



ViB Success Series

# Art & Science of Webinars

September 17, 2019



# Presenter

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IT product mgmt. market research, sales, marketing & alliance experience

## ViB Role

- Market & Brand Equity Research
- Work with customers to develop innovative new marketing solutions
- Analysis of customer feedback on solutions performance



# Today's Agenda

- Source of webinar information
- Webinar's role in lead generation, progression
- Webinar promotion tips
- Increasing engagement
- Multiplying your webinar ROI
- Single highest performing webinar email title
- Takeaways / Learning more

# Information Sources for this Webinar

Real-world experiences of our customers with whom we've promoted over 300 webinars

- Their feedback on performance of 86 webinars over last 12 months
- Interviews with most successful webinar pros

**The Art** – Creative Ideas

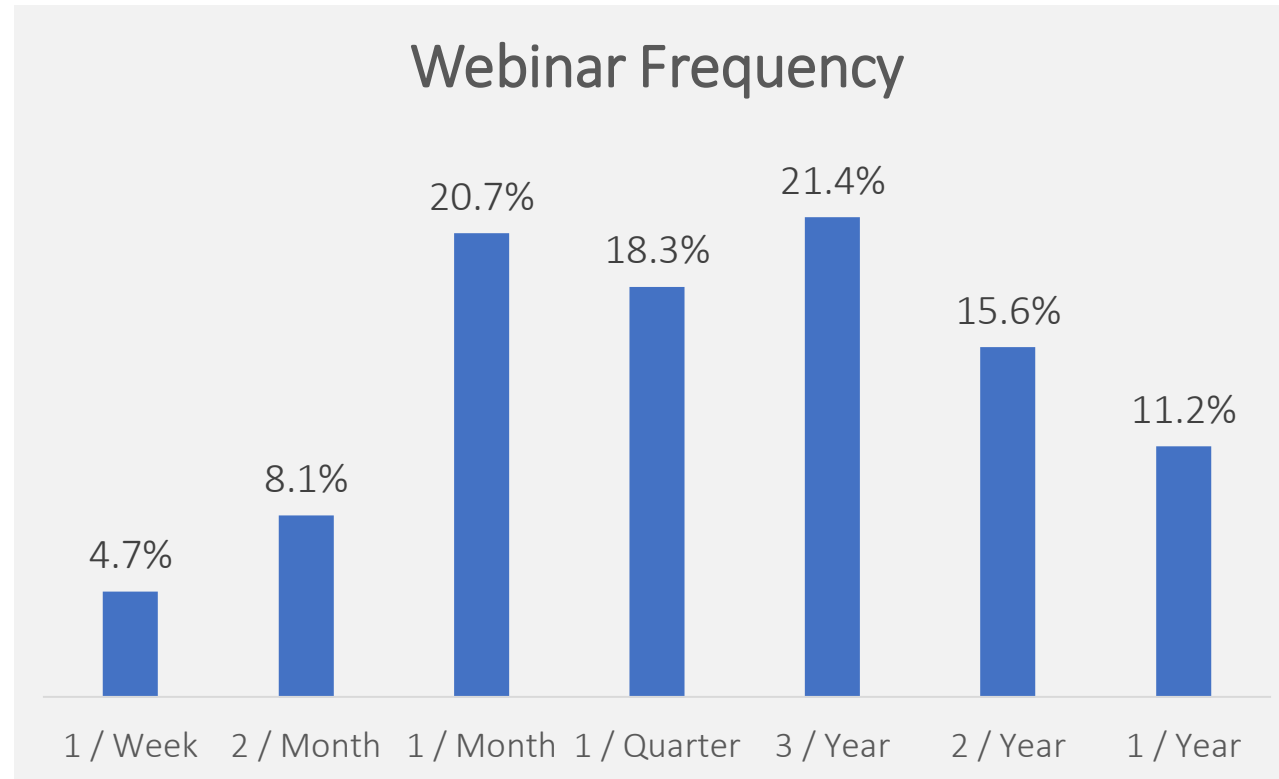
**The Science** – Hypothesis -> Evidence

# Data Source - Customer Set

From small startups to \$5B+ technology solution providers.

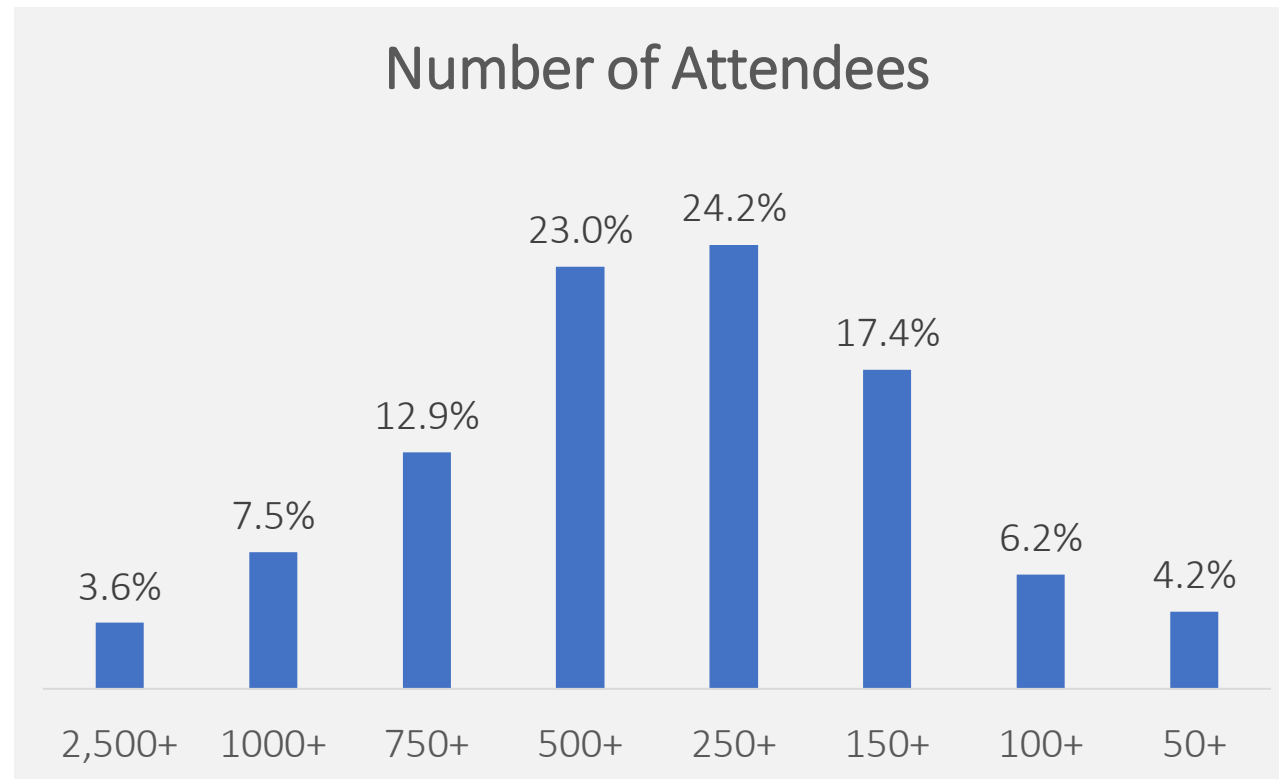
- IT / OT / App Dev (10+ Domains)
- Marketing & Sales Enablement
- Operations
- And more

# Customer Webinar Frequency



Data source: Feedback on 86 customer webinars over last 12 months

# Customer Number Webinar Attendees



Data source: Interviews & feedback on 86 customer webinars over last 12 months

# Why Webinars?

- “Best way to establish trust and authority”
- “Most effective way to secure attention for a productive amount of time”
- “Works across the entire customer journey.”



Data source: Interviews & feedback on 86 customer webinars over last 12 months



# Webinar Type Performance Ranking

# 1	Thought Leadership
# 1A	Customer presenting a case study
# 2	Instructional/ best practices
# 3	Demos
# 5	Other
Worst A	Product claims / features
Worst B	Enabling technology focused

“If your story describes their problem they will automatically assume you have the best solution”

## Top mistakes

- Focusing on you / your product (w/ exception of demo format)
- Focusing you your technology rather than what it enables (death of a startup)



# Webinar Duration

	Rank	Trend
45 Minute	#1	→
30 Minute	#2	→
60 Minute	#3	→
20 Minute	– Emerging	

Customers experimenting with “snackable” 20-minute webinars – limited data to draw conclusions.

**Motivation:** Declining attention span

**Issue:** Perception of limited value

# Webinar Duration – “22 Minute Rule”

*“Regardless of length, significant falloff starts at 22 minutes” \**

- Measured by a customer that:
  - Conducts webinars in high volumes across many formats /durations
  - Has a high investment in marketing performance analytics

## **Their advice:**

Front-end load most important points

Summarize “what we’ve presented / discussed / demonstrated so far” at 20-minute point.

\* Except training / instructional webinars

# Best Day / Time for a Webinar

## Day

#1 Thursday

#2 Wednesday

#3 Tuesday

Avoid Mondays & Fridays

## Time

#1 1pm Eastern

#2 3pm Eastern

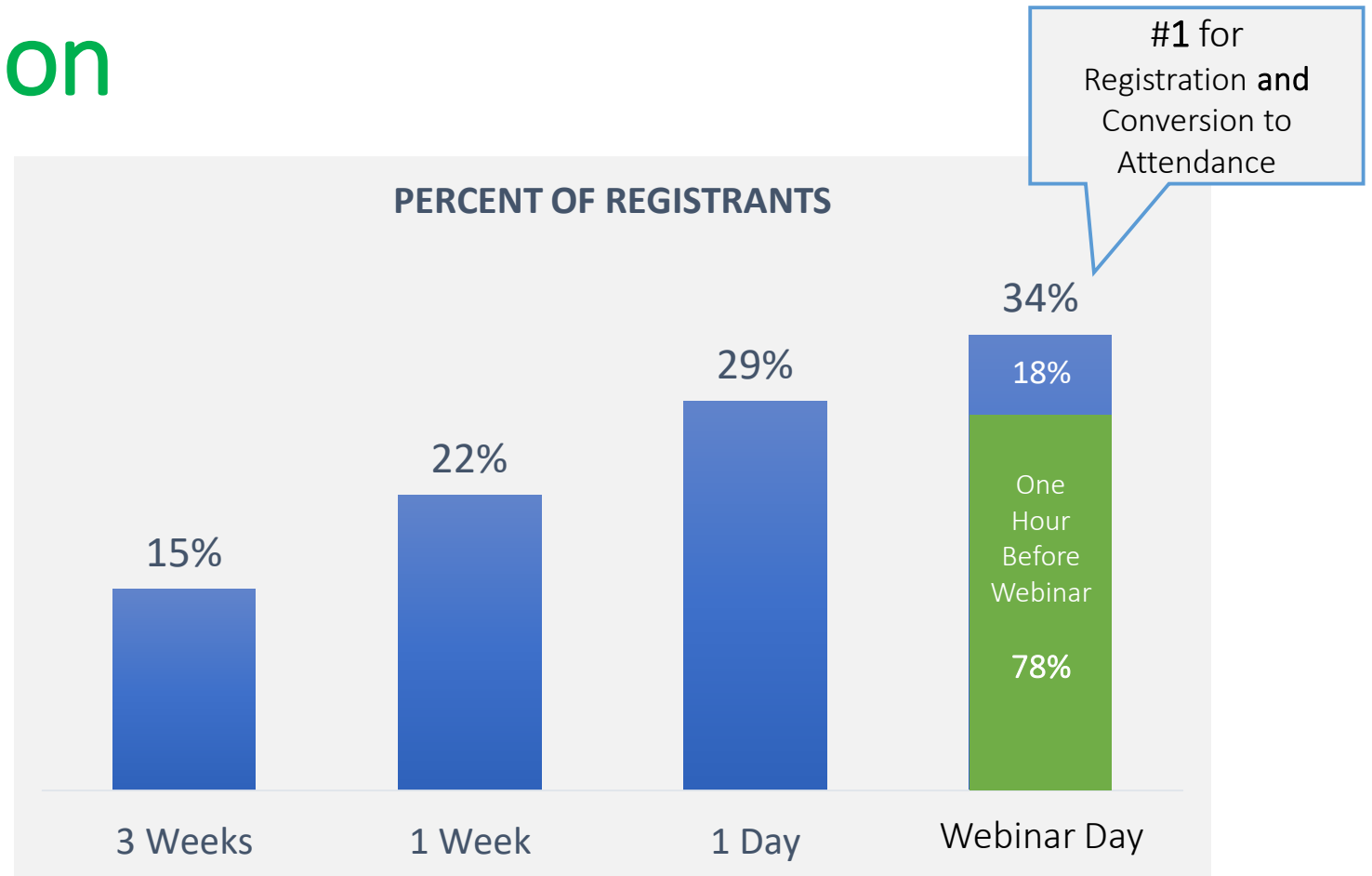
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# Webinar Promotion

## Highest Performing...

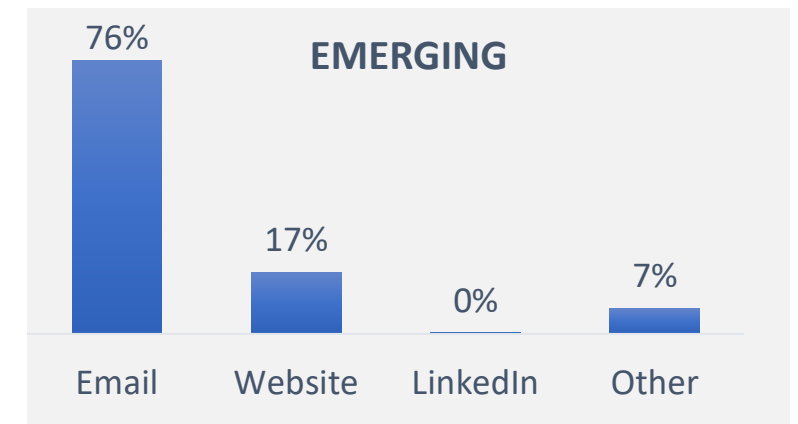
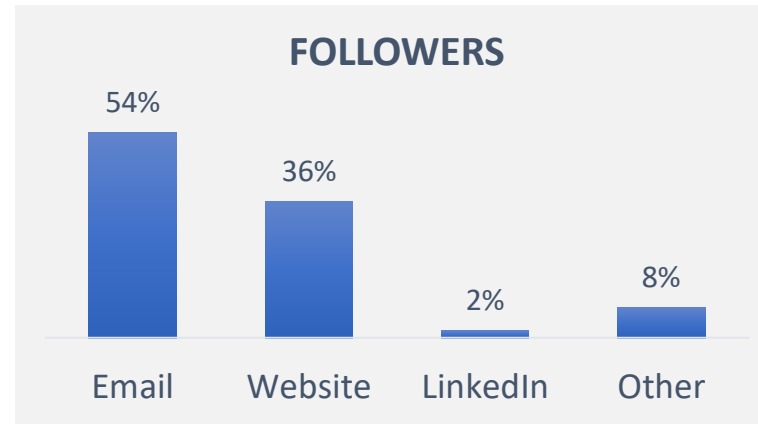
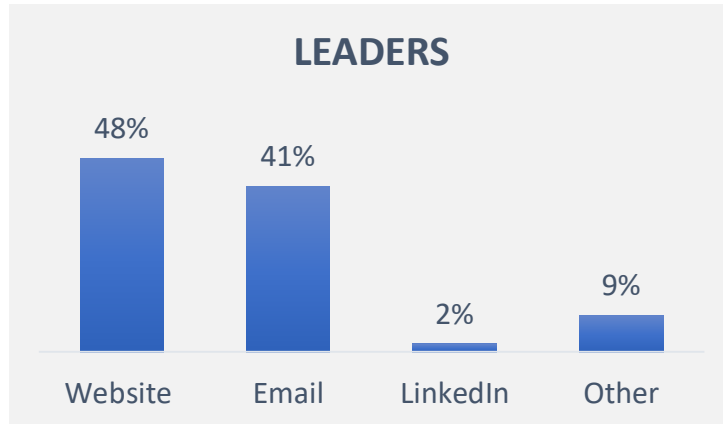
- Registration day: Day of webinar
- **Registration time: 1 hour before**
- **Reg / Attendee conv: 1 hour before**
- Promotion day: Tuesday
- Promotion time: 8am their time



No difference between starting 3 weeks out vs 6 weeks

- Drop the 6 week send to minimize community fatigue

# Webinar Promotion - Channels

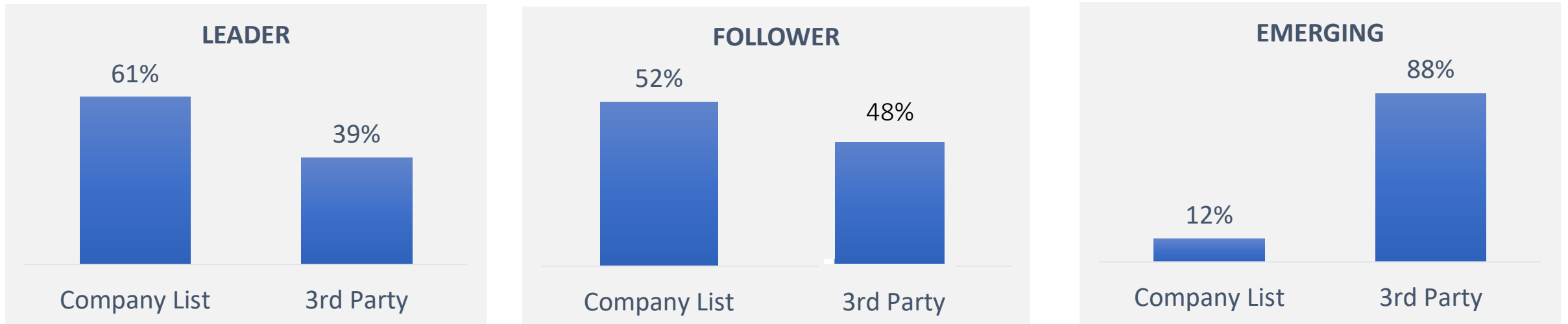


## Notable Insights

- **Email Dominates**
- Many invested in LinkedIn: expensive / lower than expected results

(Numbers include partner contribution)

# Webinar Promotion – Email Source



All Company Categories Heavily Leverage 3<sup>rd</sup> Parties with strong brand affinity

- Seeking net-new
- Overlap with their own lists - higher conversion *with their own community members*

# Engagement

Create a “most interesting, out of the box idea’ and show it at the end.

## Speaker to Speaker or Speaker to Moderator Interaction

### Polls

- Increase engagement
- Reinforce important points – **strengthens recall**
- Great intelligence – **respondents more likely to be honest / accurate in live polls**

### Q&A

- Have questions queued up in case there aren't many from the audience
- Questions must be authentic, **not** self serving
- **Most authentic source** – your sales people, what questions they are asked



# Increasing your webinar ROI

Highest content (e-book, whitepaper, etc.) lead conversion occurred **in-webinar**.

- Show links to content in chat window / or below viewing area depending on platform

# Increasing your webinar ROI

## Create Content from Webinar

Many thought of developing blog posts from webinar content

- Great idea - rarely happens in practice

Storyboard your webinar so it can be “chunked” into segments

- Series of 3-7 minute snackable (ungated) videos
- Easy to do, highly effective
- As they are a series, high probability to watch next segment
- Works great in interview style webinars but also for best practices, demos

# Increasing your webinar ROI - Replays

## Traditional Webinar replay

- Webinar replays produce high quality leads and widen net as there are no scheduling constraints
- Highest registration/attendance conversion as they are watching almost immediately
- High intent lead scoring as higher probability they are learning at their point of need
- Most customers spent almost 100% of promotion budget for live version
- **Highest performers allocated ~15-20% of promotion budget to replay promotion**

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## Simulated live\*

Pre-recorded w/ live Q&A, live polling.

- Looks & feels exactly like a live webinar
- Some customers schedule these weekly, quarterly, etc – depending on topic shelf-life

\* Works with GoToWebinar, WebinarJam, ON24



# Highest Performing Email Title

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“Can you Join us in an Hour?”

# Key Takeaways

- Webinars are the #1 source of high-quality leads
- Thought leadership webinars perform best, product pitches, technology-centric-worst
- Email #1 or #2 promotional strategy depending on your brand
- Augment promotion with a reputable 3<sup>rd</sup> party with a quality community
- Email Tuesday 8am in prospect's time zone AND 1 hr. prior to webinar
- **34% register one hour before webinar**
- Record webinars with “chunking” in mind to create a snackable series
- Consider simulated-live webinars, allocate budget to promote replays
- **We are experts at webinar promotion and can help you**

# Thank You & Learning More

- Recording & Slides will be sent today
- [Schedule 15, 30 or 45 minutes](#)
- <https://vibriefing.news/marketing-services/>
- [Tom.riddle@virtualintelligencebriefing.com](mailto:Tom.riddle@virtualintelligencebriefing.com)

THANK YOU!