

Why Webinars Produce More Qualified Leads

In today's marketplace, there are so many lead generation tactics available that it is imperative we employ the tools and practices that lead to the highest return in the shortest amount of time.



Webinars should be a part of your lead generation strategy. They provide a higher return on your marketing investment.

Webinar 101

49%

of webinars are one hour in length



40%

last 30 - 45 minutes



Average viewership per webcast is **53 minutes**



Chat questions are used to engage with the audience on

54%

of webinars



polls are used

34%

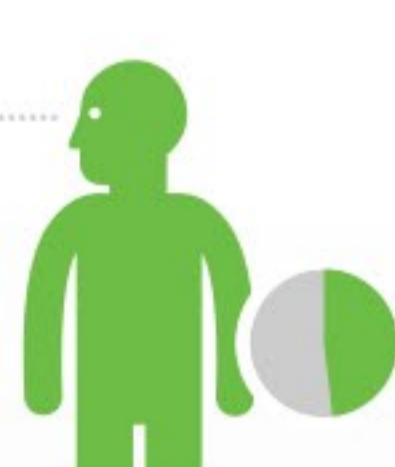
of the time.

Webinar Lead Generation Stats



62%

of all B2B marketers now use webinars to prospect or nurture leads.



49%

of survey respondents said 20-40% of their webinar registrants turned into qualified leads.



Webinars average a

42%

registrant-to-attendee conversion.



If you send marketing materials (email, ebook, etc.) within one hour of a live webinar, prospects are

60x

more likely to convert.



Webinars = Qualified Leads

Webinar registrations are providing more qualified leads because:

prospects are more willing to provide accurate data (email address) because they want access to the webinar



decrease in bad data

webinar registrations indicate a prospect's willingness (and genuine interest) to give up their time to listen to what you have to say



permission-based marketing

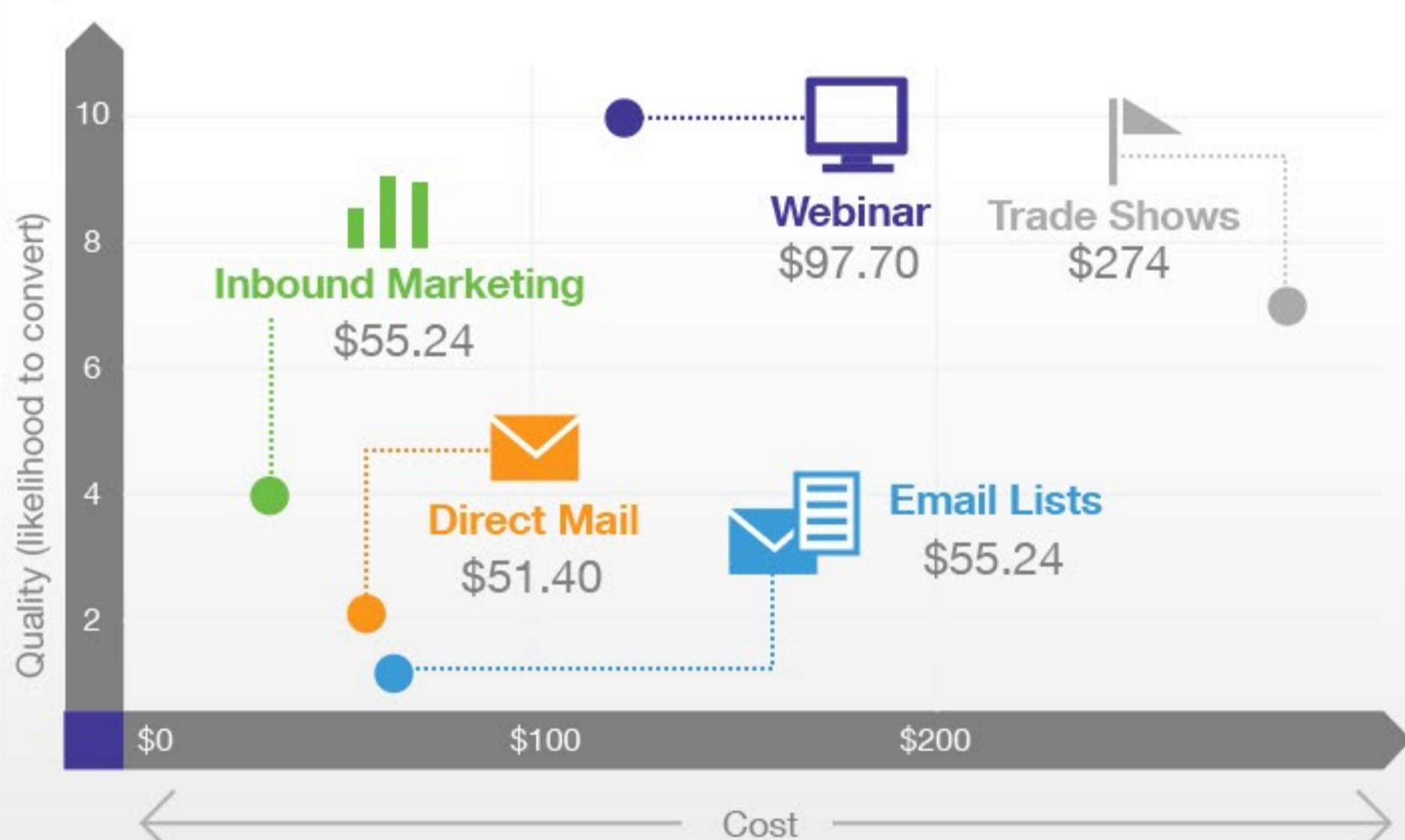
the conversion rate for webinars (20 - 40%) is much higher than many other lead generation tactics



more money



Lead Generation Cost Comparison Analysis



While the cost of a webinar might be higher than some other lead generation activities, the quality of the leads is also higher and justifies the return on investment.

ReadyTalk

“ When it comes to leads, we believe quality is better than quantity. Higher quality leads convert faster, which ultimately means they cost less. Webinars are one of the best tools for delivering these high quality leads. ”

Boost your lead generation activities by adding webinars to your marketing mix.

Want more information on how webinars compare to other lead generation tactics?

Download our “Cost of a Webinar Lead” ebook at:

readytalk.com/costofwebinars

Infographic by

ReadyTalk

Sources

- 1 <http://contentmarketinginstitute.com/research/>
- 2 <http://www.readytalk.com/blog/demand-generation/after-the-webinar-how-do-you-compare-infographic>
- 3 http://www.on24.com/wp-content/uploads/2013/02/ON24_Benchmark_V8.pdf
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