

THE ULTIMATE GUIDE TO LIVE WEBINARS

Like a Pro Series

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Digital

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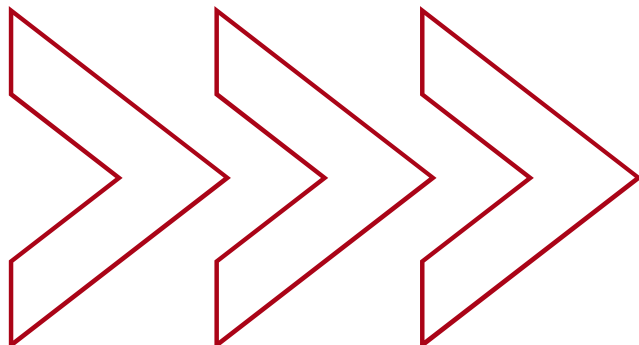
Introduction

“As a marketer I need to generate leads and convert them into qualified leads for sales to turn them into customers.”

Hosting webinars is an effective way to attract potential customers and collect interest and contact information. Key to success is in following up with those leads in a timely and personalised manner to keep them engaged and interested your offerings.

In this document we will be looking into the 3 phases of before, during and after the event for reaching your webinar objectives in the B2B space.

#Lead Generation
#B2BWebinars
#CRM
#Marketing Automation
#Personalization
#Follow-Up Programs
#Sales Activation
#Data



Before the Webinar

The 5 Step Plan

1

Define your objectives

Determine the specific goals you want to achieve with the webinar, such as generating leads, increasing brand awareness, or educating your target audience.

2

Identify your target audience

Identify your ideal customer profile and create a detailed buyer persona to ensure that your webinar content resonates with them. Determine the demographics, interests, and pain points of your target audience to ensure that your webinar content resonates with them.

3

Select a webinar platform

Choose a reliable webinar platform that can accommodate your expected number of attendees, support multimedia content, and provide analytics. Read more on webinar platforms to choose from.

4

Plan and create the content

Develop a detailed outline for the compelling webinar content, including the topic, agenda, and presentation format. Create the slides, videos, and other multimedia elements for the webinar. Choose a topic that addresses a specific pain point or challenge of your target audience and showcases your expertise in the field.

5

Promote the webinar

Use multiple channels, such as email marketing, social media, and paid advertising, to promote the webinar to your target audience. Create a landing page for the webinar that includes a registration form and the call-to-action for registration.

Before the Webinar

Ideal length & structure

The ideal length and structure for a B2B webinar can vary depending on the topic, audience, and goals of the webinar. Most B2B webinars range **from 30 minutes to ONE hour** in length. This allows enough time to cover the topic in-depth while still keeping the audience engaged.

A proven structure for a webinar considers the following elements:

- **Introduction:** Introduce the topic and speakers, and provide an overview of what will be covered in the webinar.
- **Background:** Provide context and background information on the topic, including industry trends and challenges.
- **Main content:** This is the core of the webinar and should cover the main points or solutions related to the topic. This may include case studies, demonstrations, or expert insights.
- **Q&A:** Allow time for audience questions and answers to engage with the audience and address any concerns or questions they may have.
- **Conclusion:** Summarize the main points covered in the webinar and provide a clear call to action for next steps.

Overall, the key is to keep the content informative and engaging while staying focused on the topic at hand and drive towards conversion of your set objectives.

Before the Webinar

Leadgeneration

Some additional ways to generate more leads for your webinar:

- **Get guest speakers:** Invite guest speakers who have a following in your industry to participate in the webinar and promote it to their followers.
- **Offer incentives:** Offer a valuable incentive to encourage people to register such as a free e-book, consultation, or discount on your products/services.
- **Partner with complementary businesses:** Partner with other businesses that offer complementary products or services, and promote the webinar to their audience.
- **Host a pre-webinar networking event:** Host a virtual networking event before the webinar to allow attendees to connect with each other and build anticipation for the upcoming webinar.
- **Create a video teaser:** Create a teaser video that highlights the main points that will be covered in the webinar and promotes the benefits of attending.
- **Use influencer marketing:** Partner with industry influencers to promote the webinar to their audience and amplify your reach.
- **Create a countdown timer:** Create a countdown timer on your landing page to create a sense of urgency and encourage people to register before the deadline.

Before the Webinar

Automate a webinar workflow

At RedCard.Digital we understand the challenges that come with running successful webinars, from lead generation to follow-up and nurturing. That's why we can help you create a **webinar workflow** that can help you get more out of your webinar programs.

Our webinar workflow can be created for any webinar platform and and connected with any marketing automation tool. We have a solution for business of all sizes.

Our solution includes:

- **Landing page and registration form design:** We'll help you create compelling landing pages and registration forms that capture the attention of your target audience and encourage them to sign up for your webinars.
- **Email marketing:** We'll create targeted email campaigns to promote your webinars and encourage attendees to take action.
- **Automated follow-up and lead nurturing:** We'll set up automated workflows to follow up with webinar attendees and provide them with personalized content that addresses their pain points and interests.
- **CRM integration:** We'll integrate your webinar workflow with your CRM system to ensure that all leads are tracked and managed effectively.

During the Webinar

Catch everyone's attention by setting the right expectations at the start.



Introduce the host and topic

Begin the webinar with an engaging introduction that explains the topic, agenda, and value proposition. Ensure you set and manage audience expectations. Make the attendees again aware of the recording of the webinar and the fact that this will be shared afterwards.



Deliver the content

Use a clear, concise, and engaging presentation style to deliver the content. Incorporate multimedia elements such as slides, videos, and interactive polls to keep the attendees engaged.



Answer questions

Encourage the attendees to ask questions throughout the webinar, and answer them in real-time. Use the Q&A session to gauge the attendees and address their concerns which can lead to follow up opportunities after the event.

After the Webinar

01 Follow up with attendees

Send a personalized thank-you email to all attendees, along with a link to the webinar recording and any additional resources that may be helpful.

02 Analyze the results

Use the analytics provided by the webinar platform to analyze the attendance rate, engagement rate, and other key performance indicators. Use this information to improve your future webinars.

03 Nurture leads:

Use a targeted follow-up program to nurture the leads generated by the webinar. Provide them with personalized and relevant content that addresses specific pain points and interests.

04 Share the webinar content:

Share the webinar content on your website, social media, and other relevant channels to extend its reach and generate additional leads. You can also use the content to incentivize others to share among their network.

05 Evaluate the ROI & KPIS

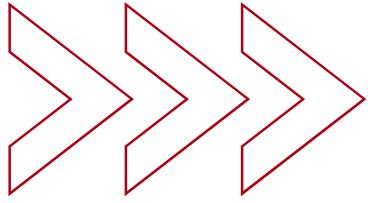
Evaluate the return on investment (ROI) by comparing the costs of the webinar (e.g., platform fees, advertising costs, content creation costs) with the value generated (e.g., leads generated, sales closed). Use this information to optimize your future webinars and marketing strategies.

After the Webinar

Measurement

Here are some proven conversion rate figures and other KPIs to measure the success of your webinar lead generation program:

- **Registration conversion rate:** This KPI measures the percentage of website visitors who registered for the webinar. A good registration conversion rate is around 25%.
- **Attendance rate:** This KPI measures the percentage of registered attendees who actually attended the webinar. A good attendance rate is around 50%.
- **Engagement rate:** This KPI measures the percentage of attendees who actively engaged with the webinar content, such as asking questions or responding to polls. A good engagement rate is around 30%.
- **Lead conversion rate:** This KPI measures the percentage of webinar attendees who became qualified leads. A good lead conversion rate is around 15%.
- **Sales conversion rate:** This KPI measures the percentage of qualified leads who became paying customers. A good sales conversion rate is around 5%.



Conclusion

Overall, a qualified B2B webinar generated contact should have shown interest in your products or services and have a high level of fit with your ideal customer profile. By following these steps and using the right tools, you can increase your chances of converting these contacts into paying customers.

At **RedCard.Digital**, we specialise in providing end-to-end marketing automation solutions for businesses of all sizes.

With our help, you can:

- **Increase attendance rates:** Our targeted email campaigns and compelling landing pages will help you attract more attendees to your webinars.
- **Improve lead quality:** Our lead scoring and qualification criteria will help you identify the most qualified leads and prioritize your follow-up efforts.
- **Boost conversion rates:** Our personalized lead nurturing campaigns will help you build trust with your leads and move them closer to a purchase decision.

Don't let the complexity of webinar workflows discourage you from achieving your marketing goals. Contact us to learn more about our webinar workflow solution and how we can help you succeed.

Webinar Checklist

Before the webinar:

- Define the purpose and goal of the webinar
- Identify the target audience and create a buyer persona
- Choose a topic and format for the webinar
- Secure a guest speaker or expert if necessary
- Select a date and time for the webinar
- Choose a webinar platform and test it for compatibility and ease of use
- Create a landing page with a clear description of the webinar and registration form
- Promote through email, social media, paid advertising, and partnerships
- Send reminders to registered attendees closer to the webinar date



During the webinar:

- Begin on time and introduce the topic and speakers
- Keep the content informative, engaging and on-topic
- Use visual aids such as slides, images or videos to enhance the presentation
- Encourage audience engagement through polls, Q&A, and chat features
- Have a clear call-to-action at the end of the webinar

After the webinar:

- Send a follow-up email to attendees thanking them and providing a recording
- Analyze and measure the results based on attendance, engagement, and conversions
- Nurture leads generated from the webinar through email and other marketing tactics
- Evaluate the feedback received from attendees and use it to improve future webinars
- Share the recording of the webinar on social media and other channels to promoting the content

Get in touch

We can help you with boosting your next Webinar

Contact



RedCard.Digital
E: info@redcard.digital
W: redcard.digital

