

Webinars.
Increase your
reach the right
way.

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A Brief History & Introduction to Webinars



"We need to bring learning to people instead of people to learning." - Elliot Masie

The concept of webinars began at the end of 1980's, but didn't start to take form until the 90's. In 1995, PictureTel announced the launch of the LiveShare Plus software. The app allowed sharing one's screen, providing another user with remote access to the computer, as well as file transfer and text messaging.

The first public web conferences became available in May 1996 due to the efforts of Microsoft, which announced the launch of NetMeeting. It was a component of the web browser Internet Explorer 3.0. NetMeeting allowed users to communicate and exchange data in real time.

In 1998, Eric R. Korb registered the trademark "webinar". At present, the trademark "webinar" is owned by InterCall.



"Online learning is not the next big thing, it is the now big thing." - Donna J. Abernathy

Why would anyone want to watch my webinar?

If this is what you are saying to yourself, it is time to rethink your story. If you are in business and asking why people would want to watch your webinar, it is the same as asking "why would anyone want to hear about your product or service".

Webinars are a GREAT way to drive sales, however, you must take a systematic approach.

What if you could add a sales person to your team that worked 24 hours a day, 7 days a week all year round for next to nothing and they were super happy about it. You would probably say, "I'll put them on my team"!


Think about your webinar content as an extension of your sales team. It is like having that "super employee". If you structure the information that you are sharing in the right way, it will give people just enough information to ask more questions.

Don't get us wrong, webinars do not always close sales. Giving your potential customers enough information about your products or services will help them form an initial impression of you and your company.

Once your customer learns a little bit more about your company, it is up to your real sales team to pursue the business. The nice thing is they will not be going into the sales call completely cold.

Webinars are a very effective way to drive leads.





Step 1: Planning your webinar

Webinars should be part of a bigger strategy.

Creating a marketing and sales strategy is difficult. It can be a long tedious process that involves many different tactics. According to an article written by [Heniz Media](#), there are six reasons webinars should be added to your marketing mix:

1. They can easily be repurposed

Start with a recorded webinar and you're just a couple steps away from an on-demand video, a podcast, a white paper, a series of blog posts, unlimited quotes and more. Webinars are truly one of the most efficient and repurposable marketing channels around.

2. They are engaging & humanizing

Even scripted webinars allow people to let their hair down, answer follow up and audience questions, have some fun. That makes us sound and feel like real people. With today's webinar trends, the more unscripted the better.

3. You can appeal to short attention spans

Who says a webinar needs to be 45-60 minutes? Some of today's most successful webinars are 10-15 minutes long., with snackable, multimedia content.

4. They are portable

Today's technology allows you to access webinars anywhere: Desktop, laptop, mobile, offline in a commuter airline.

5. They are flexible for different stages of the buying journey

Use webinars to initially gain interest in your services, all the way through closing the sale.

6. They are fast and cheap to produce

Some of the most successful webinars today are nothing more than great topics and engaging presenters. Minimal slides, some video and great insights. If you're spending weeks putting together the perfect slide deck for a single webinar, you're doing it wrong.

Step 2: Engaging your audience



"Man, webinars are so boring! Just send me the slides"

If your webinars are boring, that's YOUR FAULT!

We can't help your personality, but we can help you with a few tips and tricks to engage your audience.

Use humor:

You are not performing life saving brain surgery on a webinar. Even though you are working towards a serious goal, a little humor never hurt anyone. We are not condoning a full out comedy show (unless you are a comedian), but finding a little humor will relax you and your audience.

Use the tools to gather data:

Once you have your live audience, you can pretty much ask them anything you want. Think about how difficult it can be to find out a customer's preferences or habits.

Sometimes it can take months of observation and questioning. Why not just ask your audience what their preferences are? You would be surprised how much information you can glean from a well timed poll question.



Use the data as social validation:

Compare and contrast your audience's feedback. By doing so in real time it can yield some really positive results.

If you have advocates for your product in the mix, it will help generate a discussion among those folks that you are trying to win over.

No one will say better words about your company than a happy customer!

Step 3: Using the data



What do we know now that we didn't know before.

Lets face it, webinars are about collecting data and information about potential customers in trade for some really great information about your products or services.

Webinars ARE NOT commercials. Commercials just tout the features and benefits of your product without really giving anything back to the end user.

The webinar format is giving your potential audience information about how, when or why to use your products or services. It is about giving them information that they previously did not know and helping them do a better job with that new information.

In exchange, you can ask your audience many different things in many different ways. Some very easy asks are: contact information, preferences, ratings of your product or potential information about your competitors.

As you dive further into the strategy behind your webinar, it is important to continually ask yourself "what is the end goal of each of these webinars?" If you keep building on that information and supplying your audience with fresh relevant content, everyone wins.

The new information that you gather through each webinar can help you build your next webinar. You can also formulate it into your followup campaigns.

By giving in the form of information, you are likely to get a lot in return.

