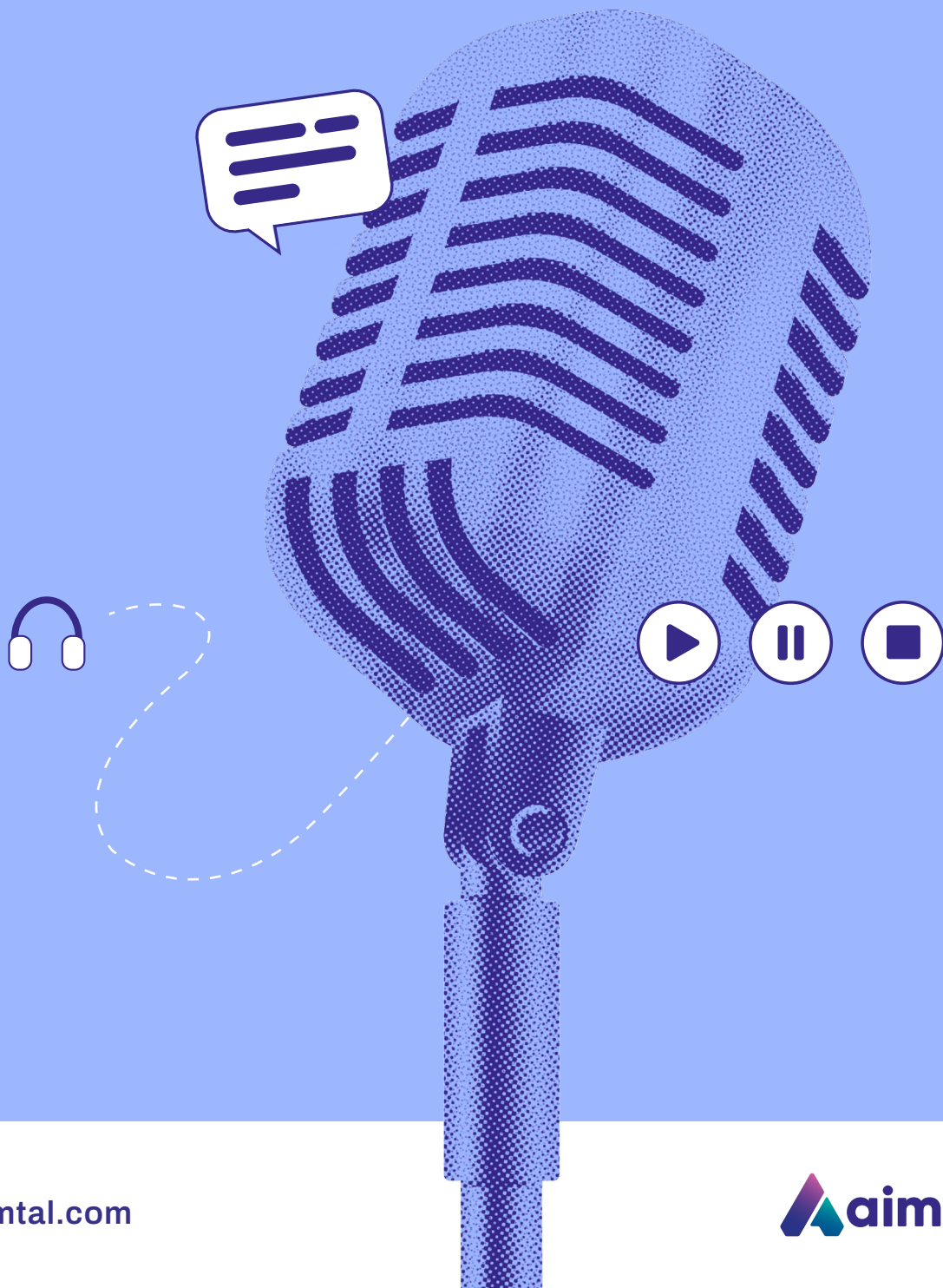


# HOW TO Host webinars like a pro



Webinars are a powerful way to share valuable and informative content, connect with your current customers, and generate leads for your business. Today, **more than 60% of marketers use webinars** to promote their content.

**Why?** Webinars help businesses position themselves as thought leaders and open a dialog with prospects and customers in real-time.

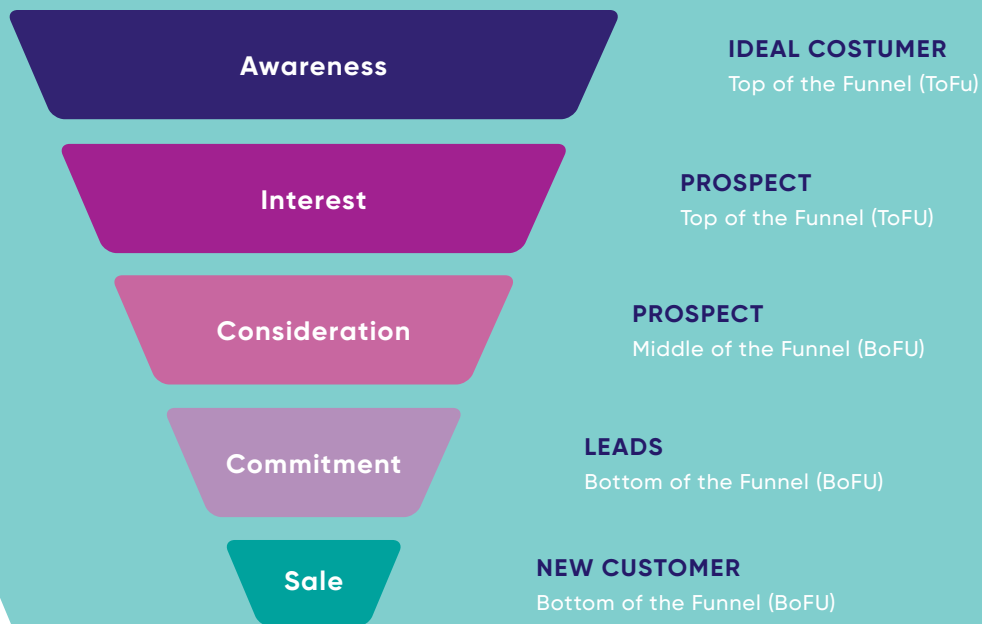
Plus, they're an excellent alternative to in-person events. Face-to-face events are an excellent tool for building relationships with customers, but since the onset of the pandemic, webinars have soared in popularity as the go-to way for brands to connect with their audiences.

For these reasons, webinars are a crucial component of your marketing funnel. Discover everything there is to know about hosting a webinar in this guide.



# What is a Marketing Funnel?

A marketing funnel outlines the stages of your customer's journey, from knowing nothing about your brand to interacting with your content to becoming a loyal customer. Your marketing funnel is an excellent guide for defining your marketing goals, planning tactics to achieve these goals, and developing content that focuses on converting prospects into customers.



# What you'll learn in this guide:

So, how do you launch a successful webinar?

In this comprehensive guide, we'll answer all your burning webinar questions.

- 6 Webinar Basics**
- 5 Webinars Are A Win For Your Business**
- 7 How To Prepare For Your Webinar**
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# Webinar Basics

To start, let's establish what exactly a webinar is. A webinar is a virtual interactive experience, ideally with more than one speaker, that teaches the audience something new.

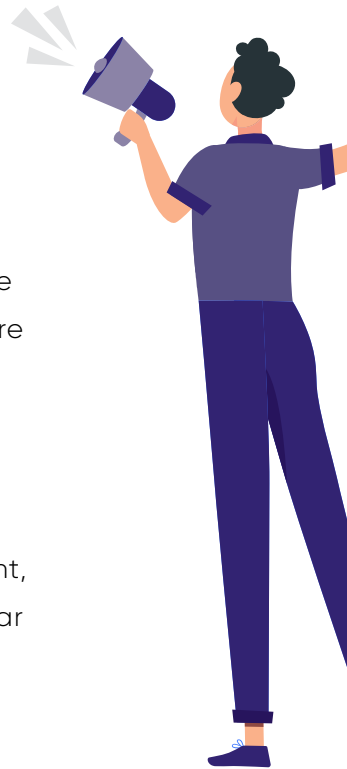
## Webinars Vs. Live Events

If you've ever hosted a physical event, you know it can be one logistical challenge after another. You've got to find a venue, select a caterer, book speakers, and develop presentations. You may need to print brochures or put together swag bags. You need to find creative ways to keep your attendees engaged and energized, all while hoping everything flows smoothly.

Depending on the scale of your event, there could be a price tag of **tens of thousands of dollars attached to the occasion.**

Webinars cut the logistical challenges of event marketing in half. They are location-flexible, so viewers can tune in from just about anywhere, and are far less time-consuming than an in-person event. Webinars are budget-friendly, too—**costing anywhere from \$100 to \$3000** depending on the speakers and technology involved.

**But don't be fooled.** While webinars may be less stressful than a live event, this doesn't mean that webinars are easy to execute. A successful webinar that generates qualified leads involves a lot of strategic planning.



## When Should You Launch A Webinar?

Before you take the steps to execute a webinar, make sure this is the right tactic you want to pursue in alignment with your goals and strategies. When it comes to sharing video content, there are plenty of channels for distribution, each with its own benefits.

When determining the best route for video distribution, ask yourself:

### What is my goal?

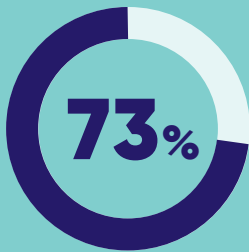
Here's a quick breakdown of the type of video content you can incorporate into your marketing strategy:

- **Webinar:** Best for building and strengthening relationships, establishing thought leadership, and sharing educational information and content. Effective at engaging and nurturing customers at any stage of the funnel depending on the topic.
- **Livestream:** Best for nurturing top and mid-funnel customers. Use when your goal is to build or deepen relationships with your audience in a more casual way.
- **YouTube Video:** Best for educating your audience and raising your SEO ranking. Use when your goal is to build authority in your niche.
- **Micro-Video:** Best for increasing your audience. Use these in social media posts as a way to increase your top-of-funnel community and engagement.
- **How-To Videos:** Best when showing a customer how to solve an issue. Use these videos in support emails or knowledge bases to answer a question.

# Webinars Are A Win For Your Business

When your marketing goal is to generate leads and move people through your marketing funnel quickly, webinars are the ideal tactic to facilitate this process.

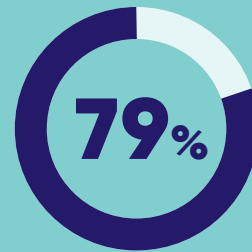
**Let's take a look at the data:**



**of B2B marketers  
report that webinars  
are the best way  
for them to attract  
high-quality leads**



**leads can  
be generated  
in just one  
webinar**



**of buyers say they  
would share their  
information, like an  
email address or  
phone number, in  
exchange for access  
to a relevant webinar**

Webinars are an incredible lead generator because they offer a unique opportunity to show your audience that you are an expert on a topic before they work with you—giving them confidence in their buying decision. While you're positioning yourself as a thought leader, you're also making your brand approachable by developing 1:1 relationships with your audience.

**The proof is in the performance – Through a three-month webinar series in 2020, Aimaltal's client, GlideFast Consulting, was able to generate enough leads for an entire year! The company typically generated its leads at in-person events and through the creation of the On Air webinar series, Aimaltal was able to generate even more leads than they typically did at their largest annual conference in Las Vegas.**





# How To Prepare For Your Webinar

Feeling revved up about launching your webinar and scoring those leads?  
Not so fast.

Before you rush to get your webinar out into the universe, it's important to plan ahead. The success of your webinar is dependent on the legwork you do in advance.

**To launch a successful webinar, you'll need to take some important steps:**

1. Select a strong topic
2. Recruit stand-out speakers and helping hands
3. Set your webinar date (as well as a dry-run)
4. Design a fluid and engaging presentation
5. Create opportunities for live engagement
6. Practice, practice, practice

## Select A Strong Webinar Topic

**Do your research!** Before racing to launch your webinar, ensure that your topic will resonate with your target audience. There are a variety of ways to come up with topic ideas:

- Review your marketing content and strategy. Do you have published content or ideas that would make a profitable webinar?
- Consider your product or service. What problems do they solve?
- Do SEO research on the topics up for consideration. Which keywords is your audience searching for? How are the competitors positioning their content?

- Head to social media and peruse a few of your ideal clients' profiles. What are they talking about? What questions do they ask? Take a look through Facebook Groups or Reddit forums related to your industry, too.
- When in doubt, ask! Run a poll on social media to see what kind of content and topics your followers want you to elaborate on.

## Recruit Stand-out Speakers And Helping Hands

Take a dive into your virtual Rolodex and identify potential speakers to chime in on your webinar. Consider your connections on social media, specifically LinkedIn, and experts in your professional networks.

Who is a conversation starter in your industry? Perhaps the perfect speaker is right under your nose and is already a part of your company.

If your webinar will include more than one speaker, be sure each presenter will offer different perspectives or unique content in order to hold your audience's attention.

**BONUS TIP** *See if your speaker has participated in other webinars, video content, or podcasts to ensure they are an engaging and effective presenter for your audience.*

Running a webinar is a lot of work. As a host, you are the face of your webinar.

Be sure to recruit helpers to run the logistics of your webinar in the background, such as navigating slide decks, fielding questions, or even live Tweeting.

## Set Your Webinar Date And Plan Ahead

Confirm your presenters and finalize a date and time for your webinar.

Research shows that webinars conducted in the morning are 93% more successful, with the 10 am and 11 am time slots reigning supreme.

Take a look at the demographics of your target audience to identify the predominant time zone and plan your webinar accordingly. Make sure your date and time are a good fit for your speakers as well.

Start planning out other webinar logistics, such as the software you'll use, so you have a firm grasp of the work ahead.

**BONUS TIP** *Use Trello to manage your webinar projects. This tool helps you stay organized and meet deadlines.*

## Design A Fluid And Engaging Presentation

Don't wing your webinar structure and content – your audience will notice.

Take the time to plan out the flow of your webinar to tell a cohesive story from start to finish.

Build time into the start of your webinar for introductions and give your audience some time to settle in.

Design an eye-catching, branded slide deck for your presentation.

Don't overload your audience with too much text. Instead, use visuals to keep your audience's attention on the speaker and the information being presented and discussed.

Prepare a script in advance. As a host, you'll be surprised how quickly your webinar can whiz by when all eyes are on you. With a script on hand, you won't forget to tell your audience important details and by workshopping your language ahead of time, you'll hit every mark and deliver a polished presentation.

Leave time at the end for a Q&A as well, and always let the audience know how they can connect with your business in the future.

## Create Opportunities For Live Engagement

Keep your audience engaged throughout the webinar by building engagement tactics into the presentation and overall experience.

You can add polls, create a mini assignment with break-out rooms, or include games to keep your audience invested in your webinar. At Aimal, we've encouraged clients to offer giveaways to incentivize their audiences to stay engaged during the whole webinar.

**BONUS TIP** *For a webinar series, encourage continued engagement with a big giveaway at the end of the series. For each webinar the attendee joins, they get their name added to the giveaway, multiplying their chances of winning!*

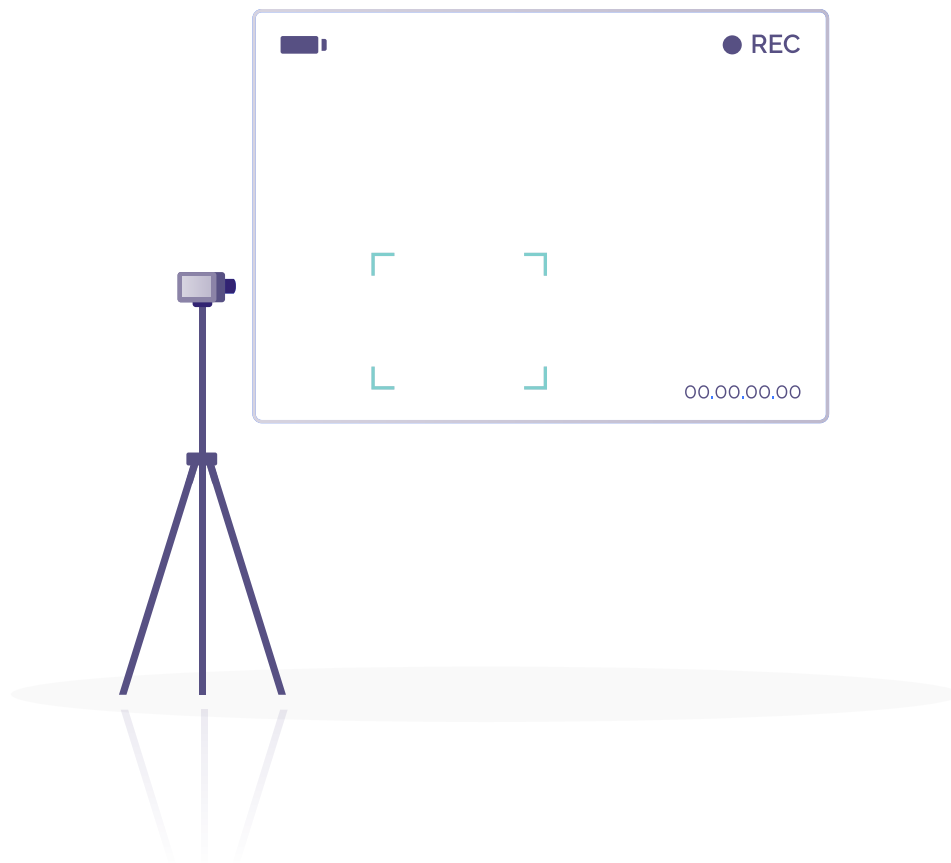


## Practice, Practice, Practice

About a week before launch day, schedule a webinar dry run to ensure that your technology works as planned, your content has a natural flow, and your speakers are on the same page.

This dry run should include everyone involved in the live webinar. This means speakers, IT personnel, moderators, marketing coordinators, etc. You want to ensure everyone knows what to expect on the day of the webinar launch and that your technology, timing, and content are on point.

**BONUS TIP** Practice how to display your speaker on video while they present their slide deck. Visible presenters resonate with audiences better, while plain PowerPoint slides fall flat.



# How To Market Your Webinar

A “*build it and they will come*” mindset won’t work to your advantage when hosting a webinar. Treat your webinar the same way you would an exciting product launch or an in-person event. Build a fully integrated marketing strategy to drum up enthusiasm, drive enrollment, and convert registrants to engaged attendees.

The campaign should last three to four weeks and should span across multiple channels and platforms. **Consider the following options:**

## Organic Marketing Tactics For Webinars

- **Social Media:** Create graphics with brief bios and headshots for each of your presenters and share them in the weeks leading up to your webinar.
- **Blog Content:** Publish a blog post about the webinar topic to your website. You’ll establish yourself as an expert on the subject while also driving traffic to your website and strengthening your SEO performance. Within the blog post, include a registration call-to-action and button for your webinar.
- **Email Marketing:** Develop an email marketing funnel that teases some of the valuable information attendees will receive during the webinar.

- **Cross-Promoting With Partners:** Tap into your network and ask businesses or thought-leaders to help spread the word about your webinar. If you've lined up guest speakers, offer them branded collateral and encourage them to promote the webinar on their outreach channels such as email lists, social media, or their website.

## Paid Marketing Tactics For Webinars:

- **YouTube Ads:** Produce a short video that positions your webinar as the solution to your target audience's problem. At the very beginning, pose a question like "Struggling to boost productivity on your team?". You only have a few seconds to hook in your viewer before they skip over the ad.
- **Google Ads:** Create Google Ads with strong and enticing copy that lead to your webinar registration page.
- **Social Media Paid Promotion:** Write and design social media ads that promote your speakers and direct visitors to your registration page.



# Create a Post-Webinar Promotional Strategy



Your webinar should amp up your audience—fueling conversations and empowering prospects to think about your brand as the solution to their problem. You want to capitalize on all of this energy by keeping the conversation alive after the live webinar ends. This way, hot leads don't fizzle out and your webinar continues generating leads well after launch day.

**Prepare post-event communication for your audience by:**

- Building a nurture email campaign that sends attendees relevant information to continue the learning process post-webinar.
- Recording the webinar and making it available to share post-event.
- Continuously promote the recorded content on social media.



# Increase YouTube Subscribers With Your Webinar Recording

A recorded webinar is solid gold for your YouTube channel. You've already done the heavy lifting of orchestrating the webinar, now take your hard work the extra mile by SEO-optimizing the video for YouTube.

Focus on writing a compelling video title, crafting a thorough video description with keywords, and plugging in strategic video tags. You can identify keywords by researching your competitors' YouTube channels, using YouTube's search suggestions, or tapping into your SEO tool.

**Want to learn more about YouTube SEO?**

**Download the SEO + Content Optimization Guide**

# How To Measure The Performance And Success Of Your Webinar

Feeling good after your webinar? Fact check those feelings with data to truly measure the success of your efforts. In doing so, you'll be able to celebrate your wins and reflect on where you can improve next time.

At Aimal, we measure several areas to determine the success of a webinar:

- **Number of registrants**
- **Live attendance rate**
- **Number of attendees who stayed until the end**
- **Number of people who accessed the recording afterwards**
- **Social media impressions**
- **Ad clicks**
- **Landing page traffic**

Webinars are an excellent strategy for lead generation and moving prospects through the funnel faster. With the methods outlined in this guide, you're well on your way to a successful webinar series.

# ABOUT AIMTAL

Aimtal is a digital +  
content marketing agency.

We're a remote-first company and have a team of brilliant marketing strategists, account managers, graphic designers, copywriters, and researchers who are committed to delivering delightful digital + content experiences to our customers and their audiences.

    @aimtal\_co