and present an opportunity to engage with your brand yet again.

Give attendees something else to interact with, including:

POST-WEBINAR SURVEYS

The only way to get better is to ask for feedback from your audience. Leveraging a post-webinar survey not only shows prospects that you value their opinion but gives you an opportunity to learn what they would like to see next time.

72 percent
of respondents
noted that
webinars directly
impact pipeline
and revenue.

- ON24 Webinar
Benchmarks Report
2021



Consider asking questions such as:

- What percentage of the information was new to you?
- Was the speaker knowledgeable on the topic?
- What's the likelihood you would recommend this webinar?
- Would you like to learn more about this topic?
- Is there anything you would have liked to see but didn't?
- Did the session live up to your expectations?
- What was your favorite piece of content from the webinar?
- Please rate your overall experience.

By having this information in hand, you can make educated decisions for your upcoming webinars.

QUIZZES

A fun way to interact with your audience is to send over a small quiz that helps identify how much your attendees learned. These could even include a giveaway for those who participate, like a free branded item or a free consultation with a representative from your company.



ONE-ON-ONE SESSION OFFER

Some users may be interested in learning more about a specific topic and inviting them to a special one-on-one session can be a great way to teach them. These sessions can help build relationships with your prospects on a personal level. You have the opportunity to tailor each session to the individual's needs and really help him or her understand the topic at hand—while also subtly promoting your company.

CONTINUING EDUCATION

In some professions, earning continuing education (CE) credits is required to maintain a certification. While your initial webinar might not have a CE tie-in, you can leverage the contact information to invite users into CE courses that are applicable to their interests and job roles.

Offering a CE program can have a number of long-term benefits for companies, including enhanced lead nurturing and improved customer retention. Determine if your existing webinar strategy can lend itself to a larger CE program that will help expand your company's offerings.

Overall, you'll see a much higher ROI if you have a follow-up strategy in place. Take the time before your webinar to determine which actions will be taken following the webinar and who is responsible for each task.

To learn more about building a continuing education program, check out [***Benefits of Offering Continuing Education and How to Get Started.***](#)



About Konvert™

The Konvert LMS provides a new experience for your webinar attendees, with opportunities to integrate the engagement tactics needed to keep participants coming back to you. As users register within Konvert, you'll have access to their data, which will enhance remarketing initiatives and curate long-term engagement through ongoing marketing communications.

Konvert also provides detailed metrics reporting so you can understand what is resonating with your target audience and how you can adapt for long-term success.

With the Konvert LMS, you can create a high-quality and comprehensive on-demand webinar experience for your prospects and customers in a completely new and scalable way.

Rethink how you're using digital tools for B2B growth. Contact Konvert today.

konvertapp.com



»Konvert™