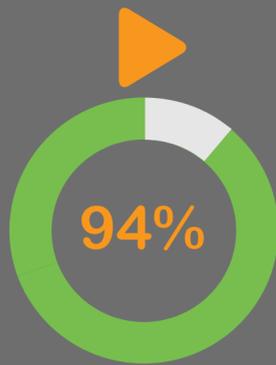


Benchmarking Webinar Best Practices



Post-Event Marketing & Integration

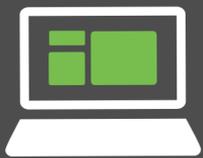
Webinars are widely accepted as a cornerstone of modern marketing programs, but the format's success also means webinar hosts must optimize their planning and execution to maximize their results. The following metrics provide a look at the best practices for post-event promotion and integration for your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



Nearly all webinar hosts make events available on-demand after the live event



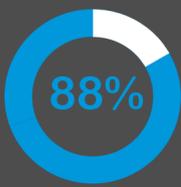
However, most viewers watch webinars live, with fewer than 20% of total viewers accessing webinars on demand.



Repurposing Web Content is on the Rise



turn content into blog posts 



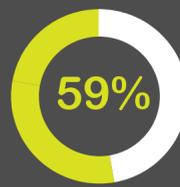
promote on all social channels   



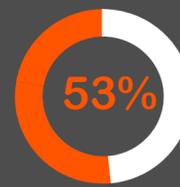
use a  hashtag to carry on social conversation



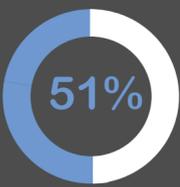
post on YouTube 



use transcripts/Q&A for follow up content



turn content into short videos

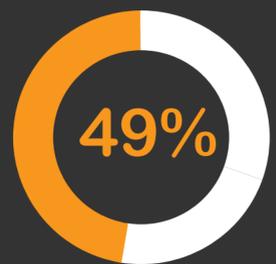


post to SlideShare



Qualified Attendees

Webinars rank as the **top content format** in driving qualified leads



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