

Leveraging Social Media to
Make Your Webinar a Success



Webinars are a cost effective alternative to in-person meetings, and they allow companies to expand their reach, target more people more often, and deliver a compelling, fully branded experience. Successful webinars can be used to generate and qualify sales leads; seed the market with branded, targeted messaging; train employees, partners and customers; and drive collaboration and productivity within an organization.

One way to make your webinar a success is to take advantage of social media, such as Twitter, Facebook, YouTube and LinkedIn. That will allow you to advertise the event; draw more attendees; engage your audience before, during and after the event; and continue the conversation once the live meeting has ended.

In a recent survey of nearly 1,500 employees, Frost & Sullivan found that nearly three-fourths are personally using social media tools, and almost two-thirds do so as part of their day-to-day jobs. Mid-size organizations are particularly heavy users of the tools. Overall, 60% of companies are using social media for marketing and customer support purposes, and this percentage goes up as the company size goes down: Among SMBs, external usage is 62% and 70%, respectively. Over half expect that their enterprises' usage of social networking will increase (54% significantly/somewhat) over the next 12 months.

Eight out of ten perceive the social networking sites used for client relations to be valuable (41% very and 39% somewhat valuable). And significantly more mid-size enterprises perceive social networking sites as "very valuable," compared to their small and large-size counterparts (50% vs. 37% and 40%, respectively).

Perceived Value of Corporate Social Networking: Mean Scores by Enterprise Size

Among Those Who Believe Corporate Social Networking Beneficial (Highly or Moderately)

| Perceived Value of Corporate Social Networking by Enterprise Size – Mean Scores | | | |
|---|-----------------------|------------------------|-----------------------|
| Perceived Value of Corporate Social Networking <small>Rankings are based upon the following scale: Highly Valuable – 4 Moderately Valuable – 3 Low Value – 2 No Value at All – 1</small> | Small-size Enterprise | Medium-size Enterprise | Large-size Enterprise |
| Get Low-Cost Exposure/Public Relations | 3.5 (N=372) | 3.4 (N=190) | 3.4 (N=390) |
| Gain Additional Customers | 3.5 (N=367) | 3.4 (N=194) | 3.4 (N=355) |
| Increase Customer Satisfaction | 3.5 (N=345) | 3.5 (N=186) | 3.5 (N=369) |
| Increase Revenues Per Customer | 3.5 (N=273) | 3.4 (N=163) | 3.3 (N=279) |
| Get Consumer Feedback | 3.5 (N=387) | 3.4 (N=207) | 3.4 (N=406) |

□ / ○ Indicates significantly higher/lower than comparison group at the 95% level.

Q14. Please indicate the value you perceive your organization receives from any of the following benefit(s).

Source: Frost & Sullivan

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In this guide, Frost & Sullivan, a leading growth consulting firm, offers these best practices for using social media to make the most of your lead generation webinar.

Promote your webinar using social media tools.

1. Twitter is the best way to get the word out to a large audience of “followers,” but you have to tweet the details often. Start about two weeks prior to the event, and ask people to tweet their own questions and areas of interest to a pre-defined hash tag. Make sure you monitor the conversation and provide additional information (adding value to the conversation is the key to social media).
2. If your company has a group on Facebook, use it to reveal the specifics of the event, with a link to the registration page. Use your company profile to market the event in your status update, once a day starting two weeks before the event.
3. Ask your LinkedIn network to attend the event and to recommend it to their network and applicable groups, too.
4. Record a brief “teaser” on your webinar topic and embed it in a related post on your corporate blog. Be sure to include a link to the registration page.
5. During the registration process, ask people to supply a Twitter handle as well as the usual contact information; you can follow them to see what they’re saying about your organization.
6. Ask presenters and company employees to tweet and update their status with information on the event, including the topic, speakers, date/time and, of course, a link to the registration page.



AME MARK ASSOC American Marketing Association

Virgin America: Social Media at 35,000 Feet
 American Marketing Association's ReadyTalk Recorded Meeting
 Virgin America CMO Porter Gale talks about their use of Social Media to promote the airline and engage consumers.
 Link Directly to the Recording:
<https://cc.readytalk.com/play?id=3we65m>
 Source: ReadyTalk Meetings
 Full Version: Virgin America: Social Media at 35,000 Feet

November 18, 2009 at 12:40pm via ReadyTalk Meetings - Comment - Unlike

You, Simone Verhulst and 7 others like this.

Write a comment...

Many companies are monitoring their names on Twitter, to track customer satisfaction and spot problems before they hit. You can use this information to develop content for your webinars.

Use social media to keep your audience engaged during the webinar itself.

1. At the start of the event, let attendees know the Twitter hash tag to include in their tweets, and encourage them to do so often. Include the hash tag in pre- and post-event emails and encourage participants to use it.
2. Assign someone from your organization to monitor those tweets, so that they can immediately answer questions, address concerns, and correct any misinformation. Ask them to re-tweet valuable or insightful ideas from other participants.

3. Employ another team member to live-tweet the event as well. Make sure they update their Facebook and LinkedIn status, too. Posting new ideas, concepts and impressions every few minutes will keep the audience connected and encourage them to be part of the conversation.

Keep a record of who tweeted when, and about what, during the event. This will let you qualify leads and contact people with specific information you know is of interest to them. Recognize these people on your Facebook page and Twitter stream and thank them for participating. This will encourage others to join the conversation as well.


Use social media to extend the conversation after the event.

1. At the end of the webinar, remind your audience that they can, and should, continue the discussion after the event using the same Twitter hash tag. Monitor any ongoing comments and questions, and respond quickly, either on Twitter or more directly via email or a phone call.
2. For a few days after the event, continue tweeting and updating status information to let people know where they can find the recording, and encourage them to watch the replay, then discuss it via social media sites or by contacting you directly.
3. Consider embedding your event recording on your corporate Facebook page so your fans can watch and comment on the playback right from Facebook.
4. Upload a high-resolution .mp4 of your event recording to your organization's YouTube channel and encourage people to offer feedback and ideas.
5. Embed the recording in corporate blogs and websites too. Content embedded on corporate pages can live behind a registration page. This provides an opportunity to capture additional information and identify potential leads.
6. Identify key issues or pain points from the social media discussion, then form groups and hash tags specifically with them in mind. This allows you to create multiple, customized groups and fan bases, and interact with them in a way that makes the most sense—and delivers the most value.

Manage Recordings

Delete Selected

Total Recordings: 2 << first 1 - 2 last >>

| | Title | Date | Duration | Playbacks |
|--|-----------|-------------------------|----------|-----------|
| <input type="checkbox"/> | Recording | Mar 19, 2010 9:05:48 AM | 00:43:57 | 0 |
| <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;">  <p>View Larger</p> </div> <div style="width: 50%;"> <p>Manage</p> <ul style="list-style-type: none"> Rename Edit Download Delete View Report <p><input checked="" type="checkbox"/> Enable Registration (Edit)</p> <p><input type="checkbox"/> Notify Me of Playbacks</p> <p><input type="checkbox"/> Require Passcode (Edit)</p> </div> <div style="width: 45%;"> <p>Share</p> <ul style="list-style-type: none"> Show Playback URL Email Playback URL Post to Twitter <input type="checkbox"/> Add To Feed (Edit) <input type="checkbox"/> Facebook Options <input type="checkbox"/> Embed in web page </div> </div> | | | | |
| <input type="checkbox"/> | Recording | Mar 19, 2010 9:02:06 AM | 00:00:26 | 0 |

Immediately after the event, tweet summaries of some of the live discussions that took place, as well as your take on polling results and common questions.

Today's meeting planners cannot afford to ignore the presence of social media in people's lives. To ensure your webinar is a success, market the event using social networking sites, and engage attendees in an ongoing conversation using the new technologies. Look for a web conferencing application that can support your actions and make it easy to connect with your audience.

About Frost & Sullivan

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