WEBINAR In - A - Box

Top tips from Nuvias UC on how to create and host a successful webinar.

Webinars are a powerful tool that can help build a brand and establish your business as a thought leader and authority in your industry.

Often lasting between 30-60 minutes, they provide leads and existing customers with detailed insights into specific topics, giving them the opportunity to interact with you in real-time.

Benefits of hosting webinars:

✓ Get your message to a wide audience at the same time

✓ Length of a webinars allow for complex topics to be discussed and positioned to attendees

✓ Share presentation screens and product demonstrations at the same time through screen sharing and webcam options

✓ Webinar platforms allow for Q&A sessions or chat functions for attendees to interact with your experts

✓ Once recorded, webinars can become part of your evergreen marketing content portfolio, repurposed as videos, blogs and short clips

Know your customers' pain points

✓ First you need to know how you can address any gaps in your customers knowledge or answer any questions that regularly crop up when talking to them.

◆ Is there a complex product or solution that requires a little more time to explain?

◆ Have you introduced a new service that you think will benefit your customer base?

✓ Figuring out these gaps and pain points in your customer base and wider industry can help determine what will become the topic you'll base your webinar around.

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Setting up your webinar

There is a plethora of webinar platforms now: GoToWebinar, Zoom, ClickMeeting and Cisco Webex to name just a few.

Setup options may vary slightly from platform to platform, but the main features outlined in this example should be ever present no matter the one you decide to use.

There are 8 key aspects you'll need to consider:

1. **Date and Time** - Remember to consider this carefully if you're inviting participants from multiple time zones.

2. **Title** – This needs to be short and catchy as it'll be the first thing potential attendees read before being persuaded to sign up.

3. **Itinerary** – Briefly outline what will be discussed. Try to keep this to short bullet points so participants can easily determine if they will get use out of attending.

4. **Duration** – How long will the webinar last? Remember to account for a Q&A session at the end.

5. **Recording** – Most platforms allow you to automatically record the webinar upon launching.

6. **Security** – Is your webinar open to anyone? Most platforms allow you the option to require a passcode or registration to join, or alternatively both can be switched off to give anyone access to join.

7. **Speakers/Hosts** – Outline the speakers and hosts. Make it more personal by adding a job title and description of each.

8. **Branding** – Some platforms allow you to add your own themes and banners to your landing page invites. Add your company's colours and logos to reinforce your brand.

Once the above has all been organised you can easily create your **Webinar Invitation.** We have put together a couple of templates to help you lay out your invite - which can be found in the WebinarInABox Zip File.
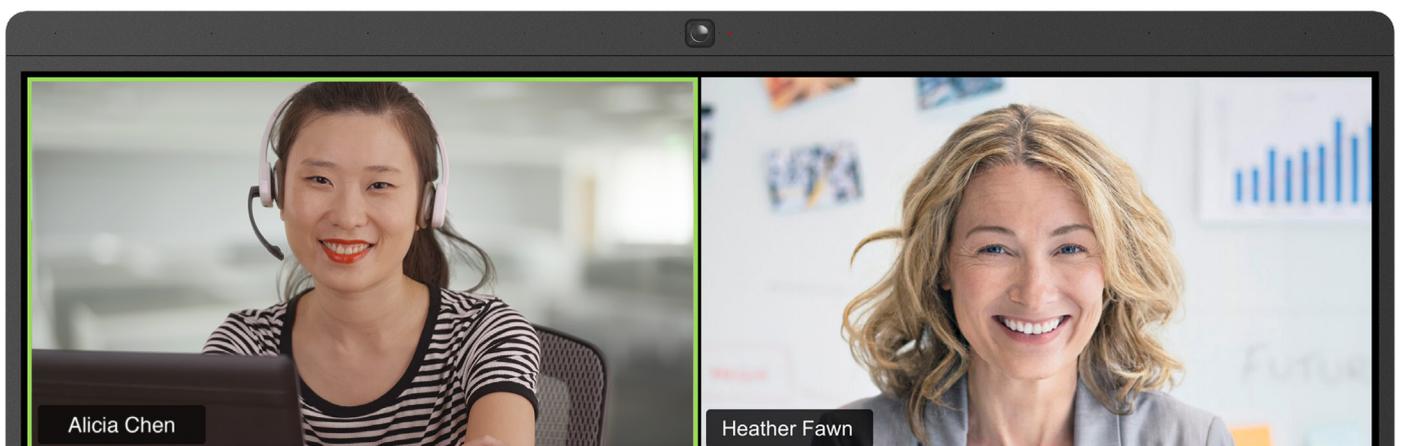
Target the right people you want to attend

Before sending out any invites, you'll need to determine your target audience.

This relates back to your webinar topic. For example, if the aim of the webinar is less informational and more of a sales piece, you might want to focus on inviting decision makers who have direct influence in purchasing your product/ service.

Of course, your webinar may just be an informational, 'brand building' exercise where an open invite, scatter-gun approach might be the best approach.

Whoever you invite it needs to get enough attention from the right people in order to be effective.

Create an invite schedule

This is crucial in giving yourself enough time and a strategy to garner as many registrants as possible.

Think of the various platforms and marketing activities you could conduct to get your invite in front of as many of the right people as possible.

Here are some that you might want to consider:

- ♦ Social (Paid)
- ♦ Social (Organic)
- ♦ Email
- ♦ Targeted Ads (LinkedIn, YouTube, Google etc.)
- ♦ Website Banners
- ♦ Site Events Page

You ideally want to start sending out your invites at least 4-6 weeks in advance of the event date to allow for trial running activities and determining which work best.

Schedule reminders

If you've been successful in garnering quite a bit of interest for your webinar and have accumulated a number of registrants, you want to retain their interest.

If they signed up from one of your first invites on social or email, it may still be a month until the actual date.

You'll need to send out reminder emails about the event so it keeps it fresh in their mind – "one week, one day to go" etc.

Most platforms will allow you to send this out automatically and customise the email's wording.

On the day

Ensure the host and speaker/s turn up around 30 minutes early to enable you to test their audio/webcams. When the webinar is live make sure you have a moderator checking the chat and Q&A feeds so the speakers can focus on their presentation, and no one's questions are left unanswered.

You may wish to make a note of each comment/ question and send out a note that their questions will be answered at the end in the Q&A session to prevent intermittent interruptions.

Follow up activity

Once your webinar has concluded, ensure you have message go out to all attendees with a copy of the recording and a contact for any follow-up questions.

You can also send similar messages to registrants who didn't attend with a copy of the recording; this is a great opportunity to re-establish contact with leads that showed enough interest by initially registering but who may simply not have had the time to attend.
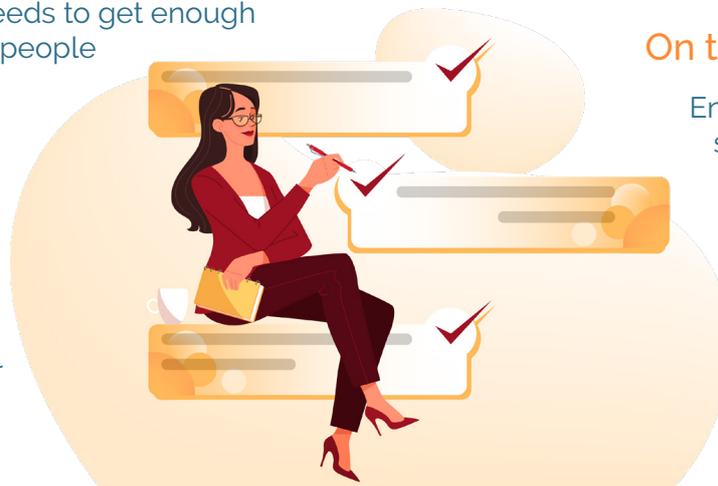
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To find out more about the marketing support available, please contact us at:

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