

Benchmarking Webinar Best Practices

Pre-Event Promotion

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

Promote.
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Email continues to dominate. On a scale of 1-5, email ranked **4.46** and was the top tool for promotion.



Popular social media channels

  

USE THEM ALL



Scoring a **2.77** out of 5, social media is the second most widely used promotional tool for webinars.



3 is the magic number in terms of email campaigns deployed per webinar



Planning Perfected



Response rates are highest during the 2 weeks before a webinar. Get those invitations out.

Best practices suggest 3 weeks of promotion prior to the webinar.

30% to 40% of visitors to a webinar landing page register for the event.

Limit registration forms to 5-7 questions

Send at least one reminder the day before event for best results.