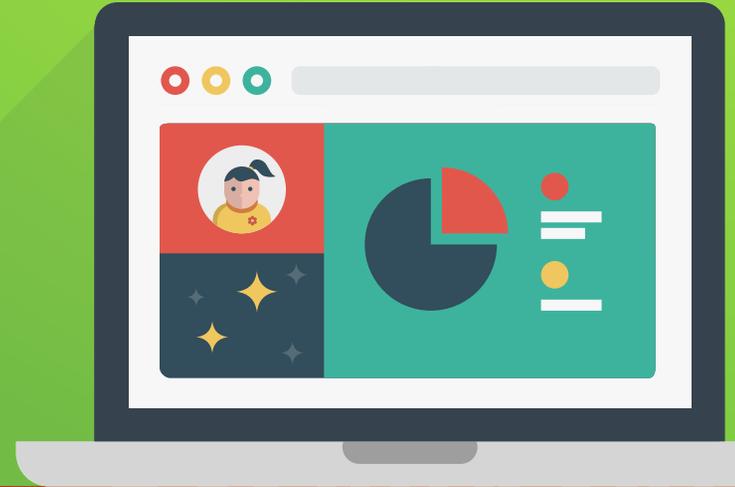


Making a Great Webinar

Part 1: pre-webinar guide



Welcome to the first installment in Making a Great Webinar. To succeed in hosting a great webinar, you need to plan for a great webinar. From scheduling to registration considerations, this step is crucial for all presentations. So why do so many companies skip it? Two reasons: They think good material is all it takes, and they've never read this guide.



(Psssst...if you don't have time to read this entire guide, skip to the [last page for a quick wrap-up!](#))

🕒 All Times are not Created Equal

Consider the date and time. Early in the morning is too busy for everyone; by Thursday afternoon, they're thinking about the weekend.

Shoot for Tuesday or Wednesday mid-morning. Studies have shown 11 a.m. PST has the highest attendance, with 10 a.m. as a close second. Remember, you're catering to (at least) four time zones, so always avoid too early and too late.



Timing also applies to promotion, where it has been proven that three weeks prior is the time to start getting the word out.

Best times to host a webinar:

Best

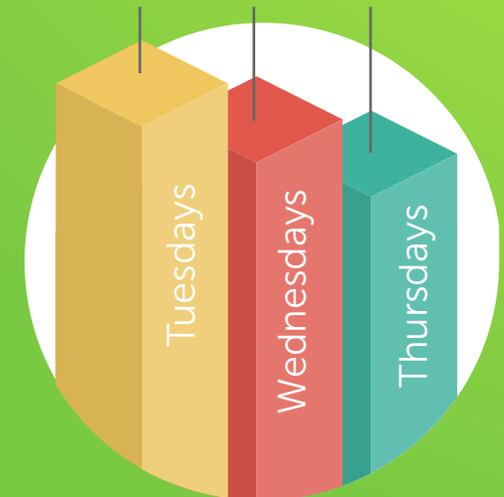


2nd Best:



Best days to host a webinar:

24% 22% 20%



(registration %)

64% of attendees register during the week of the event.

64%

Email promotions more than seven days before the webinar increase attendance by 36%.

36%

Sending an email within one day of the event increases registration by 37%.

37%



- ✉ 1: Pitch
- ✉ 2: Details
- ✉ 3: Reminder

🔗 Define/Refine Your Audience & How You'll Reach Them

You've probably gone through this a lot already, but audience personas can always stand to be expanded on. Consider what problems you're solving, how you can make prospects' lives easier, and, which (if any) specific subgroup your webinar speaks to.

Once you have that down, determine the most effective way to reach them to promote your webinar. Email is most common, but exploring other channels for your specific target never hurts.

A quick note on emails

If email is the route you choose, stay front of mind by sending out three emails. One to pitch your webinar and highlight the positive impact it will have, a second to further entice and include names of guest speakers and greater detail, and a third as a reminder. For the reminder, send out one for those who have already registered ("Can't wait to see you there!") and one for those who have not ("You only have two more hours to register!").



“make sure everyone leaves with an actionable insight”

☆ Shoot for Consistency Across Title & Value Prop

To guarantee attendees get what they're showing up for, make sure all your promotional content and your title match your value proposition. Tell attendees about the transformation they can expect as a result of your webinar, and make it true. Consider biases and objections and know how to disarm them. And finally, make sure everyone leaves with an actionable insight: if attendees can't easily tell what they can do to learn more or become customers, it's not a success.

✎ Make Registration Easy-peasy

It's a hard truth: if you don't make it easy, they won't take the time. Keep your landing page simple. By reducing your sign-up form to between two and four fields, **you can boost conversion by almost 160%** (compared to the average 30-40%). Bottom line: resist the urge to ask them for more information and remember the value of just getting them there.



✂ Embrace Data Integration

If you use a marketing automation tool, be sure to integrate your promotions and registration forms as much as possible. Whether it's Marketo, HubSpot, Eloqua, or something else, set tracking and lead nurture on autopilot beforehand so you can focus on the actual webinar.

📋 Test, Adjust, Re-test, Readjust and so on...

Never stop testing. Your webinar might be great, but it can always be better. Consider changes to your landing page, registration form, and autoresponders. Strive to catch any and all errors before your future customers do.

If you send related materials (email, ebook, etc.) within one hour of a live webinar, prospects are 60 times more likely to convert.



⚡ The Wrap Up

1. For best results, start promotion 3 weeks prior to your webinar
2. Late start? Promoting more than seven days before increases attendance by 36%
3. Tuesdays (24%) and Wednesdays (22%) are the best proven days to host webinars
4. 11 a.m. PST is the best time to start a webinar, 10 a.m. PST is the next-best
5. Send three emails: (1) initial pitch, (2) enticing language and guest speakers, (3) day-of reminder (one for registered, one for non-registered)
6. 64% of attendees register during the week of the event
7. Don't forget SEO goals when creating your webinar assets
8. Catchy title + concise value proposition + clear takeaway action = success



Stay tuned for
Parts 2&3