Webinars are widely accepted as a cornerstone of modern marketing programs, but the format’s success also means webinar hosts must optimize their planning and execution to maximize their results. The following metrics provide a look at the best practices for post-event promotion and integration for your webinars and online events.

Nearly all webinar hosts make events available on-demand after the live event (94%). However, most viewers watch webinars live, with fewer than 20% of total viewers accessing webinars on demand (<20%).

### Repurposing Web Content is on the Rise

- **89%** turn content into blog posts
- **88%** promote on all social channels
- **65%** use a hashtag to carry on social conversation
- **62%** post on YouTube
- **59%** use transcripts/Q&A for follow up content
- **53%** turn content into short videos
- **51%** post to SlideShare

### Qualified Attendees

Nearly half (49%) of survey respondents said between 20% and 40% of their webinar registrants turn into qualified leads.

### Integration

Integration between webinar platforms and marketing automation systems is becoming a critical consideration, especially for lead scoring and lead nurturing.

More than 50% of Marketo users said their webinars are currently integrated with their campaign tracking and reporting (≥50%).

All statistics based on a March 2013 Demand Gen Report reader survey, which looked at best practices for hosting and promoting webinars.

Hosting a webinar shouldn’t be rocket science. ReadyTalk delivers audio, video and web conferencing services that are user friendly, reliable and supported by a team of professionals. We deliver the tools and support you need to schedule and host polished webinars that create awareness and generate leads. Plus, ReadyTalk integrates with MailChimp, Marketo, Salesforce, Salesforce and others to help you get more from your webinar dollars. To learn more about how ReadyTalk can help you grow your webinar programs, visit www.readytalk.com or contact sales@readytalk.com.

For the complete infographic series on promoting your webinar from start to finish, click here.