

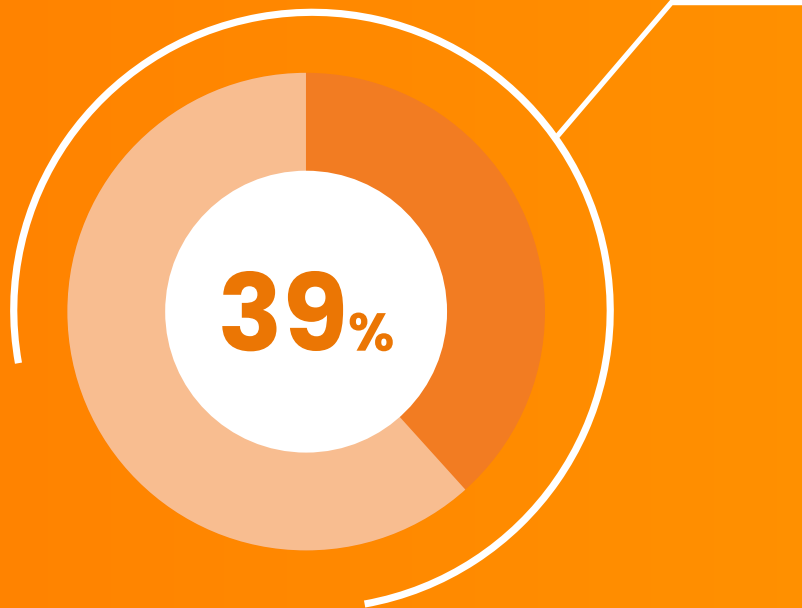


*How to*  
**plan and  
promote your  
webinar**

**asabell**

# Webinars are a fast rising, powerful and influential tool

Use them to engage with your community and drive customer interactions.



Last year 39% of people attended more webinars than ever before and this trend is set to continue.

Delivering a successful webinar is reliant on effective and strategic planning. Promotion doesn't always stop once the event is finished. To really get the results you want, whether that's lead generation, customer engagement or establishing your brand's expertise, you should divide your marketing strategy into a before and after, placing your webinar right in the middle.

Using our experience and expertise, we've put together this guide for what you need to get the most out of your event.

# What do the stats say?

**74%**  
of marketers  
consider webinars  
to be the best way to  
generate quality leads<sup>1</sup>

**54%**  
of B2B professionals  
attend a webinar  
event each week<sup>2</sup>

**42%**  
of marketers say they  
plan to host or participate  
in a webinar in 2021<sup>4</sup>

**56%**  
of webinar  
registrations are  
driven by email<sup>3</sup>

**91%**  
of B2B professionals say  
webinars are their preferred  
type of content<sup>2</sup>

## Sources

<sup>1</sup>Cloud Income, 2020, Webinar Statistics

<sup>2</sup>Search Engine Journal, 2019

<sup>3</sup>Elite Content Marketer, 2021, Webinar Statistics 2021

<sup>4</sup>Wyzowl, 2021, Webinar Marketing: Your Secret Weapon in 2021

# Before the event

You really can't do enough in the lead up to your webinar, so make sure you allow a realistic amount of time for solid planning and steady promotion to drive engagement.

**By following all of these steps, you'll ensure the best possible chances of success:**



## *Tight scheduling is essential*

Make sure you start promoting at least a few weeks before on all relevant channels. Then post each week leading up to the event to keep it at the front of everyone's minds. Build momentum as the campaign approaches the final date by drip feeding questions, intriguing snippets, and statistics.



## *Build a strong landing page*

Your landing page needs to be visually exciting with a clear date and easy registration form without too many fields. Make sure it can be shared on social media and is compatible with various online calendars. This will be the main page you drive traffic to so make sure it works hard for you and looks professional.



## *Send out invitation emails*

Create different email invitations for different target audiences (i.e., existing customers, previous attendees). Always make sure to have a direct, bold link to register in the email. Don't just use your database, if any partners are involved ask if you can use theirs.



## *Create a countdown and send reminders*

Reminders and follow ups are a valuable opportunity to adapt your message if the initial response wasn't as strong as you expected. Always send a final reminder out the day before. On average, 35% of registrants sign up in the final week.<sup>2</sup>



## *Use paid targeting on social media*

Paid targeting is a powerful tool to refine and home in on your target audience. For example, if using LinkedIn, consider what professions, companies or groups are appropriate to the webinar topic, this will optimise returns on paid promotion.



## *Get your speakers onboard*

Don't be afraid to ask your speakers to utilise their databases or social media accounts for added reach. They will have their own following, so get them sharing and posting.



## *Create teasers and preview snippets*

Teasers are a great way of promoting ahead of the event. Make sure they are visually engaging to entice attendees, using bold graphics or drawing out key points coming up in the discussion. If possible, try to include a clip of one of the speakers.



## *Ask guests to send in questions beforehand*

Engaging guests to interact beforehand will create anticipation for the event. Plus, getting people thinking about the subject ahead of the webinar will encourage them to attend to hear the answer.



## *Always track your links*

You need to be able to see where your traffic is coming from. This will help streamline your strategy and is highly valuable for any future campaigns. You might discover that the majority of your traffic comes from one specific channel.

# After the event

Your webinar is now over, but don't abandon all your hard work by stopping there. You now have the content, insight, and experience to fuel the second half of your campaign strategy.

**Take this valuable opportunity to reflect on the event and adapt your game plan by following these steps:**



## *Think carefully about the lifespan of content*

It's probably not relevant to keep pushing a coronavirus webinar long after the pandemic. Some content is evergreen, meaning there's always the possibility to link back long after the event, these campaigns have the potential to continue for much longer.



## *Always make the replay available*

Some of your potential audience might have been unavailable or did not want to commit to a specific time. On average, only 35-45% of registrants usually attend.<sup>3</sup> But the other 55-65% still expressed an interest, so always make sure a replay is available.



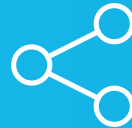
## *Send out replay emails*

Those who attended might want to re-watch and any contact leads that didn't attend will appreciate the flexibility of watching in their own time. Again, tailor your emails to different target audiences.



### *Use social media to promote the replay*

After the event, you should have an abundance of great quotes and sound bites to encourage people to watch the replay. Try to think about which moments can be edited into short clips. If they're captivating or intriguing, they might even entice people to attend your future events.



### *Once again, get your experts to share*

Reposting and sharing on their pages will not only drive engagement from their followers, but will enrich their own content as well.



### *Repurpose where relevant*

Get creative with the content from your webinar. A transcript of the discussion can be used to create a blog post outlining the key points and experts can be quoted in future articles and campaigns. Extract strong stats that can be used to create infographics and shared across other platforms. If there's a whitepaper on the same topic use it to promote that as well.

# If you've covered most of these bases, then you can rest assured you're on the right path to promoting your webinar.

But ultimately, experimenting and fine tuning your approach over time will help to achieve the best results. Always use each opportunity to build on what you've learnt and apply that to your next event. When it comes to creating a robust promotion strategy for your webinar, nothing can replace experience.

At asabell, we have plenty of experience and expertise in delivering effective webinar campaign strategies. If you'd like to discuss how we could help your company, please feel free to get in touch.

The logo for asabell, featuring the word "asabell" in a bold, lowercase, sans-serif font. The text is white and is set against a dark blue, irregular, torn-edge background that resembles a piece of paper or a sticker.

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