WorkCast

eBook

Ultimate Webinar Handbook 2024

Contents

1. Introduction

Hosting a webinar is one of the most effective ways you can engage with your audience, no matter where they are in the world. They have proven to be a budget-conscious option to help build brand awareness, generate leads, and increase engagement.

If you're about to create your first webinar or are a seasoned webinar professional, this eBook will arm you with everything you need to know about webinars in 2024.

From use cases to measuring success, we'll walk you through how to get the most from your webinars.

2. What is a webinar?

Traditionally a webinar is defined as a seminar or presentation that is conducted over the internet, rather than in person. Webinars are usually created and run using webinar software, which allows the presenter(s) to share their screen and communicate with their audience. Although this makes webinars sound more educational, webinars can be utilised in a number of different ways to suit the user's needs.

In today's marcomm landscape, webinars can be incredibly interactive experiences that enable audience engagement through things like live Q&A, audience chat, collaboration, polls, and more. They also act as rich sources of data that can inform future business decisions.

There are four different types of webinars you can include in your toolkit:

1. Live
2. On-Demand
3. Simulive
4. Sponsored

Live Webinars

Live webinars are essential tools in any marketer's toolbox. They are renowned for their interactivity - as attendees can interact with presenters in real-time.

Attendees can participate in polls, fill out surveys, ask questions and chat with the host, live and in real-time. All of this maximizes attendance, with over 60% of attendees viewing your webinar live rather than on-demand, drives engagement and increases audience retention.

2

On-Demand Webinars

On-demand webinars are pre-recorded (or re-purposed content from previous webinars or video to hand), edited, and approved by your team prior to publishing the content. This allows your team to perfect the production of the presentation before delivering it to your audience.

On-demand makes your webinar more accessible to a global audience by allowing them to access it anytime, from any device, anywhere in the world once it is published.

With on-demand webinars from WorkCast, you can extend the lifespan of your content and create evergreen content that can be accessed for years to come.

3

Simulive Webinars

Simulive webinars are the result of combining a pre-recorded webinar with live interactions and engagement. Simulive webinars offer your audience all of the benefits of a live webinar, while providing your presenters more flexibility, the ability to review their presentation before it airs, and the luxury of getting to focus on one task at a time. If you have a date & time in mind for a live broadcast that you know will capture your core audience but your presenters aren't available then, pre-recording with them in advance and launching as a simulive provides a solution to this scenario, too.

They can also help you extend the life of your content by allowing you to re-run previously live webinars, as well as run chase the sun webinars across different timezones.

4

Sponsored Webinars

Sponsored webinars are online seminars that connect audiences to webinar hosts. The only difference between traditional webinars and sponsored webinars is that the latter involves paying a third party to organize and promote your webinar to their audience.

Sponsored webinars are not only an effective means of mass communication but a lucrative one - as, depending on the nature and purpose of the webinar, publishers are in a position to charge tens of thousands for webinar sponsorship.

Teaming this with full brand exposure and multiple streaming formats means sponsored webinars are a no-brainer for the right company.

3. Benefits of Webinars

Integrating webinars into your communication strategy offers a number of benefits compared to hosting exclusively in-person events, making a strong argument for their use in your toolkit.

Increase Brand Awareness

Webinars can help establish thought leadership and expertise in a particular industry or subject area, which can enhance the credibility and visibilty of your brand.

Promoting your webinars to relevant audiences through social media, email marketing, and other channels can help to increase awareness of your brand among potential customers and existing clients. This also fuels any Account Based Marketing efforts.

Participating in webinars hosted by other organisations can also be a good way to get your brand in front of new audiences and make valuable connections.

If your webinar is recorded and made available for on-demand viewing, it can continue to generate brand awareness over time as more people discover and watch the recording.

2

Extend Audience Reach

Once an in-person event has ended, it can no longer be experienced first-hand. While you may be able to read about the event or see a summary of what happened, it is not the same as being there. With a webinar, however, the stream can be recorded and made available online for people to watch at their own convenience. This way, they can draw their own conclusions and focus on the elements that are most important to them, rather than relying on someone else's interpretation of the event.

3 Better Attendance

An in-person event has the disadvantage of being limited to those who can physically attend. This means that only those who live nearby or have the ability to travel to the event are able to participate. For those who live far away, the cost and time required for travel can be prohibitive, and the environmental impact should also be considered. Additionally, travel restrictions and other issues may prevent some people from attending in person even if they are interested. All of these factors can limit the number of people who can participate in an in-person event.

4

Increase Engagement

Webinars can increase audience engagement in a number of ways. First, they allow a larger number of people to participate, regardless of their location. This means that more people are able to ask questions and get involved in the conversation. Additionally, webinars often have interactive features such as live polls and Q&A sessions that allow attendees to directly engage with the speakers and each other. This can make the experience more interactive and engaging for attendees. Finally, webinars allow attendees to watch a recording of the event at their own convenience, which means that they can revisit the content and engage with it more deeply if they choose.

For the webinar hosts, it also provides the ability to compare and contrast reporting of live and on-demand audience engagement. This information can inform hosts of which performs better, or if different audiences prefer different formats Overall, webinars provide more opportunities for audience engagement than in-person events.

5

Budget-Conscious Option

Webinars eliminate the need for attendees to travel to the event, which can save on transportation and accommodation costs. Additionally, webinars do not require a physical venue meaning you do not have to pay for space rental or setup. This can be especially cost-effective if you are hosting a large event. Webinars often have a lower cost to attend too as there are fewer overhead costs involved. This means that you can reach a larger audience while still keeping costs low. Overall, webinars can be a budget-conscious option for organizations and individuals looking to host events without incurring high costs.

Environmental Impact

6

Webinars are environmentally sustainable because they eliminate the need for attendees to travel to the event, which can greatly reduce the event's carbon emissions. This is especially important for events that would require long-distance travel or international travel, as these types of trips tend to have a larger environmental impact. Additionally, webinars do not require a physical venue, which means that there is no need to use resources such as electricity and water for lighting, heating, and cooling. By hosting a webinar instead of an in-person event, organizations and individuals can significantly reduce their carbon footprint and contribute to a more sustainable future.

7

Defined Success Metrics

Webinars have clear success metrics because they offer a range of tools and features that allow hosts to track and measure the effectiveness of their event. For example, webinars often have registration and sign-in processes that allow hosts to track attendance and participation. Webinars often have interactive features such as live polls and Q&A sessions that allow hosts to measure engagement and interaction with the audience. By tracking these and other metrics, webinar hosts can assess the success of their event and identify areas for improvement. This can help them to optimize their webinars and deliver a more effective and valuable experience to their audience.

Recycling Content

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Once you have recorded your webinar, you can use the media to support your marketing efforts. For example, you can create short video clips from the recording to use on social media, or you can use the recording as an automated webinar to encourage more online engagement. This allows you to repurpose the content from the webinar and use it in a variety of different ways to reach your audience and support your marketing goals. By doing so, you can maximize the value of your webinar content and get more mileage out of your efforts.

4. Webinar Use Cases

Webinars can be used for lots of different things. Here's a top few examples:

1. Product demonstrations
2. Building your brand
3. Generate leads
4. Customer engagement
5. Training and education

1

Product Demonstrations

Webinars can be an effective tool for product demonstrations because they allow you to show and explain your product to a large audience in real-time. During a webinar, you can use screen sharing to show your product in action and highlight its features and benefits. You can also use interactive features such as live polls and Q&A sessions to engage with your audience and answer their questions about the product.

Having the ability to record your demonstration and make it available for viewing at a later time also means that interested parties can watch the demonstration at their own convenience. This can be especially useful for demonstrating products to potential customers who are unable to attend the live event.

2 Building Your Brand

Webinars can be used to build your brand in a number of ways. First, webinars allow you to present your brand's message and values to a large audience in a professional and engaging way. By hosting a well-organized and informative webinar, you can showcase your brand's expertise and establish yourself as a thought leader in your industry.

Additionally, webinars allow you to connect with your audience and build relationships with potential customers or clients. By engaging with your audience and answering their questions, you can establish your brand as approachable and helpful, which can help provide value and build loyalty & trust.

Finally, webinars provide an opportunity for you to share your brand's story and personality, which can help to differentiate you from your competitors and make your brand more memorable and unique.

3

Generate Leads

Webinars can be used to generate leads by providing value to potential customers or clients and encouraging them to take action. Here are some ways that webinars can be used to generate leads:

1. **Offer valuable content**: By providing original and informative content during your webinar, you can attract interested and qualified leads who are interested in learning more about your industry or topic.

2. **Use calls to action**: Encourage attendees to take a desired action, such as signing up for a newsletter or downloading a resource, by using calls to action during the webinar and in follow-up communications.

3. **Offer incentives**: Consider offering incentives, such as discounts or free trials, to encourage attendees to take action and become leads.

4. **Follow up**: Follow up with attendees after the webinar to continue the conversation and nurture potential leads.

By using these strategies, you can effectively use webinars to generate leads and grow your business.

4

Customer Engagement

Webinars can be used to increase customer engagement by providing a platform for two-way communication and interaction. Here are some ways that webinars can be used to increase customer engagement:

1. **Offer interactive features**: Webinars often have interactive features such as live polls and Q&A sessions, which allow attendees to directly engage with the speakers and each other. Try standing out from the crowd and choose a platform that allows you to integrate un 3rd party collaboration tools too such as Miro & Sli.do, too!
2. **Encourage participation**: Encourage attendees to participate in the webinar by asking for their input and feedback, responding to their questions & comments and relaying survey or poll responses Make it inclusive and informative!
3. **Personalize the experience**: Use personalized emails and landing pages to make attendees feel welcome and valued. Nothing says "I hear you" better than understanding the personas of your audience.

5

Training and Education

Webinars can be an effective tool for training and education because they allow you to deliver a high-quality learning experience to a large audience in a convenient and cost-effective way. Here are some ways that webinars can be used for training and education:

1. **Deliver lectures and presentations**: Use webinars for a variety of topics. Interactive features will keep the audience engaged as well as including video clips and various presenting formats so that they don't become bored or suffer from "Zoom fatigue".

2. **Offer hands-on training**: Use screen sharing to show off whiteboards and ideas, as well as breakout rooms to speak directly to attendees without interrupting the main recording of content.

3. **Provide resources and materials**: Share resources and materials, such as slides, weblinks, and handouts, to support the learning experience.

4. **Follow up**: Follow up with attendees after the webinar to provide additional support and resources, and to assess their learning progress.

5. Running A Webinar: Everything You Need To Know

Planning is Key

The first thing you need to do to run a successful webinar is to plan it, and we don't just mean the content itself. At WorkCast, we like to think of the campaign around a webinar as a sprint, and to be successful in that sprint you need to have a concrete plan to follow.

The first element of this is to set a goal. What do you want your webinar to achieve? It's important to answer this question because it will inform everything else. Are you generating leads? Or is your webinar for brand awareness? Maybe it's to generate revenue through sponsorship? Once you have your goal, you can start to flesh out the rest of your plan.

Once you have this, you can build out the more tangible aspects of your webinar:

- What type of webinar will it be: live, simulive, on-demand?
- Who will your speakers be?
- What day/time will you run your webinar?
- What sort of tools will you use for engagement?

An important step in answering these questions is identifying who your audience is. We don't mean you need specific names, but audience research is a key element to putting together a successful webinar program. It's impossible to create a content experience that will engage your audience if you don't know who they are.

Are you communicating with a B2B audience or is it B2C? Are they professionals or are you trying to reach hobbyists? Building your audience demographics and tailoring not only your webinar content, but promotion to this, will help maximise the content's success, ensure they'll be engaged, and ultimately come back for more!

Choose Your Platform

This may seem like an obvious step, but it's an important one and it's one we recommend making after you've determined your goals. Why?

Not all webinar platforms are created equally. There are some major differences that may make running one type of webinar difficult on one platform, but very simple on the other. For example, not all webinar platforms can run true simulive webinars where you can combine pre-recorded media with a live Q&A. If your goal is to generate leads while maximising ROI, this is an important feature to have.

10 questions you should be asking potential webinar platform providers before you make your decision:

- [ ] What are my webinar branding options?
- [ ] What are the real webinar costs?
- [ ] What are your unique webinar features and how can they benefit me?
- [ ] What types of webinar reporting and analytics do I get?
- [ ] Will my webinar be available on multiple devices and browsers?
- [ ] What integrations can I benefit from?
- [ ] How secure is your server and can you provide different levels of access for my webinar?
- [ ] How scaleable is your platform?
- [ ] What varieties of events can I host? I.e. only virtual, or hybrid too?
- [ ] Will I be able to access my webinars after the live event and can I archive them or showcase them in a webinar library?

Create Your Content and Landing Pages

This is the most important aspect of your pre-webinar work because your content is what your audience will engage with. Are your webinar pages branded and engaging? Do they include information about the webinar and your speakers? Do you provide any exclusive content freebies for signing up?

Then there is the content for the webinar itself. If you're using a slide deck, you'll want to follow best practices. The biggest thing to remember is that less is more! It's a cliche for a reason. You don't need to transpose your entire script onto your slides. Pull out key words or images that will enhance the points your speakers are making, and let their talking do the rest.

And remember, you don't have to rely solely on slides. There are so many different cool ways you can create engaging webinar content - videos (currently the most popular format for content to be absorbed!), animations, GIFs, and even just webcams. Think back to those personas you built and what would resonate the most with your audience.

Whatever content type you choose, scripting it out is vital. This will help your speakers stay on topic and also provide you with great content to pull from when you're promoting your webinar.

Promotion

There is nothing worse than putting in the time and effort to create a webinar and then no one shows up on the day. No matter how much thought you put into your demographics, they are not going to show up if you don't have a comprehensive promotional campaign.

The most important thing to keep in mind is to ensure your promotional campaign is omni-channel. You are not going to generate high audience numbers by relying on one or two channels.

When it comes to timing for promotion, you'll want to start at least 4 weeks out from your live webinar date.

Don't worry if you don't have all the content sorted, you can still start building buzz and then add in details later.

TIP: Ensure your chosen platform can track the source of your registrants with referrer codes. This data will help refine your promotion to the right channels even more for future events.

If you're worried about how exactly to promote your webinar and where, here are some of the channels you can focus on:

Email

If you have an engaged contact list, this will be your number one source for attendees. You'll want to have an initial invite and then follow up 3-4 times with non-openers. And don't forget to send an invite on the day of your webinar - at WorkCast, we see a 20% uplift in registrants from same day invites.

Paid Search

PPC is an excellent channel to use, especially if you're looking to generate new leads. Just make sure that you do the requisite keyword research so that you're bidding on the right keywords for your event.

Social media

This is a great way to build some buzz for your webinar. Twitter, LinkedIn, and Facebook are where we find the most success with webinar registrants. You may even want to put some budget behind paid social campaigns to increase your exposure.

Blogs

Blogs are the heart of any inbound marketing campaign. They are a great way to generate organic traffic and position yourself as a thought leader. Consider writing blogs in the leadup to your webinar that touch upon related topics, and then include CTAs in your blog pointing to your webinar registration.

Practice Makes (Almost) Perfect

Practicing your webinar is important because it allows you to ensure that everything runs smoothly and that you are prepared for any issues that may arise. By practicing, you can become familiar with the webinar platform and any tools and features you will be using, which can help you to deliver a more professional and engaging presentation. Additionally, practicing allows you to rehearse your delivery and fine-tune your content, which can help you to feel more confident and deliver a better performance. Finally, it also allows you to check the internet of your speakers, and ensure they have good connections, which will help to ensure that your webinar runs smoothly and without interruptions.

TIP: Practice presenting other speaker sections too. Don't forget, we're all human and you want to feel confident presenting on behalf of an absent speaker should they be running late or become unavailable at the eleventh hour.

Have A Plan B

It is important to have a plan B when running a webinar because it allows you to be prepared for any unexpected issues that may arise. Even with careful planning and preparation, there is always the possibility that something could go wrong during a webinar.

For example, you may experience a drop in your local connection or unexpected disruptions from speakers. By having a plan B in place, you can have a backup solution ready to go in case of any issues, which can help to ensure that your webinar runs smoothly and without interruption. This can help to preserve the quality and effectiveness of your webinar, and ensure that your audience has a positive experience and unaware of said issues.

Follow-Up and Retrospective

So you've planned your webinar, created the content, promoted it and run it - you're done right? Wrong.

Following up with webinar attendees and registrants who didn't make it ensures that they stay engaged with your content and your brand. As our sales team likes to say, it keeps them warm. And a warm lead, with some nurturing, is much more likely to convert - whether that means attending another webinar or buying your product.

Following up can be as simple as sending out the on-demand recording and a post-event survey. Or you can create a bespoke and exclusive download that you email later to keep them interested in the topic. You can even have your new business team reach out to attendees directly, though bare in mind this one can come off as a bit aggressive depending on the type of webinar you hosted.

Balance is key here, so make sure any follow-up you do has value not just for you but for your audience as well.

6. Common Webinar Mistakes

Not Planning Enough Time to Prepare

Not planning enough time to prepare for a webinar is a mistake because it can lead to a number of issues that can negatively impact the quality and effectiveness of your event. When you do not have enough time to prepare for a webinar, you may not have the opportunity to properly test and troubleshoot the local connections of your speakers that may arise, which can lead to disruptions and problems during the event.

Additionally, not having enough time to prepare can lead to rushed and incomplete planning, which can result in an unorganized and poorly structured webinar. This can make it difficult for your audience to follow along and get the most value from your event. Essentially, having enough time to prepare can eliminate any stress and anxiety and ensure the performance and delivery of your event can be something to be proud of!

2

Not Checking The Tech

Not having a technical check before your webinar is a mistake because it can lead to issues that can disrupt your event and negatively impact your audience's experience. A check can involve testing and verifying that all of the necessary equipment and software is working and configured correctly. This includes your microphone, webcam, and other hardware are functioning correctly and that your internet connection is stable. By performing a platform check before your webinar, you can ensure that everything is working as it should and that you are prepared for the event.

3 You Don't Run Through The Script

Not having a content rehearsal for a webinar could lead to a number of problems. For example, if you do not rehearse your content, you may not be as familiar with the material as you would like, which can lead to a lack of confidence and less polished delivery. Additionally, not rehearsing your content can result in a less engaging and interactive experience for your audience, which can lead to a lower level of satisfaction and retention.

4

Not Including The Right People In The Webinar

Including the right presenters in your webinar is important because they can help to make the webinar more engaging, valuable and informative for the audience. If you do not include the right presenters, you may struggle to deliver the content effectively and you may not be able to address all of the questions and concerns of the audience.

5

Not Having A Clear Goal For The Webinar

Not having a clear goal for your webinar can be a mistake because it can make it difficult for you to determine the content and structure of your webinar, and it can make it difficult for you to measure the success of your webinar. You may struggle to stay on track and you may not be able to effectively communicate the value of your webinar to your audience. Ensuring you're able to identify the specific needs and interests of your audience will lead to a much more personalized and relevant experience. Consider your goal achieved!

6

Not Doing Enough Research On Your Audience Before The Webinar

Doing enough research on your audience before your webinar is important because it can help you to tailor your content and delivery to their specific needs and interests. If you do not do enough research on your audience, you may struggle to effectively engage them and you may not be able to address all of their questions and concerns. Without it, you may not be able to tailor your webinar to their level of knowledge or expertise, which can lead to a less effective and satisfying experience for them.

Not Asking For Feedback

7

Asking for feedback after your webinar is important because it can help you to understand how well your webinar was received and it can provide you with valuable insights for improving future webinars. If you do not ask for feedback, you may not be aware of any issues or areas for improvement, and you may miss out on the opportunity to gather valuable insights from your audience and improve the format and delivery of future webinars.

7. How To Make Webinars More Engaging

Make Your Webinar a Multi-Media Experience

Making your webinars a multi-media experience can be beneficial for a number of reasons. First, using a variety of media types, such as videos, images, and audio clips, can help to keep your audience engaged and can help to break up long periods of text or narration. This can make your webinar more interactive and dynamic, and can help to hold the attention of your audience. Additionally, using multiple media types can help to illustrate your points more effectively and make your content more visually appealing. Using a variety of media shows that as a company, you can cater to different learning styles to make your webinar more accessible to a wider range of attendees.

Improve The Quality of the Broadcast

Nobody wants to spend an hour watching a glitchy webinar that is clearly being run using sub-par tech. If the streaming quality is poor, it can be difficult for attendees to view or hear the webinar, which can lead to a lower level of engagement and satisfaction, and make it difficult for attendees to follow along with the content. By improving the streaming quality of your webinar broadcast, you can help to ensure that your webinar is delivered smoothly and effectively so that attendees are able to fully engage with and benefit from the content.

Share Helpful Resources

Sharing resources during your webinar can help to enhance the learning experience of your attendees by providing them with additional materials that they can refer to after the webinar. This can help to reinforce the key points of your webinar as well as retain the content. By sharing resources that are relevant and informative, you demonstrate expertise and commitment to providing value, build trust and credibility with your audience, which ultimately strengthens your relationship with them.

Talk With Your Audience, Not At Them

It is not a good idea to simply talk at your webinar audience because it can lead to a less engaging and interactive experience for them. If you do not actively involve your audience in the webinar, they may lose interest and may not retain as much information. If you do not allow for any interaction or participation from your audience, they may not feel like they are an integral part of the webinar, which can lead to a lower level of engagement and satisfaction. Instead, it is important to try to involve your audience as much as possible, through activities like polls, Q&A, collaboration tools, and group discussions using features like breakout rooms. However, we should caveat this by saying that you should also be choosing the level of engagement that is right for your audience.

Keep Your Slides Simple

It is generally a good idea to keep your webinar slides simple because it can help to make the content more accessible and easier to understand for your audience. If your slides are too cluttered or complex, it can be difficult for attendees to focus on the content and to follow along with your presentation. Stay away from slides that are too dense, it can be difficult for attendees to focus and absorb the information. By keeping your slides simple and uncluttered, you can make your content more visually appealing and easier to follow.

8. Top Tips For Webinar Presenters

Share Personal Experiences

By sharing personal anecdotes or examples, you can help to illustrate your points in a more concrete and memorable way, which can help to increase the effectiveness and retention of your webinar. You naturally add credibility and authenticity to your presentation and immediately become more relatable.

By sharing your own experiences, you also demonstrate that you have real-world expertise and that you are able to connect with your audience on a personal level.

Be Punctual

It is important for webinar presenters to be punctual because it demonstrates respect for the time of their audience. If not, it can lead to a delay in the start of your webinar, which can be frustrating for attendees and other presenters, and risks lower level of engagement and satisfaction.

A rushed or disorganized presentation can make it difficult for attendees to follow along. By being punctual, you can help to ensure that your webinar starts on time and that you are able to deliver your content in an organized and effective way.

Encourage Audience Engagement

Webinar presenters should encourage audience engagement because it can help to make the webinar more interactive and dynamic, and it can help to improve the learning experience of the attendees.

Be aware of the environment or webpage your webinar is being streamed to and what its features are. Similar to a news broadcaster, you should indicate where your audience can interact, ask questions, find resources and provide feedback (if necessary).

Additionally, encouraging audience engagement can help to create a sense of community and can help to foster a sense of collaboration and cooperation among the attendees.

Present To A Global Audience

Presenters should prepare to present to a global audience because it can help to ensure that their webinar is accessible and relevant to a diverse group of attendees.

When presenting to a global audience, it is important to consider cultural differences and to be aware of any language barriers that may exist. This ensures content is delivered in a way that is clear and understandable to all attendees.

Your preparation can also involve taking steps to make your webinar accessible to attendees with disabilities or to those with different technical capabilities. Considering these needs ahead of time and without being asked automatically shows that you care and are considerate of all attendees.

Keep Cool, Calm, And Collected

Keeping cool, calm, and collected is important as it can help to create a sense of professionalism and to instill confidence in the audience. If you are flustered or agitated during your presentation, it can be difficult for attendees to focus on the content and it can lead to a less effective learning experience.

Remember to take a breath and be sure of yourself. Breaks and short silences are necessary for you to collect your thoughts and keep on track, as well as provide a moment for your audiences to reflect on the information you've shared up to that point.

Look At The Camera, Not The Screen

Webinar presenters should look at their camera and not the screen because it can help to create a more personal and attentive experience for the audience.

When you look at your camera, it can help to create the illusion that you are looking directly at the attendees, which can help to create a sense of connection and can help to make your presentation more engaging.

Looking at your camera can help to reduce the temptation to read directly from your slides too, which can make your presentation more dynamic and interactive.

Check Your Lighting and Background

We cannot say this enough. Check your lighting and background! It can help to create a professional and visually appealing environment for your webinar.

If the lighting is too bright or too dim, it can be difficult for attendees to see you and you could end up either looking like a ghost or an anonymised presenter.

Additionally, if your background is cluttered or distracting, it can be difficult for attendees to focus on the content. Spend some time before your webinar to find the best lighting for you (or invest in a ring light) and a space where your background is free from distractions. Minimal effort for maximum impact.

9. How To Measure Webinar Success

Webinar success will mean different things to different people. Some of these will be measurable, and some will not. We've compiled a list of some of the key webinar metrics that can help you determine whether your online event is helping you reach your webinar KPIs.

Lead Generation

It's pretty simple - you want to know how many people registered and attended your webinars. While attendance is obviously the main goal, registrations can be just as useful to track.

Why? Well, because in registering for a webinar, people are giving you their contact information. So even if they don't attend the webinar, if you're savvy and adhere to GDPR guidelines, you can still market to these contacts. They're still leads. So ensure you're tracking and engaging with people who have registered for your webinars, even if they don't attend.

If click-through is high, but registration is low, it would suggest a couple of things. Firstly, the registration page may not be "attractive" enough. Is your copy concise? Is it fully branded, making it look like an extension of your website? Should you offer an exclusive piece of content after sign-up? How about a Twitter widget or countdown to create urgency?

Secondly, it may mean your messaging is off. Does the message on your email or other promotional material match the message on your registration page? Tracking your registrant numbers can bring a lot of insight to your marketing practices.

And the attendees? Well, these are your warmest leads of course. These are the contacts who took time out of their day to listen to what you were saying. So while registrants are important, attendees are the golden ticket.

When it comes to webinar lead generation, one of the most important metrics will be registrant → attendee. In examining your conversion rate, you'll be able to determine things like how effective your marketing is (including event reminders), how engaging people found your webinar environment (landing page, event page, etc.), and how engaging is your topic. If the conversion rate is low, you may need to tweak the process used after registration.

What's useful is that these figures can extend to your on-demand event, too. If you had a lot of registrations, low attendance, but high on-demand viewing figures, it may say something about the time and day you originally ran your webinar.

At the end of the day, a lot of the webinars our customers run are to generate leads, so keeping a close watch on who registers, attends, and why, will help you ensure you're attracting a lot of quality leads.

Customer Engagement

Knowing how many people attended your webinar is important, however, how engaged your attendees are is imperative. Showing up is great, but are they asking questions, answering polls, and surveys, and are they downloading the assets you prepared for your event?

An engaged audience is an audience warm to your message, so by using the reporting and data from your webinar platform you can look into much more detail than simply how many attended.

Exploring attendee engagement can give you tremendous insight into what's working and what's not. It can also help you segment your audience and provide more detail for your marketing personas. Is there a certain industry or segment that was over represented in attendance? Did one ask more questions than the others?

Customer engagement, then, is an important success metric because it tells you who in your data set is actually engaged, but also how engaging your content was overall. You can use both to adjust your marketing - and sales - strategy accordingly.

Audience Retention

Audience engagement isn't just about polls and Q&A. One of the biggest metrics you can use to measure success is how long people actually watched for.

Did you start off with 250 people and end with 70? With all the reporting tools at your disposal, you can narrow it down to the moment a drop off occurred.

Also, make sure you're monitoring the average time attendees actually spend on the webinar, so you can see any trends. For example, did everyone drop off after your intro? That could mean your promotional strategy didn't quite hit the mark.

Was there a decrease when you hit the 40-minute mark? Maybe your presentation isn't as concise as it should be and you should consider trimming it down. Tracking audience retention and these drop-off moments will allow you to make changes to keep attendees hooked!

Increased Brand Awareness

We know it can sometimes be difficult to bring people aboard the brand awareness train. Brand awareness doesn't necessarily have a direct correlation to ROI, but believe us, it's an important metric when thinking about your webinar program (and marketing strategy in general).

How do you measure this when it comes to webinars? It can be difficult, but one aspect you can measure is social media. You should already be using social as part of your webinar promotion, but are you measuring social interactions after the webinar?

- Driving increased traffic to your social media sites, not just during your webinar when you might be live tweeting but after, is an indicator that your brand has made an impression (no pun intended) on these people.
- Increased web searches and direct traffic. We know when a WorkCast webinar has just broadcast by the substantial increase in direct traffic to the website.

So, when thinking about brand awareness, just think of it as increasing your exposure. By measuring that and letting it inform how you market, you can increase the effectiveness of any campaign.

Attendee Feedback

It may sound simple, but attendee feedback is a handy metric by which to judge the success of your webinar.

You may want to consider asking for formal feedback in your follow-up email to attendees, but you can also look for other methods of communication. Social media is an ideal place for this e.g. If you used a hashtag, keep an eye on it after the webinar to see what sort of feedback you receive.

A lot of attendees will also use the chat or Q&A function to give feedback during a live broadcast, so make sure you're monitoring and promoting that for more than just questions. You have your audience's attention at that point so capitalise on it and gain as much feedback as possible. Once they've left the page post-webinar, feedback dramatically decreases.

And if you don't get any feedback? Well, that means you're doing well and the webinar went smoothly, but you may not be 'wowing' your audience. Every webinar I've run has had some sort of feedback, whether it's an email reply saying someone had enjoyed it or a note in the chat saying they wish the slide had been blue instead of red (yes, that has happened).

It's not important to get detailed feedback on every aspect of the webinar, but when you do, make sure you integrate common responses into your data.

10. Conclusion

There are many benefits to creating and hosting your own webinars. If you're looking for a way to increase your visibility, drive traffic and generate leads, then this is the perfect medium for you. Webinars also have the added benefit of being able to reach a global audience at any time or place, making them an ideal form of marketing for those looking for a powerful Marcom tool on a budget.

Are you interested to find out more about what to do with your webinars after the live broadcast? Our experts can help, find out more *here*.

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About WorkCast

WorkCast is a cloud-based platform used for creating fully branded webinars, live streams, and virtual events.

We've been helping businesses grow in the publication, fintech, association, and education spaces since 2008 by making it simple for them to engage with their audiences on a truly global scale using digital event experiences.

Our technology is easy to start and powerful at scale, providing businesses with the tools they need to unleash their digital event potential, with outstanding support every step of the way.