Why Webinars Produce More Qualified Leads

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

Webinar 101
- 49% of websites are one hour in length
- 40% last 30-45 minutes
- Average viewers per webinar is 102 minutes
- Quiz questions are used to engage with the audience
- 54% of webinars
- 34% of the time

Webinar Lead Generation Stats
- 62% of B2B marketers have used a webinar or similar native tech.
- 49% of survey respondents said 20-40% of those surveyed turned to qualified leads
- Webinars average a 42% response in-studio conversion.
- 94% more likely to be reached by those who have attended webinars

Webinars vs Qualified Leads

Webinar registrations are providing more qualified leads than ever.

Webinars are more likely to give you a lead and a reason to listen to the webinar.

Webinar registrations indicate a potential is ready to listen to a webinar.

The conversion rate for webinars is .8%, which is higher than any other lead generation format.

Inbound Marketing $95.70
Email Lists $55.24
Trade Shows $274
Webinar $97.70
Direct Mail $51.40

While the cost of a webinar might be higher than some other lead generation activities, the high quality of the leads often offsets the higher cost and justifies the investment.

When it comes to leads, we deliver as many quality leads as possible. Higher quality leads are more valuable, which is why our clients prefer them. Webinars are one of the best tools for delivering high-quality leads.

Infographic by Readable.com

Download our “Cost of a Webinar” ebook at: readable.com/costofaweblinar