

BOOSTING YOUR WEBINAR ATTENDANCE AND GENERATING B2B LEADS



Anna Levitin





B2B WEBINARS

GOALS

- Generate leads
- Produce reusable content
- Engage with your audience
- Understand your users' challenges
- Showcase the expertise and capabilities

AND MORE



Interview

Audience-led

Product Roadmap

Old Webinar Break-Down

Lead Nurturing

New Feature

Q&A

Panelist Discussion

Product Demonstration

Customer Onboarding

Live Case Study

How-To Series

Thought Leadership

Learning

Corporate Communication

Employee Training

Branding

On-Demand

WEBINARS
THROUGHOUT

**THE WHOLE
SALES
PROCESS**

TOF

MOF

BOF

How webinars impact revenue?

KPIs

- Is it worth investing in webinars?
- How much money can they bring?

- Registrants
- LP to registrants conversion rate
- Source of registrants
- Attendance rate
- Time spent in the webinar
- Live vs recording views
- Attendee feedback
- Engagement/interest rate
- Leads
- Cost
- Revenue

Statistics



95% of businesses believe webinars are an important part of their marketing strategy



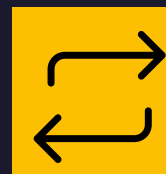
73% of B2B companies say webinars are the best way to generate high-quality leads



76% of webinars focus on generating leads and sales



60% of webinars focus on nurturing loyal customers



73% of B2B webinar attendees convert to leads



20%–40% of B2C webinar attendees convert



61% of companies use webinars as a content marketing tactic



The average cost of hosting a webinar is between \$100 and \$3000



CO-HOSTING WEBINARS

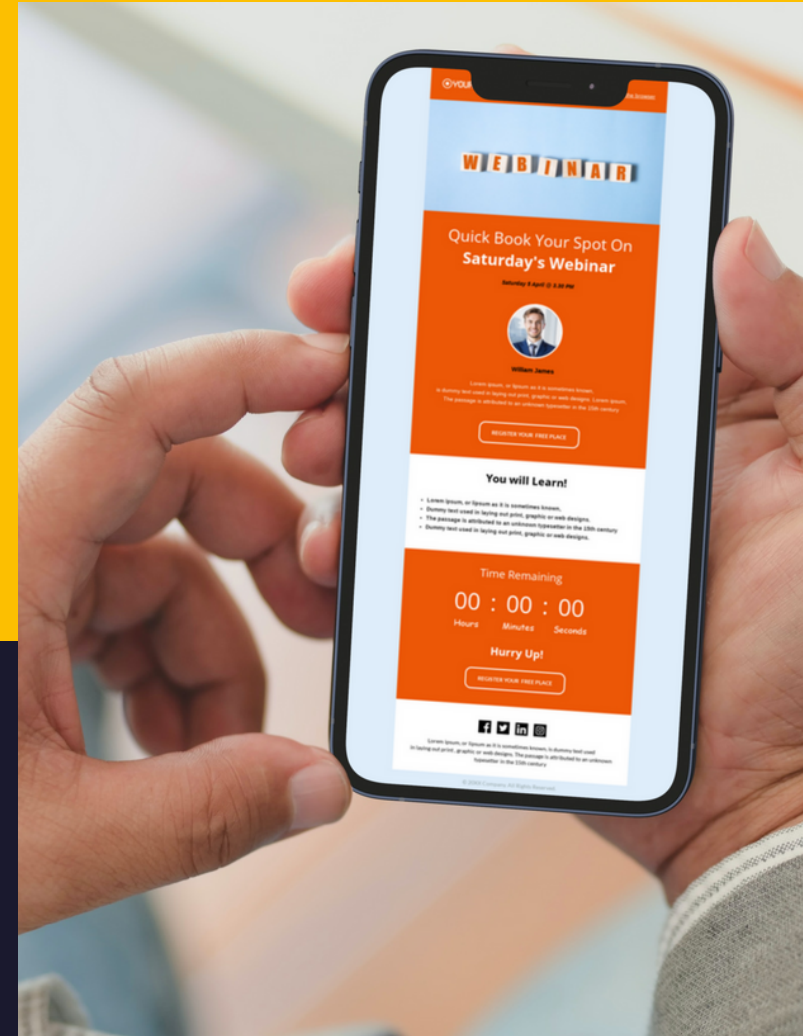
- Doubles your amount of leads
- Strengthen strategic partnerships
- Simplifies the webinar preparation
- Enhance brand equity by association

INVITE



Landing page
Email
Socials

REMIND



Email
Chatbot
Push notification

FOLLOW-UP



Replay page
Email

SALES OUTREACH



Data capture
Nurture campaign

WEBINAR PREPARATION

"By failing to prepare, you are preparing to fail"
Benjamin Franklin



WEBINAR TIMESHEET



TEST
TEST
TEST

Start 4 weeks prior webinar

Depends on how often your company runs webinars.

2-3 invite emails

The first invitation goes to a highly targeted audience than is engaged and other webinars' registrants.

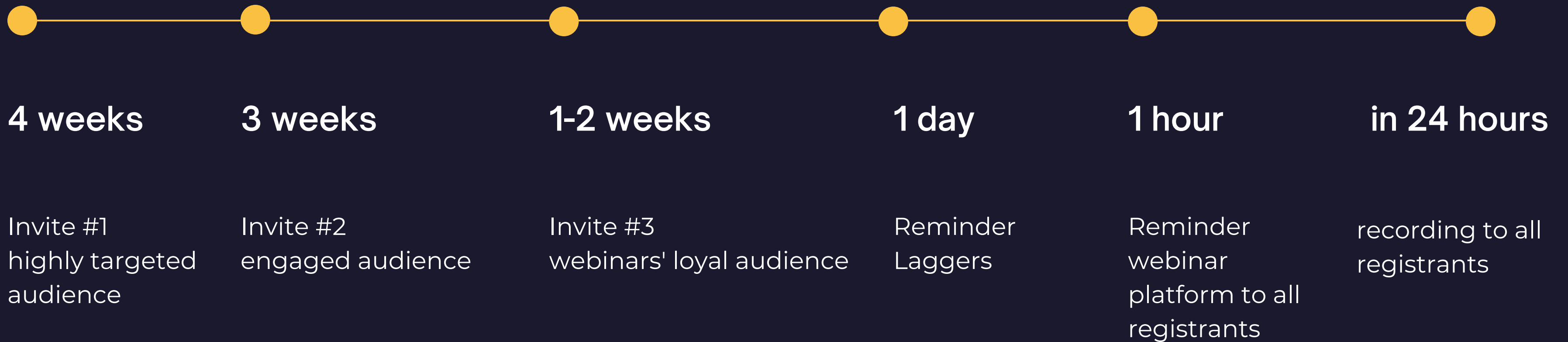
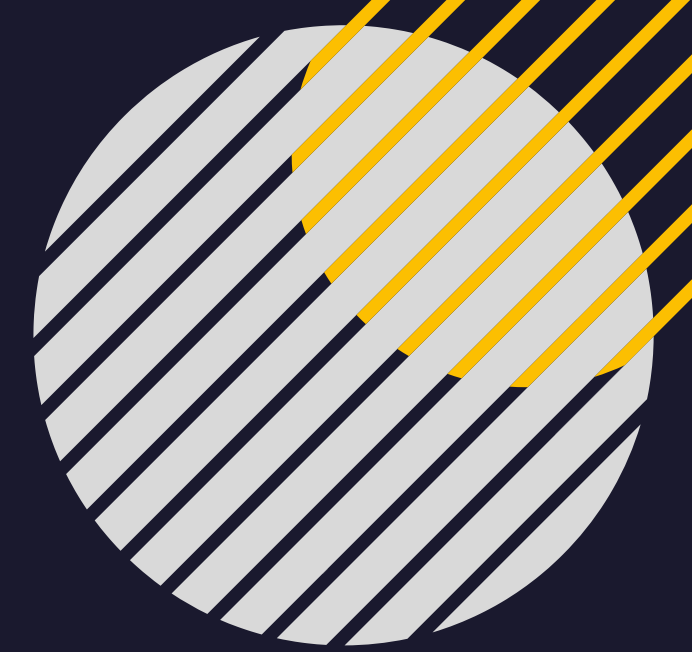
1 reminder the day before

Don't forget about the reminder emails from a webinar platform.

Follow-up email

Send a follow-up email within 24 hours of the webinar.

Timeline



INVITATION

Landing page

Emails

Socials

Registration from

Thank you form

Integrations

POWTOON 360Learning

Live webinar

Upskilling from within:

How to create a workforce of the future

Discover the importance of upskilling your employees, and how to get the most out of your training budget.

Tuesday, May 24, 3pm BST/ 10am EDT

REGISTER NOW

Hosted by:

Dan Nathan
Head of Customer Success
at Powtoon

Maria Van Thienen
Head of Global Sales
Enablement at 360Learning

This session, we cover:

- Why in-house experts are driving business growth
- How to upskill at every stage of the employee journey through peer learning
- How to use video to train

Join us at **Distributed 2021**
for new features, ideas, and tools

AMER: October 19 & 20, 8am-2pm PDT
EMEA: October 20 & 21, 8am-2pm CEST

Save your free spot

Our annual virtual event is back to break down digital walls and explore how to reconnect with our teams, work, and sense of purpose. You won't want to miss the opening keynote with Miro CEO Andrey Khusid and CPO Varun Parmar — they'll unveil a new set of tools and features that help you make big things happen.

4 things you will take away from Day 1 of Distributed 2021

- Strategies for rebranding meetings, led by Jake Knapp, Sprint author and coach of teams at NASA, Slack, and LEGO
- Workflows to build winning products with guidance from Sonos' Moody's
- A roadmap for strengthening collaboration from Deloitte
- Ideas to spark team creativity from Lance Weiler, Director of the Digital Storytelling Lab at Columbia University

Tell me more

monday.com

April 27th 2022 | 11AM EST

Discover the **latest features** in this month's webinar

The best way to learn about all the goodies that recently landed in your account

Register here

In this month's New Features webinar, we will cover:

- A suite of new capabilities for **monday workdocs** including the table of contents for easy navigation, comments and more.
- The new and improved **teams page** for creating and managing teams on your account.
- Even more improvements for the **form view** like font and color customization plus nested conditions - huge!
- Plus, get to know the **OP:Sign app**, which offers a state of the art digital e-signature solution for your workflows.





Register here

Newbie? This webinar will be demonstrating more advanced features and requires some knowledge of the platform.

Even if you can't attend live, we recommend registering to automatically receive the recording.

REMINDER

1 day before
1 hour before



An Educator's Guide to Teaching over Zoom

Today at 10am PT | 1pm ET

As educators across the globe transition to teaching over Zoom, come learn everything you need to know to get started. Zoom experts will walk you through the basics of the Zoom Meetings platform.

To join, simply hit the button below:

[Join webinar](#)

Note: This link should not be shared with others; it is unique to you.

Hi Anna,

Woohoo, today's webinar "Unlock email potential through personalization" starts in one hour at 12pm ET!

If you have any questions about the webinar, simply reply to this email or email us at hello@litmus.com.

All the best,
The Litmus Team

October 8
Intro to Zoom Webinars
11am PT | 2pm ET


[REGISTER](#)

October 9
Best Practices for Securing your Zoom Meetings
8am PT | 11am ET

[REGISTER](#)


October 21
How to Create a Memorable Online Presentation
1pm PT | 4pm ET

[REGISTER](#)



You're invited!

Join us for Asana's virtual workshops.



Join us for four Asana virtual workshops, and get guided training and tactics you can use right away.

Get Started with Asana Create tasks. Organize projects. Track your team's work. Simplify communication. Tuesday, March 30 10:00am EDT Save my spot	Structure Your Team's Work in Asana Learn how to translate your existing work to Asana. Build effective projects using best practices and project templates. Tuesday, March 30 2:00pm EDT Save my spot
Customize Your Workflows with Asana Customize workflows. Speed up work with templates. Automate processes with Forms and Rules. Wednesday, March 30 10:00am EDT Save my spot	Roll Out Asana to Your Team Set your team up for success. Learn best practices from the Asana team. Create your onboarding plan.

UPCOMING WEBINARS

WILL YOU ATTEND?

[YES](#) [NO](#)

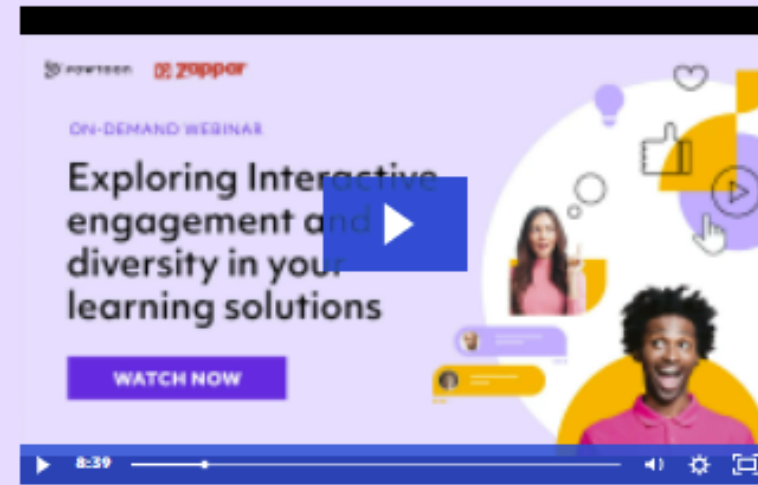
- Email reminder
- Push-notification
- Webinar platform



Exploring interactive engagement and diversity with AR and video

- > How to effectively blend AR and animated video to create dynamic learning solutions.
- > Tips to rapidly create diverse animated characters for your D&I projects and experiences.
- > Discover how personalization can become a key driver for your organization's learning culture.

[BOOK A DEMO](#)



Loved by:



+ 96% of Fortune 500 companies

HERE'S WHAT PEOPLE ARE SAYING ABOUT POWTOON ON G

"I am using Powtoon for my agency. We are delivering awesome videos to businesses and educators using Powtoon."

"It took me literally one hour to create a quality compliance video we use for thousands of employees. Quick, easy to learn, easy to incorporate your own company's branding."

"Adding your own assets, including logos, brand colors, and so on, is simple. The platform also offers a large built-in asset library."

[BOOK A DEMO](#)



WEBINAR REPLAY

- chatbot with other webinars
- 48 hours availability
- special offer
- sender name - host name
- recoding and presentation deck

Sales Outreach

Effective collaboration between the marketing and sales is the key to successful webinar conversions

01 Line-up sales and marketing efforts

- get your sales team participate in the event
- interact with attendees
- answer questions on the spot

02 Prequalify your leads

- attendees and sign-ups
- segment based on engagement
- polls, surveys

03 Follow-up communication

- within 24 hours
- Q&A or poll follow-up
- personalization is a king

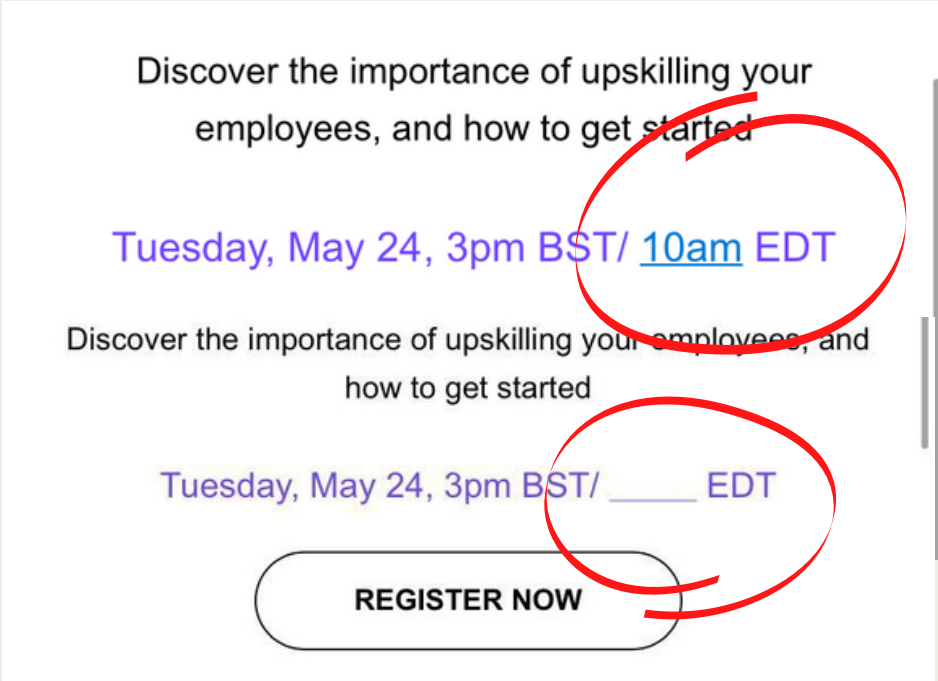
04 Connect with leads across channels

- combine automated and manual touchpoints
- use several channels to connect

WEBINAR BENEFITS

- 1 reusable content
- 2 quotes
- 3 short 30-second videos
- 4 on-demand webinar for nurture campaigns
- 5 interview blog post
- 6 internal needs, L&D course

TIPS & TRICKS



Discover the importance of upskilling your employees, and how to get started

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[REGISTER NOW](#)

Hosted by:

Add a space ‌ between the date and



Present B2B solution on self-served webinars



Always promote upcoming webinars



monday.com



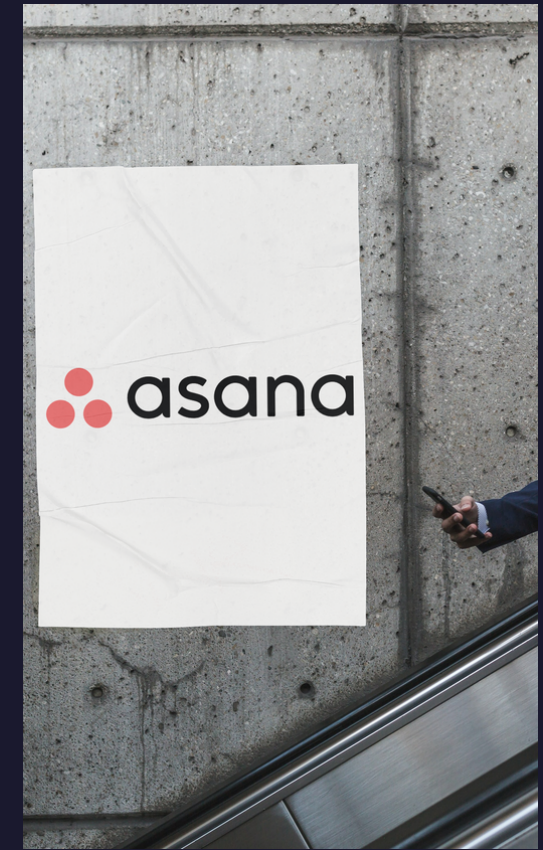
Miro



Litmus



Zoom



Asana



THANKS FOR WATCHING

Happy emailing!

