

MIKE AGRON, EXECUTIVE WEBINAR PRODUCER'S

Webinar Ready™

A Step-by-Step Guide to Hosting Successful Webinars



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WebinarReady™ is a scripted methodology, with best practices and metrics that ensure predictable outcomes, while encouraging creativity and iteration as the webinar ensemble performs to attract and engage an audience.

Prologue

Who is this eBook for?

If you are currently responsible for lead gen or content marketing and looking for a new take on producing and delivering webinars that will allow you to harvest more qualified sales leads, this eBook is for you. If you are new to webinar demand generation, or if you want to produce and deliver a polished webinar for training or other purposes, this information will help you maximize your outcomes.

This “How To” reference guide takes you step-by-step through the process of demand generation webinar planning and lays out what you need to do before, during, and after the webinar to be successful. Anyone can deliver a webinar – the GoToWebinar® platform is easy to use. Our goal is to help you to produce engaging, results-assured productions using our proven methodology and best practices that have helped a variety of organizations deliver high-performing, high-impact webinar events.

This eBook presents a unique value proposition: the marriage of a step-by-step GoToWebinar® guide with WebAttract’s strategic consulting advice and a deadline driven project management approach that leads our clients to **High Performing – High Impact Webinars** – something that meets your business goals, and meets or exceeds your audience’s expectations. We’ll tell you when and where you need to develop strategies and action plans, and the considerations you need to take into account. We also give you checklists to keep you on track and encourage best practices leading to a successful outcome.

“A webinar is considered WebinarReady™ when all the moving parts and logistics have been seamlessly coordinated to provide an engaging event with predictable commercial outcomes that meet or exceed the expectations of the audience.”

– Mike Agron

The Role Informational Webinars Play

In today's content marketing mix



Everything in life or in business is about timing. Informational webinars attract people who are either moderately curious, who have needs that are not currently being met, or who are actively searching for a solution to their problem. Seldom do we get someone to attend a webinar if they're content with their current situation. As such, webinars are attractors for prospects who are RIPE to become your customers. However, webinars are not about selling; they are about stimulating someone's intellectual curiosity, teaching them something, and inspiring them to want to have a conversation. Then you can determine how you can help them, and convert them from a prospect into a customer.



HERE'S A CASE IN POINT

Meet Harry J. Friedman, founder of The Friedman Group www.thefriedmangroup.com, recognized the world over as the premier provider of retail sales consulting and training. Harry's goal is to go beyond the traditional marketing channels to reach a new audience. To that end, we identified goals for the webinar, including establishing Harry Friedman as a thought leader and promoting brand awareness. When we began the process of developing webinar content, Harry admitted he felt like an old dog in a new world. The idea of giving content away was difficult to swallow, but Harry followed our advice. The result was a compelling webinar called "Culture Shock: Shake Up Your Company, Your Store, Your People – And Sales Increases Will Follow!" It proved to be the perfect catalyst to start a conversation with a Fortune 500 big box retailer that had never heard of The Friedman Group before, and Harry closed a \$1 million sale.



A webinar targeted to a demographically matched audience with the right message and content is a great way to establish your thought leadership and value so they'll want to have a conversation with you after the webinar.

– Mike Agron

Why Are Webinars So Effective?

- Everyone's time is valuable and travel is costly.
- You can serve up information in real time, cutting across geographies and time zones.
- Webinars level the playing field by punching up the weight of even the smallest companies.
- You have a good chance of making a connection with a prospect you would not otherwise make.
- Webinars breathe life into existing content such as case studies, research, and whitepapers.
- Webinars help you begin the sales process to convert prospects into customers.



A research survey revealed that marketers are feeling more assured using content marketing to achieve their goals. Regarding webinars, over 50% of those surveyed said they use webinars/webcasts as a content marketing tactic, and 70% rated it effective to very effective as the #2 choice, only behind In-Person Events. For a complete copy of the Content Marketing Institute (CMI) and MarketingProfs study, visit this [link](#).



Sounds Great – What's the Catch?

- 1** You have to think like a content marketer and be willing to give away content. The idea that you are going to teach an audience of perfect strangers something that took you years to learn may seem ludicrous! But the return on investment is well worth it as we demonstrated with The Friedman Group.
- 2** With more webinar invitations landing on desktops, there's more competition for eyeballs, making the challenge to deliver value to your audience greater.
- 3** You need to attract the right audience – a targeted demographic who is going to care about what you have to say.
- 4** A webinar is about more than just the technology. There are a lot of moving parts that have to be managed. You need a webinar producer with strong project management skills to keep track of all the production deadlines and to keep the team performing as an ensemble.
- 5** Finally, if you don't engage the audience they'll "turn the channel." The webinar event has to be polished, entertaining, and stimulating. You're creating a "One Act Play" that has theatrics involved, so your players have to be well-rehearsed, relaxed, professional, and on message.

Think of a webinar as the beginning of a process to develop a virtual relationship with the people attending your event by sharing your thought leadership. The end goal is to stimulate their curiosity enough to want further conversations with you so you have an opportunity to convert them into customers.

The Case for WebinarReady™

Methodology, best practices, and metrics

A live performance is a pleasurable experience because the audience is an integral part of the production. A webinar is no different – it is a live performance, theatrical in nature, which engages and connects with an audience. For a webinar to be successful, you need to have a plan that guides you through managing all the moving parts of the production. WebinarReady™ provides the **methodology, best practices, and metrics** that allow you to measure and manage your success and deliver an engaging and polished webinar with predictable outcomes.



WEBATTRACT CUSTOMER CASE IN POINT Converting a Prospect to a Customer

A webinar attendee, who was previously on the fence, was so impressed with the virtual contact center provider's case study (because it spoke to his pain point) that he asked for a demonstration that resulted in a sale within two weeks of the webinar.



Business Drivers

You need to know up front:

- Your webinar objectives
- Target audience
- Success factors – how will you know if it's a success
- Call to action – what do you want them to do next?
- Your strategy for nurturing sales leads



Logistics

There are so many moving parts to a webinar, you need a project-oriented person to manage and update:

- The work plan
- Schedules and calendars
- Analyzing key metrics
- Post webinar follow up



Human Factors

This is a live, deadline-driven production, so there are human issues to consider:

- Who can lead and motivate the webinar ensemble?
- How will you inspire the audience?
- How do you bring out your speakers' best qualities?

GoToWebinar
by **CITRIX**

Technology

GoToWebinar® is a powerful, stable, and robust platform. In the unlikely event you need real time support to troubleshoot a problem, their global support help desk is there to help you 24/7, and they really know how to help solve your technical issues.

Getting Started

This eBook describes the process of planning and executing a webinar, which is theatrical in nature. To reinforce the live performance quality of webinars, we use theatrical metaphors to depict the project phases, steps, and team roles involved with delivering webinars.

The best way to manage the entire webinar project life cycle and ensure success is to follow a project management plan and treat the webinar as a mini-event. Following the theatrical analogy, we divide the project phases into five acts. Like acts in a play, the WebinarReady™ plan is a script that unfolds a methodology and metrics, ensuring predictable results. Even though the webinar production is an iterative process, and you will continually update your messaging and content throughout the planning process, the best approach is to complete each milestone along a timeline of five key acts or phases. We recommend budgeting at least one hour of pre-production planning time for each webinar minute you deliver. When you take the time up front to determine your business objectives, understand your audience and the topics they would find engaging, develop relevant content, coach your speakers, and create a plan for nurturing leads post-webinar, you will end up with optimal results.

Here are the **project phases, or acts, that make up the WebinarReady™ methodology:**

ACT I

It's all about creating a plan. Gather the ensemble (webinar team) at a kickoff meeting. Define business objectives, success factors, and your target audience. Schedule the webinar in GoToWebinar® and start working the plan.

ACT II

Aligning the plan to support invitation development is critical. It may sound counter-intuitive to create the invitation before the slides exist, but it works. The invitation is the framework for creating powerful content (slides) and coaching the speakers to shape their messages to engage the audience. Next, create the registration landing page. Source the right audience and execute your invitation strategy to begin audience recruitment. Then track registration metrics daily.

ACT III

Begin creating relevant webinar content that delivers what you promised in the invitation. Then, gather the ensemble and practice, practice, practice – and coach your speakers – with a Table Read and two Dress Rehearsals.

ACT IV

Today is the day of the webinar! Meet with your ensemble one hour prior to Go Live to perform a final sound check and review the content and cues. Relax, have fun, and deliver a professional, natural, engaging webinar.

ACT V

Your webinar was a success. Now it's time to measure your success and monetize it with post-webinar follow-up. Segment your prospect leads into various buckets and begin the lead nurturing process.

Setting the Stage for a Smooth Production: Project Kickoff and Scheduling

■ Step 1: Define your objectives, target audience, desired outcomes, and success factors

All webinars should be framed within a set of business objectives that become your roadmap for all of the best practices that follow.

■ Step 2: Set up a webinar project timeline and gather the ensemble

It is all about planning. The more planning you do up front, the more successful your webinar will be.

■ Step 3: Hold a kick-off meeting

Assemble a cross-functional production team including key internal and external stakeholders led by a strong project manager who will be the webinar producer. There's nothing like a kick-off meeting, either in-person or better yet using GoToMeeting®, to get the team to meet one another, connect and feel comfortable.

■ Step 4: Schedule your webinar in GoToWebinar®

Once you have the date, time, speaker, title, and content description established, schedule your webinar in GoToWebinar®.

■ Step 1: Define your objectives, target audience, desired outcomes, and success factors



THE AUDIENCE – WHO ARE THEY AND WHAT DO YOU KNOW ABOUT THEM?



Before you start planning an event, ask yourself the following questions about the most important factor in a webinar – **YOUR AUDIENCE**.

What do you know about them? What’s in it for them to attend? We often say that until you have established your thought leadership on how you can add value to a prospect, they’re not yet open to hearing from you. Remember, all webinar attendees come to the webinar listening to Station **WIFM – What’s In It For Me?**

Think about your audience – the most important factor – and fill in this **AUDIENCE PROFILE WORKSHEET**.

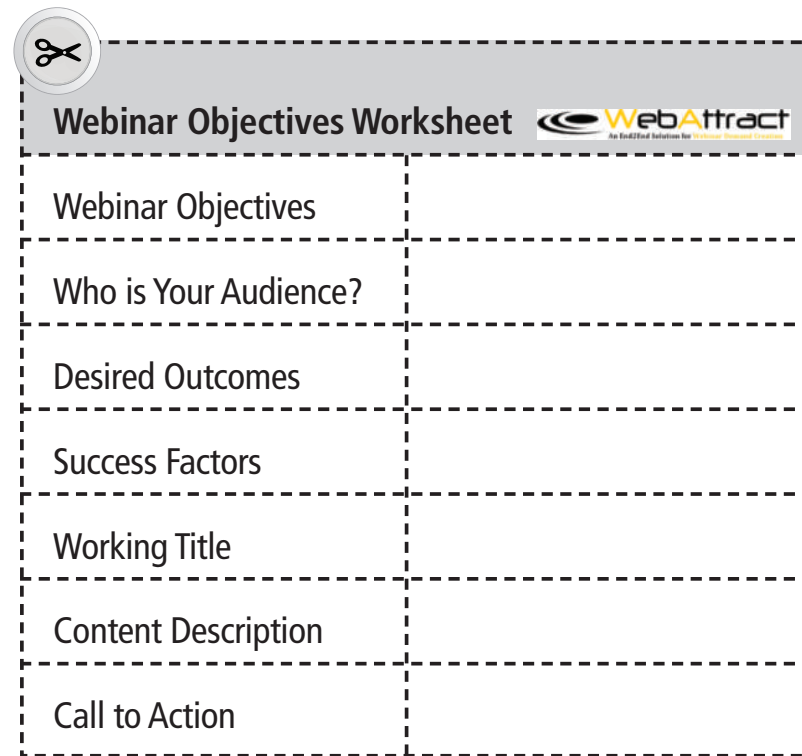
Segment your audience into the categories listed. Don’t worry if you don’t have all the answers. These will get fleshed out after you meet with your team.


- What industries are they from?
- What jobs do they perform?
Are they executive level, managers, staff, solopreneurs?
- How big are the attendees’ organizations?
How much revenue do they generate?
- Where is the majority of your audience located?

 Audience Profile Worksheet 	
Industries	
Function or Job Titles	
Levels (c-level, mgr, etc.)	
Revenue/Income	
Geographies	
Other Demographics (other key factors)	

With that information in hand, you're ready to establish your strategy by completing the **WEBINAR OBJECTIVES WORKSHEET**.

- Why are you doing a webinar? Sales leads?
Thought leadership? Raise brand awareness?
- What's the Value Proposition of your webinar?
What value will the audience get out of investing their time with you?
- What topic will your audience find most engaging?
Is what you're going to tell them a **MUST HAVE** or a **NICE TO HAVE**?
- What are your Success Factors?
Number of registrants/attendees?
Number of sales leads?
- What are your key messages?
- What *call to action* do you want your audience to take after the webinar?
Request a 1:1 conversation.
Request a sales demonstration.
Download a white paper.



Webinar Objectives Worksheet 

Webinar Objectives	
Who is Your Audience?	
Desired Outcomes	
Success Factors	
Working Title	
Content Description	
Call to Action	

Remember, you are creating a relationship, albeit virtual, with each person who registers **BEFORE, DURING, and AFTER** the webinar. For a detailed explanation of the **Six Key Webinar Metrics Before, During, and After**, see **Appendix A**.

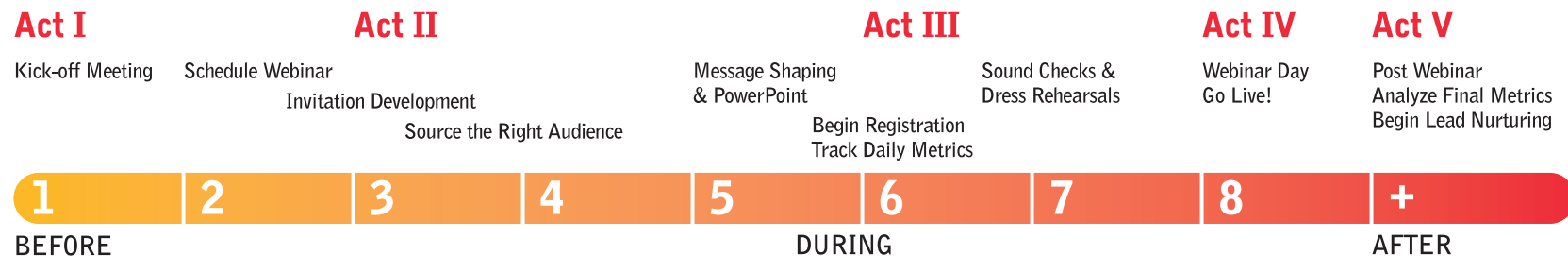
BEFORE EVENT	DURING WEBINAR	AFTER EVENT
Gather profile data about your audience and learn what's important to them	Use online polls, Q&A, and surveys to engage and measure their interests, challenges, questions and opinions	Offer on-demand recordings and valuable information to keep your company top of mind with meaningful content

■ Step 2: Set up a webinar project timeline and gather the ensemble

From Let's Go! to Go Live!, eight weeks of production is optimal. Too little time may limit your audience size and the overall production quality. Too much time for planning could cause you to lose your momentum and water down the effectiveness of the webinar results. You may not always have eight weeks in your schedule, and it's certainly possible to do a webinar in less time as long as you have experienced speakers, engaging content, and are extra vigilant in managing your work plan. This is a very iterative process, and the more time you spend in the planning process the better your webinar gets.

This is a **WEBINAR LIFECYCLE TIMELINE** showing all the major milestones over an eight week period.

Webinar Life Cycle Weeks 1 – 8



Major Milestones

Work backwards from your Go Live! date and create a project plan worksheet (either using Excel or project management software) with each of the major milestones in the Webinar Life Cycle.

STAGE DIRECTION TIP

Plan to budget at least one hour of pre-production time for each live webinar minute to manage the business drivers, logistics, human factors, and to master the technology.

Gather the webinar production ensemble



Demand generation webinars are typically managed as a marketing project, but it takes a village of cross-functional team members to pull them off. It is important that the entire webinar team, including key stakeholders, have input when defining the webinar goals and executing the strategy.

The WebinarReady™ roadmap identifies the various job roles that are required to deliver a high-impact, high-performing webinar. These can be handled by one person or several people, depending upon your organization. GoToWebinar® has their own nomenclature for the webinar roles – this chart describes and aligns these job roles.

WEBINARREADY™ ROLE	DESCRIPTION	GOTOWEBINAR® ROLE
Webinar Logistics Producer/ Project Manager	Manages and executes the work plan, schedules and runs meetings, coordinates ensemble and deliverables, makes sure no balls are dropped. Sets up GoToWebinar® including 3rd party marketing and sales automation platforms. Presents final set of performance analytics for lead nurturing and sales follow-up.	Organizer
Webinar Content Producer	Facilitates message shaping, coaching of speakers and development of content, manages GoToWebinar® platform. May act as On-Air Moderator for event.	Organizer
Webinar Creative Director	Creates the invitations and branding for the registration landing page and PowerPoint slides. Manages video editing.	Organizer
Audience Recruitment Analyst	Prepares audience recruitment, executes invitation strategy, collects daily tracking metrics to maximize registration	Organizer
Moderator	Hosts the webinar, welcomes audience, introduces speaker(s), handles Q&A, knows what to do and can “take the wheel” in case there’s a fire drill	Organizer
Speaker	Delivers engaging webinar content, answers questions, interacts with audience	Panelist
Audience	Attends the webinar	Attendee

■ Step 3: Hold an in-person or virtual kick-off meeting

What's the purpose of the kick-off meeting?




Building trust. You want to take the time to meet and get everyone up to speed, get their buy-in, and more importantly, establish yourself as a leader. The kick-off meeting builds trust among the ensemble, gets them motivated, and ensures they take ownership of their roles and responsibilities.

The Kick-off Meeting Checklist contains guidelines for meeting preparation, meeting agenda, and post-meeting action items.

Best webinar days of week: Tues., Wed., Thurs.
Best start times: 10 – 11 am PST, 1 – 2 pm EST

If you take care of all the smallest details ahead of time, you'll keep last minute fire drills to a minimum:

- Get everyone's landline, email and mobile phone numbers (there may be an 11th hour fire drill)
- Set up a virtual repository for sharing work plans, presentations, head shots, etc. Some tools include ShareFile® or Dropbox.



Kick-off Meeting Checklist

I have completed these tasks in preparation for the kick-off meeting...

- Identify ensemble and key stakeholders to attend meeting
- Set date, time, location for kickoff meeting (in-person or GoToMeeting)
- Prepare agenda for the meeting
- Send out kickoff meeting invitation

We will discuss the following agenda items at the kick-off meeting...

- Identify the key players and the main contact who will have approval responsibility
- Identify business objectives and outcomes for Webinar event
- Discuss key messages, working title, and content ideas for event
- Discuss and select webinar format (case study, tutorial, etc.)
- Identify speaker(s), panelists, moderator, etc.
- Arrange to get speaker bios, logos, head shots, etc.
- Confirm dates for Table Read, Rehearsals, & Go Live Date
- Discuss the strategy and execution plan for nurturing sales leads after the webinar

Following the kick-off meeting, I have completed these tasks...

- Get commitment from speakers for specific meeting dates/times
- Email meeting notes to entire team
- Update project plan with milestone dates
- Set up GoToWebinar® platform page
- Collect all the marketing artwork: logo, speaker photos and brief bio for invitation and registration landing page

■ Step 4: Schedule your webinar in GoToWebinar®



If you have completed your Worksheets earlier, you'll have an easy time setting up your event in GoToWebinar®. We recommend that before the webinar is scheduled in GoToWebinar® that you have locked down the title, description, date, time, organizer, sponsor and panelists.

1. Log into your GoToWebinar® account, and go to the **My Webinars** section.
2. Select **Schedule a Webinar**.
3. Enter the title of the webinar and a brief description. Get the information from your worksheet.
4. Set the date and time. Make sure to select an appropriate time zone
5. Choose your audio. Here are some options to consider:
 - GoToWebinar® offers built in conferencing using VoIP (Voice Over IP) allowing panelists and attendees to use their microphone and speakers from their PC or Mac.
 - Toll-free numbers is an option that allows you, as the Organizer, to pick up the cost for attendees to dial in. Toll-based numbers are also available, and both toll-based and toll-free numbers are available for international use.
 - Use your own conference call service.
6. Enter your co-organizers and panelists.

Don't worry, you do not have to know all this yet, you can add or remove organizers and panelists anytime.

If you are not familiar with how to be an Organizer with GoToWebinar, please sign up for an online or live webinar with GoToWebinar® to learn more. This powerful platform contains many features you will want to know about before scheduling. You don't want to inadvertently change a webinar profile, or worse, delete it from the face of the earth, over-communicate with your registrants, etc. You can find additional information on how to use these features in the form of free on-demand video trainings, getting started articles, as and in a downloadable copy of the Attendee Quick Reference Guide at www.support.citrixonline.com.

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Log Out
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My Meetings
Support
My Webinars
Schedule a Webinar
Webinar History
Generate Reports
Settings
Support

Schedule a Webinar

Enter the Webinar details below, then click Save and Continue. [See how to create a Webinar in 3 easy steps!](#)

1. Webinar Details 2. Branding and Theme 3. Registration

Title & Description

Schedule Similar Webinar: Manage List

Webinar Name:

Description:

Date & Time

Start Date: Start Time: AM End Time: AM

Time Zone:

Recurs:

Audio

Edit audio conference options:

Use built-in audio conferencing
Provide the following options to my Webinar participants:

VoIP - Requires microphone and speakers
 Long distance number for: United States [Edit](#)
 Toll-free number for: United States [Edit](#)

Use my own conference call service

Co-Organizers & Panelists

Specify Other Organizers

Organizers will automatically be sent an invitation email after Step 3 when you finish scheduling the Webinar.

Debra Gibb (debra@webattract.com)
 Ed Gundrum (edg@webattract.com)
 Linda Waldon (linda@webattract.com)

Specify Panelists

Panelists will automatically be sent an invitation email after Step 3 when you finish scheduling the Webinar.

Name: Email Address:

[Specify more panelists](#)

Require Webinar Password

Getting the Right Audience to Register: Webinar Promotion and Tracking Daily Metrics

Now you are ready to develop the invitation, create the registration landing page to collect information about your audience, execute your invitation strategy and track registration metrics. It may sound counter-intuitive to create the invitation before the slides exist, but we have verified this approach after delivering hundreds of webinars. The invitation is the framework for creating powerful content (slides) and coaching the speakers to shape their messages to engage the audience.

■ Step 1: Write a compelling invitation that attracts

To begin writing your invitation, gather information about the audience and what's in it for them to attend, the webinar objectives, key messaging and your call to action.

■ Step 2: Create the Registration Landing Page

The single objective of the registration landing page is to get visitors to register for the webinar and learn about your audience without being invasive.

■ Step 3: Source the right audience

Identify the prospect list sources that match your audience profile.

■ Step 4: Execute your invitation strategy – start audience recruitment

Start promoting your webinar 2.5 – 3 weeks before the event with well-timed email invitation broadcasts.

■ Step 5: Track registration metrics daily

Benchmark your metrics daily, and adjust your strategy based on Click Thru Ratio (CTR) and intelligence captured via landing page and direct feedback.



STAGE DIRECTION TIP

If you really want to attract the right audience, the key messages outlined in the invitation have to be **MUST HAVES**, not **NICE TO HAVES**, and directly speak to your audience's interests and pain points.

■ Step 1: Write a compelling invitation that attracts the right audience

The purpose of the invitation is to **attract the right audience** to your event. It also becomes the **framework** for creating and delivering an engaging webinar. Whatever you promise in your invitation, you need to deliver in the webinar.

What information goes into the invitation?

EMAIL SUBJECT LINE. Write something that will get someone to open and respond to your email. Choose words that pack a punch, incite curiosity and urgency to open the email, but avoid using trigger words that attract SPAM filters.

WEBINAR TITLE. The title conveys in powerful, compelling language the critical information they will learn. For example, “Gift a Shift! Harnessing Webinars to Turn Prospects into Customers.”

BRIEF DESCRIPTION. Write 1-2 short paragraphs that offer a preview of the webinar. Write using your audience’s jargon – use language they will relate to. What challenges do they face? What are you going to teach them that will improve their lives? Why is this information a **MUST HAVE**? Invite and enthuse, but don’t sell.

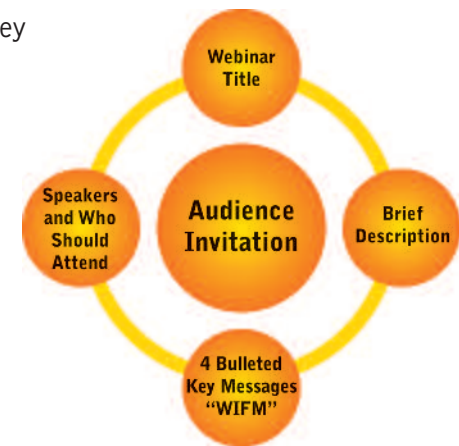
FOUR BULLETED KEY MESSAGES. Summarize in 3-4 bulleted phrases what your audience will learn and take away by attending the webinar.

CALL TO ACTION. Tell your audience to register now!

SPEAKERS. Leverage the credentials of your speaker(s) by including a professional photo, job title, and a one-line bio. Some great sources for speakers are authors, industry analysts, and thought leaders. Make sure the speaker photos are clear and formatted the same (portrait vs. landscape). **Note:** Include sponsors if applicable.

DATE AND TIME. Display the date and include all the pertinent time zones to make it easy for people to mark their calendars.

WHO SHOULD ATTEND? Describe your audience so the people you want to attract will see themselves in the description.



How do you format the webinar invitation?



Once you have your key messages for the invitation, it's time to create the first draft. Writing the invitation is a collaborative, iterative process – it will likely go through several rewrites. You can create the invitation in three easy steps using the GoToWebinar invitation template, creating your own HTML or simple text, or using a 3rd party marketing or sales automation platform, such as Eloqua, Marketo, Hubspot, SalesFUSION or Salesforce.com. Since the goal of the invitation is to get the right demographic audience to register for your webinar event, you'll need the invitation to communicate your message clearly, and get through your audiences' SPAM filters.

This invitation was formatted by scheduling a Webinar and using GoToWebinar's Branding and Theme feature. Choose a theme, insert your company logo and custom image, and speaker photo.



The Title and Description information is automatically loaded into the template after scheduling it. The resulting invitation is simple and clean – and if you send it to the right demographic, it works!



STAGE DIRECTION TIP



Writing the invitation is a collaborative, iterative process. It takes the entire team's input to come up with the right message.

Secrets of a compelling and engaging invitation

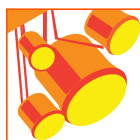
An invitation created in HTML provides the opportunity to raise brand awareness, stand out from the crowd, get people's attention, and drive home your value proposition. The invitation pictured to the right performed very well – why? Because the message was a NEED TO HAVE, straightforward, and spoke the language of the audience.

Invitations must communicate “what’s in it for me?”

Spark the audience's interest, provoke their intellectual curiosity and convey a sense of excitement.

Tips for invitation writing

- Lead with compelling benefits, not just facts
- Be creative, have fun, relate to your audience
- Leave out the product pitch, focus on learning
- Give the reader enough detail so they know what to expect



WEBATTRACT CUSTOMER CASE IN POINT Up Sell and Cross Sell to Existing Base

20% of the 700 webinar attendees, who were existing customers of a leading marketing services company, responded to a call to action at the end of the webinar to have a 1:1 conversation with a sales rep.

**COMPLIMENTARY RETAIL WEBINAR
SEPTEMBER 22, 2010**

**1 "CULTURE SHOCK:
Shake Up Your Company, Your Store, Your People
And Maybe Sales Increases Will Follow"**

2 With international retail authority and consultant Harry J. Friedman

3 **If your products aren't the coolest on the planet, your salespeople had better be!** While retail owners, executives and DMs sit around the office mulling over merchandising, operations and promotions, their customers are being ignored by salespeople who are dispassionate, bored, clock-watchers. Take note!

4 Why does retail management choose *not* to provide world-class service or create an atmosphere of high performance? Competency-level training is almost nonexistent. And even if their salespeople play the game to win, the rewards so small, is it really worth the effort?

5 **On Wednesday, September 22nd, join me, Harry J. Friedman,** for an honest, but controversial dialogue on how to boost sales with a **Cultural Revolution.** Discover why:

- Companies like Apple, Whole Foods and Nordstrom understand the power of culture
- Owners, CEOs, Presidents, VPs and Senior Management must put in some time on the selling floor!
- The weaker your company culture, the more money is being left on the table
- The potential of the human mind will always be the best technology

6 **"Stop throwing money away on quick fixes that don't work, and join me for this dynamic webinar discussion on how to generate an ROI that will not only help you survive, but actually thrive in a struggling economy."**

REGISTER TODAY

Webinar Details

When:
Wednesday,
September 22, 2010

2 pm - 3 pm EDT
1 pm - 2 pm CDT
Noon - 1 pm MDT
11 am - Noon PDT

Moderated By:
Mike Agron
Executive Webinar
Producer

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The Friedman Group
5759 Uplander Way
Culver City, CA 90230

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If the link does not work for you, simply reply with "Complete [[email_address]]" in the subject line.

1. Webinar Title & Subtitle
2. Speaker Information
3. Brief Description of Content
4. Date and Time
5. Four Bulleted Key Messages “WIFM” (What’s In It For Me)
6. Call to Action

■ Step 2: Create the Registration Landing Page

After receiving the invitation, you want people to click on the Registration link. The purpose of the Landing Page is to **get prospects to register** for the webinar and to gather information. These are the steps to set up your registration landing page.

1. In GoToWebinar® click on “My Webinars” and you’ll see the Title of your webinar and just below it, click on the “Registration: Edit” link to create the registration landing page.
2. In the **Registration Form**, start customizing your registration page by selecting the various responses that you want your registrants to complete.
3. We recommend capturing the following intelligence – except for the default fields (First – Last – Email), all fields may be set to Required or Optional:
 - Phone Number – Organization – Job Title – Industry
 - State – Province – Zip Code – Country
4. Include these two “Create Your Own” questions
 - “How did you learn about this webinar?” (helps you understand your marketing effectiveness)
 - “What would you like to learn from this webinar?” (provides insight into what your audience wants to hear)
5. Questions & Comments – always check this optional field as it provides a way for people to ask for follow-up before the webinar.

Don't forget to Save Your Changes.

The screenshot shows the GoToMeeting Corporate interface for editing a registration form. The form is titled "Registration Form for 'Roadmap for Managing the Webinar Life Cycle: From Start to Finish'". The interface includes a sidebar with navigation options like "Log Out", "My Account", "My Meetings", "Support", and "My Webinars". The main content area shows a "Customize Registration" section with a table of fields to be included in the registration form. The table has columns for "Field", "Required?", and "Field", and "Required?". The fields listed are: First Name, Last Name, Email Address, Address, City, State/Province, Zip/Postal Code, Country, Phone, Industry, Organization, Job Title, Purchasing Time Frame, Role in Purchase Process, No. of Employees, and Questions & Comments. There is also a "Create Your Own" section for adding custom questions.



STAGE DIRECTION TIP

This is an ideal opportunity before the webinar to ask your audience directly what they want to learn from your webinar. This validates whether your invitation messaging is connecting, or not, and provides insights to coach your speakers.

Tips for setting up your registration landing page



Insert branding and theme imagery by choosing the “Branding and Theme” option in the “Change Session Settings” menu in My Webinars to give the landing page your own look and feel. You can preview the landing page and make sure it is ready to go. See our example below.

When you enable the registration page (in Step 4) you can track all registration activity daily to ensure you are on track to maximize attendance.

Do

- Make it easy for them to register for the webinar
- Make it look appealing – insert your branding and imagery
- Make the landing page content a concise expression or summary of what’s in the invitation – don’t repeat the entire invitation

Don’t

- Make it look overtly like a sales pitch with an oversized company logo
- Ask too many non-essential, or sales-like, questions such as, “When do you plan to make a purchase?”
- Repeat all the same information as on the invitation
- Include extra offers or incentives that take them away from the registration page as you run the risk they will forget to return and actually register!



WEBATTRACT CUSTOMER CASE IN POINT Reach New Markets and Geographies

A “standards and compliance” company, short on resources, found it difficult using traditional means to connect with customers and prospects spread throughout the world. They leveraged webinars to cut across time zones and geographies and attract new sales leads from 25 countries which exceeded their expectations.

WebAttract
An End2End Solution for Virtual Business Growth

Roadmap for Managing the Webinar Life Cycle: From Start to Finish

Wednesday, April 4, 2012 9:00 AM - 10:00 AM PDT - [Show in my Time Zone](#)

Webinar Registration

The Webinar is an invaluable tool in today's buyers market. It is a tremendously effective vehicle for companies to attract, engage, and educate prospects to become your customers.

The catch? You've got to really do a Webinar right in order for it to be effective.

Join Webinar expert Mike Agron of WebAttract to learn how to tightly manage and control the many aspects of running a great Webinar and hear real life examples for Webinar best practices and metrics from global leaders such as Google, Oracle, Underwriters Laboratories and regional emerging brands.

Attend this Webinar to learn:

- A proven methodology for planning and delivering engaging Webinars
- Pointers for audience recruitment, content development, coaching of speakers and post-event follow-up and conversion
- The key metrics and analytics you need to track and measure across the Webinar life cycle

This webinar is for marketing and sales professionals:

- Responsible for demand generation
- Who want to reach beyond their existing customer base to recruit an audience of fresh new sales leads.
- Looking for a fresh new take on producing a delivering webinars with predictable outcomes.

* First Name: * Last Name:

* Email Address: * City:

* State/Province: Alabama * Phone:

* Industry: Accounting * Organization:

Job Title:

* What would you like to learn from this webinar?

* How did you hear about this webinar?
Choose one...

Questions & Comments:

* Indicates a required field

By clicking the "Register Now" button you submit your information to the Webinar organizer, who will use it to communicate with you regarding this event and their other services.

[Register Now](#) [View system requirements](#)

■ Step 3: Source the right audience



As you write the invitation to your target audience and create the registration landing page, you'll also want to begin identifying the prospect list sources that have the right qualities.

Back in Act I we suggested you segment your demographic by industry, level, department, etc. This is where marketing automation tools can come into play.

SOURCING YOUR INVITATION LISTS

For the email broadcast consider:

- In-house list
- Rent a list (list brokers)
- Outsource audience recruitment
- Media Partners
- Sponsors

Tap into these resources to share links, empower your network to share your content:

- Social Media – Facebook, LinkedIn, Twitter, User Communities – if you're a regular member it won't be considered SPAM
- Publish your webinar on your blog or website
- Send a newsletter, press release
- Create Partnerships, Affiliates

HERE ARE SOME THINGS TO CONSIDER

When making a decision for list sourcing:

- Do you already have a purposeful in-house list that you have built or acquired? Is it large enough to drive a sizeable audience to your event? Is it fatigued – have they heard all your stories?
- A profitable, segmented in-house list may provide higher response rates than a fresh list of matching prospects.
- If you want to attract fresh new "eyeballs" you can look to the many companies that offer lists acquisitions and subscriptions, such as Hoover's and Dun & Bradstreet, etc.
- If you are acquiring, renting or subscribing to a list, you need to consider how accurate, how re-usable and what methodology is used in maintaining these lists.



WEBATTRACT CUSTOMER CASE IN POINT – INCREASE SALES PIPELINE

An engineering information provider who shifted their marketing mix to include webinars was able to attract 686 pre-qualified people to register for one webinar, of which 353 attended, and in six weeks after the webinar 431 additional on-demand viewings were reported, representing over 1,000 new sales leads.

■ Step 4: Execute your invitation strategy – start audience recruitment



Audience recruitment consists of three main steps, beginning with identifying the group you want to recruit to your event. The next step is to create a series of impactful messages to drive registration, and lastly, the development of an intelligent, adjustable “invitation strategy” to attain the optimum number of attendees.

- Have your invitation approved and signed off four weeks before Go Live!
- Start promoting 2.5 to 3 weeks prior to your webinar event.
- Send four well-timed email broadcasts (we call them touchpoints). Your first touchpoint is ideally in an HTML format in order to include your branding. However, HTML is more susceptible to SPAM filters. So you have to be open to switching to plain text emails for subsequent broadcasts. How will you know whether to switch to text? If your Click Thru Ratio (CTR) is lower than expected, that’s a sign that many of the emails are getting filtered into junk folders or not being opened. We’ll talk more about the importance of CTR in the next section.
- Once registration is open and invitations go out, you can track all registration activity daily to ensure you are on track to maximize attendance.

Reminder emails are automatically sent to your registrants.

A nice feature of GoToWebinar® is that it will automatically send email reminders to your registrants.

INVITATION STRATEGY BEST PRACTICES

INVITATION TOUCHPOINT	BROADCAST PRIOR TO GO LIVE!	FORMAT	INVITATION MESSAGING
Touchpoint #1	2.5 – 3 weeks	HTML	Using HTML optimizes thematic branding and imagery
Touchpoint #2	2 weeks	HTML or Text	If CTR is low consider switching from HTML to Text
Touchpoint #3	1 week	Text	Use text-based invitation. Promote urgency to register, e.g. “In 1 week, Maximize Foot Traffic and Drive Sales with Facebook”
Touchpoint #4	2 days	Text	Restate a sense of urgency in email subject line, “In 2 days, How Facebook Can Make Your Business Soar”

■ Step 5: Track daily registration metrics

Metrics measurement is the third leg of the WebinarReady™ roadmap, along with methodology and best practices, used to attract, engage and begin conversations with prospects so they'll become your customers. We've identified six key metrics and ratios that measure your progress across the webinar life cycle. Being able to understand the impact of each set of metrics allows you to measure whether you're on track to deliver predictable outcomes so you can make adjustments early in the life cycle to meet your business goals.

Metrics help you navigate to reach your target audience

After sending out your first touchpoint (about 2.5 – 3 weeks prior to the live event) start checking daily registration stats in **GoToWebinar® Registration Reports** to make sure you're attracting the audience that is matched to your selected demographic. The information is extremely helpful in readjusting your messaging strategy. It's not unusual to make changes to your second or third e-broadcast invitations based on registration metrics or answers to the registration page questions. Using some of the advanced features of Microsoft Excel, such as a pivot table, you can slice and dice the information, and you'll be amazed at the insights you'll gain about your audience before, during and after the webinar.

Some of this reporting is also available from third party marketing and sales automation platforms. GoToWebinar integrates with Eloqua, Marketo, Hubspot and Pardot, which means your webinar data transfers from GoToWebinar into your marketing automation platform automatically to save you time and eliminate errors.

Generating GoToWebinar® Registration Reports

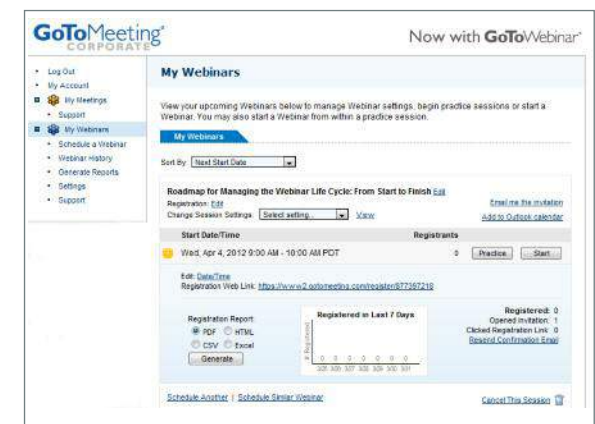
STEP 1 – Go to **My Webinars**, click on the yellow box with a plus sign to the left of the date and time. This view provides you with registration metrics from the last seven days.

STEP 2 – To generate an Excel spreadsheet that you can manipulate, click on the **Excel** button in the **Registration Report** section.



A favorite sales manager of mine used to say, “You’re not lost if you don’t care where you’re going” which was code for “why is your sales forecast underperforming.” As in sales, webinar metrics allow you to measure whether you’re on track to produce optimal outcomes.

– Mike Agron



What is the Click Thru Ratio (CTR)?

This is an important metric that measures the percentage of people who clicked on a link to arrive at your registration landing page. GoToWebinar® provides metrics that track the number of people who clicked on the registration link, and the number who registered for the webinar.

- Why is this important?
- How do you know if you're hitting your target audience?
- What percentage CTR should you expect?

Our benchmarks (your stats may vary) show, if you start with a matched demographic of 50,000 names that are aligned to your target audience, you want to try to get 1.5 percent of that group – 750 people – to your landing page. Of those who come to your landing page, the ratio of those who register for your webinar, or the CTR, is the most important metric to predict outcomes. If you get 33 percent (or 250 people) of your landing page visitors to register it's a good indication you're connecting with your audience. Usually about 40 percent of registrants actually attend the live event. Here is a chart that summarizes these metrics. This does not account for the additional on-demand recording audience that could drive the number of people who saw your webinar up from 10 percent to 100 percent!

METRIC	SIGNIFICANCE
50,000	Size of targeted demographic audience
750	1.5% will reach your landing page
250	A Click Thru Ratio of 33% will yield 250 registrants
100	40% or more registrants will actually attend

CTR RANGE	WHAT IT INDICATES AND WHAT YOU CAN DO TO INCREASE CTR
30% – 50%	Very good! Indicates you're connecting with your audience. You can modify the verbiage and branding slightly in remaining touchpoints, but keep the messaging consistent with TP#1. Switch to plain text email in TP#4.
25% – 30%	Pretty good CTR. Check the following: 1) Is your invitation specific enough about what people will learn, 2) Based on registration stats, are you attracting the right audience, 3) Is your registration form easy to complete?
Under 25%	You should be concerned. Something is not connecting; you're targeting the wrong demographic, or prospects feel they're not getting enough value to register. Check the following: 1) Is your topic a "MUST HAVE" or "NICE TO HAVE", 2) Based on the landing page question, "What would you like to learn?" responses, what can you adjust in your invitation messaging, 3) Is your invitation not getting read or getting caught in SPAM filters, 4) are you using SPAM trigger words in your email subject line, such as FREE or "!"? Consider switching to plain text.

Breathing Life into your Production: Table Reads, Sound Checks, and Dress Rehearsals

There are all kinds of notions about what a webinar is – we advise people to think of it as a **Radio Show with Pictures**. What do you love most about radio? Radio has the power to engage us in a way no other media can – Engaging voices that reach out and connect, thought-provoking conversation and storytelling, and great sound. Webinars share the same characteristics – they're a way to connect with people and inspire them so they want to have a conversation with you.

■ **Step 1: Begin creating relevant content. For each slide, ask yourself, is this a MUST HAVE or a NICE TO HAVE?**

Create a slide template and start to develop content based on key messages in your invitation and stay focused on the most relevant information that helps people solve real problems.

■ **Step 2: Gather team for a Table Read**

The purpose of the Table Read is to brainstorm the slide content, identify gaps, create a flow and breathe life into the messaging. Do your first sound check now.

■ **Step 3: Gather speakers and moderator for First Dress Rehearsal**

Do a sound check, bring in moderator, coordinate cues, review slides, adjust content based on relevance according to registration feedback, create online polls.

■ **Step 4: Gather team for Final Dress Rehearsal**

Do another sound check, perform the webinar as if live, do final editing, spell checking and polishing of content, make sure the flow is conversational and engaging.

■ **Step 1: Begin creating relevant content. For each slide, ask yourself “Is this a MUST HAVE or a NICE TO HAVE?”**

You need to deliver what you promise, so make sure the webinar content matches your invitation. You want to give yourself at least four weeks to create and shape the content, as well as practice with your ensemble several times until everyone feels confident and relaxed.

A webinar is not about selling

There are two types of webinars: **Informational** (educational) and **Sales Pitch** (product features and benefits). What’s the difference? A **high-impact – high-performing webinar** is not about selling. It’s about stimulating someone’s intellectual curiosity, teaching them something, and inspiring them to want to have a conversation. Then, you can determine how you can help them, and convert them from a prospect into a customer.

The test for high impact – high performing informational webinars:

- Does it deliver relevant, timely, and MUST HAVE business or personal value?
- Does it tell a story, present an authentic case study, tutorial, or a new way of thinking?
- Does it focus on solutions, rather than specific products, features and benefits?
- Will this information stimulate the intellectual curiosity of your audience to want to learn more from you after the webinar?

WHERE TO FIND GREAT CONTENT FOR A WEBINAR

People are eager to hear about best practices, lessons learned, tips and techniques, new processes to help them solve real world challenges. Look to your industry analysts, authors, subject matter experts, tutorials (for example, teach people a way to improve a business process or reduce costs), and case studies (a case study with the following talking points: what was the business or technology problem, how did you solve it, what were the results, the return on investment, and finally, what were the lessons learned). Tell the story as if you were sitting around a campfire, recounting an experience that changed your life forever....

Authors – Industry Analysts – Subject Matter Experts – Case Studies – Market Research – White Papers



STAGE DIRECTION TIP

Use the invitation as your framework to make sure your content and flow aligns with what you promised to deliver.

Story telling / message shaping

Once you have done a complete analysis of what a “MUST HAVE” webinar would be, it’s time to create your content. With online delivery, the focal points will be:

- a) your voice and
- b) your slides.

Make them both the best they can be by striking a balance between what audiences will hear and what they will see. And watch out for the sensory overload!

TIPS FOR WEBINAR STORY TELLING

Use theatrical story telling principles	As in any theatrical production, every story has a beginning, middle, and end. First you set the stage, and then you develop the story, personalizing it with suspense and drama, and finally, conclude the story with a strong ending and a call to action.
Use interesting real life examples to focus your key points	Develop the impact and drama of your story and key messages using real world examples. People learn by hearing about real-life experiences, and applying the same solutions to their lives.
Use brevity and clarity to create real impact	Resist the urge to tell people everything you know about the subject – this is often the hardest thing to do! Try to reduce it down to the most critical nuggets of information. A best practice is to continually check whether you are delivering what you promised to cover in the invitation.
Remember, it’s not all about you – why will they care?	Your audience wants to be engaged and involved, so include them in the storytelling. Get them involved. Ask them questions. Get their reactions through audience polls and the Q&A panel.
Be authentic, natural, and speak in a conversational tone	Smile while you’re telling your story even though no one can actually see you. And use the same body language and gestures you would use if you were talking to someone in-person. It really helps elevate your voice and introduce interesting inflections that ensure you connect with your audience.

Tips for creating stellar slide content:



You don't want your slides to be so complicated that your audience isn't paying attention to the speaker.

The example illustrations to the right show how we transformed an existing slide (Before) from a client's sales presentation to make it webinar-friendly by eliminating text, simplifying the data, and highlighting the key points in a simple graphic (After). The speaker was able to talk to the simple graphic and drive home the key messages.

Here are some guidelines for stellar slide creation:

- Create a PowerPoint slide template that conveys your brand.
- One topic per slide.
- 3-4 bullets maximum per slide.
- Use graphics to illustrate your point. Don't include too much detail. Have a clear purpose for graphics.
- Reduce clutter by eliminating company logo on all slides but the first and last.
- People generally remember your FIRST and LAST points, so make them count.
- Create information that is relevant to your audience.
- Don't spend more than 1–2 minutes talking per slide.
- Have a clear call to action at the end of your presentation.

Before

Sample of "BANT + Sales-Ready" Leads

CONTACT INFORMATION	Name: Dan Jones Title: Database Admin, CRM applications Company: Healthcare Solutions (HCS) Phone: 123-456-7890 Email: djones@hcs.com Address: 123 Broadway, New York, NY	BUDGET & TIMEFRAME	4. Do you currently have a planned project to virtualize some of your legacy applications or a portion of your datacenter? <input type="checkbox"/> yes
LEAD INFORMATION	Lead Rating: A Lead Call Summary: Dan is responsible for HCS database administration for CRM applications supporting 2000 users. Most of the company has migrated to the windows7 platform but their CRM systems was designed for windows NT and the vendor is not providing an upgrade path to Win 7. Dan is considering a virtualized Win NT environment to support the legacy application because it will allow them to speed performance using new servers based on the latest Intel chips. Appointment is set for next Thursday at 2pm ET.	AUTHORITY	4a. Is the project funded? <input type="checkbox"/> yes 5. Will a decision be made in 6 months or less, or more than 6 months? <input type="checkbox"/> 5 months
NEED	1. Are you concerned about maintaining legacy applications on older HW and SW platforms? <input type="checkbox"/> yes 2. Do you spend more than \$10 Million on maintaining legacy applications? <input type="checkbox"/> yes 2a. If Yes, how much? \$12.5M 3. Would you be interested in a virtualization solution from ABC Technology that can reduce the cost by at least 10%? <input type="checkbox"/> yes 3a. Calculate actual savings \$1.25M	SALES APPOINTMENT SET	5a. Are you responsible for deciding which vendor or partner best fits your company's virtualization needs? <input type="checkbox"/> no 5a. If not, who is the decision-maker? Sally Brown 5b. What is your role in the purchase decision? Advisory 7a. I'd like to set up a time for you to meet Bob Jones at ABC Technology in the next 2 weeks. Bob has experience with helping XYZ organization (relevant case study) virtualize an important application that is no longer being developed and ran on Windows NT. <input type="checkbox"/> Appmt set Thurs @ 2 7b. If you agree to a meeting today I can offer you a \$30 Starbucks gift card just for having a 30 minute meeting with Bob next Thursday at 2pm.

DETAILED BACKGROUND INFORMATION ON THE PROSPECT AND THE SELLING OPPORTUNITY HELPS DRIVE MORE PRODUCTIVE SALES RESULTS

After



■ Step 2: Gather ensemble for a Table Read



The Webinar Content Producer (Organizer) leads the **Table Read**. Budget 60-90 minutes for the meeting. The value of the **Table Read** and Dress Rehearsal is to hear how well your ensemble sounds – this is the only way to really know how well the content flows, hits key messages, and where you may have dead air, or too much content.

The **Table Read** is the first time your ensemble is reviewing the content online, so it is a good time to get everyone introduced and comfortable with the content, flow, and timing. This is the moment you breathe life into the messaging.

Tips for Table Read




So now you're sitting around the virtual table, brainstorming with your ensemble on GoToMeeting®. The Table Read is the opportunity to start shaping your messages and make decisions about the delivery method. Is the format going to be Moderator/Speaker, Panel Discussion, or Interview Style?

If you are doing a webinar solo, consider having either a moderator or another speaker, as audiences prefer multiple voices, a dialogue over a monologue. One moderator and one speaker works, two speakers are better, but going beyond three speakers can be challenging.

When you factor in the Welcome, audience polls, and 15 minutes of Q&A at the end, you have about 30-35 minutes to divide among your speakers. Remind the speakers that they are part of an ensemble, and encourage them to become familiar with each other's style, how they position their content, and how to create a seamless, effortless flow between the speakers.

✂

Table Read Checklist 

Complete the following tasks:

- Create meeting Agenda
- Launch GoToMeeting® or GoToWebinar®
- Introduce the ensemble team to each other
- Housekeeping
- Daily registration CTR statistics
- Review goals and objectives for webinar
- Confirm webinar date
- Audio sound check for each speaker
- Confirm delivery style and content focus
- Determine time for each speaker and maximum number of slides for time allotted
- Review speaker's content
- Cluster ideas by subject, then prioritize
- Identify a beginning, middle, ending
- Insert call to action and contact information

Table Read Deliverables

- Speakers should leave knowing their key messages, what visuals they're using, have an idea of allotted time, and the delivery format
- Speakers will update their slide content in preparation for 1st Dress Rehearsal

More Table Read Tips



We use GoToMeeting® for the Table Read meeting, but you can also use the GoToWebinar® practice feature.

Here are some things to accomplish:

- Review the agenda (prepare a slide).
- Have the ensemble introduce themselves.
- Cover housekeeping issues such as how the registration is tracking, review the webinar objectives and desired outcomes, confirm where the speakers will be on webinar day, have them do a sound check, and revisit the invitation.
- If slides are available, review the slides from each presenter, reorganize slides as you go along, make changes, get speaker input.
- Guide the speakers to include some “real zingers” in their content – so the audience says “Wow, I didn’t know that!” and they have an “Ah-hah” moment.

■ Step 3: Gather speakers and moderator for First Dress Rehearsal



You are about two weeks away from Go Live – and you are on your way – do not worry, it will all come together. The First Dress Rehearsal is an opportunity to review the content and flow, look for visual appeal, and for the speakers to hear how they sound alone, as an ensemble, and get into the right groove. The goal is to create a story. Does it sound interesting? Is it natural and in control? Can the speakers connect with the audience? Are we delivering what we promised? Is there a strong call to action?



Dress Rehearsal Checklist



Complete the following tasks:

- Create an agenda
- Launch GoToMeeting® or GoToWebinar®
- Update ensemble
- Daily registration CTR statistics
- Review goals and objectives for webinar
- Audio sound check for each speaker
- Speakers go through a trial reading
- Coach speakers to sound relaxed, inspiring, professional
- The content supports the invitation messaging
- The flow is interesting, relevant, and engaging
- Eliminate excess content – less is better!
- Discuss possible questions for online polls
- Determine exit survey questions

Next Steps:

- Speakers polish up their slides for a timed read at Final Dress Rehearsal
- Enter up to three online polls into GoToWebinar®
- Enter the exit survey questions into GoToWebinar®
- Compose *Thank You for Attending* emails for attendees and no-shows into GoToWebinar®
- Plan for a 10-minute post-webinar debrief meeting

Details about sound



Remember, the voice is the instrument to connect with the audience. Poor use of sound devices from open microphones and speakers on a PC can bring a webinar to a halt. Speakerphones are not recommended, nor are wireless or battery operated devices. Echoes from under-performing audio devices, slow networks, dogs barking in the background, or application sounds going off on your computer detract from the webinar.

Using a good quality headset for either VoIP or landline audio connection is essential. No matter how you connect, a good quality USB microphone is a best practice. Use the best audio equipment you can afford; the size of the diaphragm and quality of electronics is what creates crisp, broadcast quality sound.

Remember, this is a radio show with pictures!

The Table Read and Dress Rehearsals help the speakers sound natural and conversational, which in turn, eliminates dead air and awkward silences.” For more in-depth audio best practices, go to the WebAttract Learning Center, and view an on-demand webinar, [“How to Deliver Quality Audio for Your Webinar”](#).

If you were a broadcaster, you would not transmit in a room where there is outside noise, such as traffic, barking dogs, people talking. By controlling the speaker’s environment, you can prevent unwanted sounds from interfering with the webinar.

If you can hear it so can the microphone!

THE IMPORTANCE OF THE SOUND CHECK

- Poor audio is the Achilles heel for all webinars – it can make or break the webinar!
- Sound is the single most important way you connect with the audience during a webinar
- The sound check ensures your speaker’s voice is optimized and verifies they’re using the right audio equipment
- During the sound check you can coach your speakers to produce broadcast quality
- During the sound check, ask your speakers where they’re physically going to be on Go Live! day, because their location may have an effect on the sound quality

Webinar Production Script



Just as a director and the actors follow a script, you'll want to create a script for the webinar that identifies each segment, duration, the speaker, and includes "stage directions." This helps each presenter practice their entrances and exits gracefully, and eliminates dead air. The webinar should be fast-paced, engaging, and natural. The audience should experience smooth hand-offs and energetic, confident speakers.

During the First Rehearsal the Webinar Producer reviews the Webinar Production Script, and the team discusses where they want to insert polls, case study examples, call to action, Q&A, and final wrap up. When you factor in the Welcome, Poll Taking, and 15 minutes of Q&A at the end, you have about 30 minutes to divide among your speakers.

WEBINAR PRODUCTION SCRIPT				
TIME EST	SEGMENT	DURATION	PRESENTER	NOTES
2:00 PM	Welcome, Housekeeping, Introduce Speakers	3 mins	Moderator	Sets audience expectations, warms up audience, introduces speakers
2:03 PM	Poll #1 Sample: a week "How many days do you feel stressed out?"	2 mins	Moderator	A Poll maybe inserted here, or at another point. These Polls can either be "Raise Your Hands", Multiple Choice, or "Choose One"
	Introduce first speaker	2 mins	Moderator	
2:06 PM	Most Common Stressors	5	Speaker #1	Speaker comments on Poll #1, then talks about stress, what causes stress
	Case Study: "How Company X was Able to Reduce Stress and Eliminate 50% Sick Days"	5	Speaker #2	Who is featured in the Case Study? Case Study Flow: Introduce Challenges, Solutions, Results, Lessons Learned
2:37 PM	Poll #2	2 mins	Moderator	A Poll maybe inserted here.
2:39 PM	Call To Action	1 mins	Moderator/Sponsor	Present to the audience how they can get additional information or resources, etc.
2:40 PM	Ask the Experts Panel Q&A	18 mins	Moderator	
2:58 PM	Wrap up and final thank you	1 min	Moderator	Remind the audience to take the survey, and they will receive an email with a link to get more information and be able to watch the on-demand
2:59 PM	Exit survey	1 min		
	Go to black Debrief with ensemble			

■ Step 4: Gather ensemble for Final Dress Rehearsal

You are less than one week away from Go Live! The Final Dress Rehearsal is the time to take everything you have learned so far about your audience and the goals of the webinar and polish it. You will want to have a complete slide deck, go through a timed performance, do final editing and spell checking, and ensure the flow is conversational, and your speakers are relaxed and confident.

Audience polls



Audience polls are an excellent way to establish a two-way conversation with your audience and keep them engaged. They also give you an idea of what is important to your audience and what they think about the topic. Asking a poll question at the beginning of the webinar is a great icebreaker. Another poll at the end of the webinar is a way to see how well the webinar communicated value to the audience.

Here are some tips about polls questions:

- Polls take about two minutes total – introduction, launch, results.
- Good questions are single answer, multiple choice, such as “Which of the following is your preferred way to contact prospects?”
The most popular response could lead the speaker to focus on that.
- 2 – 3 poll questions in a 60-minute webinar are ideal.

TIPS FOR FINAL DRESS REHEARSAL

Rehearse webinar for timing and flow

Using your Webinar Production Script, run through a “live” webinar using the GoToWebinar® Practice function. Rehearse cues, timing and transitions, and eliminate dead air. Remove any slides that don’t work – remember, less is better. Do final spell check and grammatical edits on slide content. Make sure speakers are comfortable with the technology. Do another sound check. The Webinar Producer reviews the procedure for Go Live! with the speakers. Note to Producer: Send an email to the speakers with instructions (we’ll cover this fully in Act IV) to log in one hour prior to the live webinar.

Incorporate your “Seed Questions” for Q&A

Many webinars reserve the last 15 minutes for live Question & Answer segment from the audience. GoToWebinar makes this easy as there’s a built-in Q&A panel for the audience to submit as many questions as they want. Keeping with the metaphor of a radio show, to keep the crisp pace going throughout Q&A, it’s a good idea to have the speakers submit 2 – 3 seed questions that fill the space and stimulate the audience to submit their own questions. It’s ideal to include a few “Zingers” that the audience will think “Wow, I didn’t know that!”

Create a plan for handling live questions

One way to handle live questions is to give the responsibility to the Logistics Producer who will prioritize the questions for the Moderator to pose to the speakers at the appropriate time.

Coaching the Speaker(s)



A speaker's ability to inspire and motivate an audience varies. It's one of the human factors in demand generation webinars. So, coaching speakers to feel and sound excited about their topic and be part of the overall ensemble of presenters is critical.

When you coach a speaker, the key is to find your speaker's passion. They want to do well and they're excited to get their message out so help them express that excitement by encouraging them to use voice inflections in tone and delivery. Your speaker should be the center of the broadcast, not the slides.

This can be accomplished through the table read and dress rehearsals. Make sure the speakers are clear on how to translate the invitation deliverables into a compelling webinar message, as your audience expects to hear what you promised them.

As you listen to your speakers practice their delivery, coach them to make the flow interesting, relevant and engaging. Offer simple suggestions like reminding your speaker to smile – it really makes a difference!

Practice cues and transitions between slides to eliminate "dead air" and awkward silences. Be open and honest if what they are saying sounds like a sales pitch instead of being informational – they'll appreciate it.

THINGS TO LOOK FOR IN YOUR SPEAKER'S VOICE DELIVERY

Is the speaker's voice too loud or too soft?

Is the speaker's voice full of authentic energy, or does it sound strained or stiff?

Is the speaker breathing heavily into the microphone (the Darth Vader effect)?

Is the speaker obviously reading her/his notes or do they sound like they're having a conversation with you?

Is the speaker using too much technical jargon?

What would make the speaker sound more engaging and natural?

Is the speaker providing a summary of key points and leaving the audience with some actionable next steps?



"When you coach a speaker, finding your speaker's passion is your first task. Aligning their excitement and energy with their voice will ensure their message connects with the audience. Your speaker, not the slides, should be the center of the broadcast."

– Mike Agron

Sound Check and Go Live! Deliver an Engaging Performance, Begin Post-Webinar Sales Lead Follow Up

Today is the webinar. As the Webinar Producer, all your hard work is about to pay off. Your invitations have gone out, registrations have been maximized, speakers are well rehearsed, and the slide deck is loaded. The stage is set.

Everyone's adrenaline is flowing, and that's a good thing, as it promotes high energy. If you've got butterflies, all we have to do is get them to fly in formation and we're all set!

■ Step 1: Go through "Final Call" checklist on your own 30 minutes prior to the final sound check

Have the Organizer(s), Moderator, and Speakers independently, at their location, go through "Final Call Checklist" including running the GoToMeeting Wizard to optimize audio and video connections within your network.

■ Step 2: Launch GoToWebinar® and meet with speakers one hour prior to Go Live! for final sound check

This is a good time to meet and run through the slides one more time, answer questions, review Plan B, and keep your speakers energized. Also, it's a good time to take a 5 or 10 minute break to relax. Be sure to grab a glass of water or hot tea –speaking can parch even the most experienced speaker's mouth.

■ Step 3: Go Live! and Debrief Ensemble

It's showtime! Remember, the audience is keen to hear what you have to say, and really wants to learn from you.

■ Step 1: Go through “Final Call” checklist on your own 30 minutes prior to the final sound check

Instruct the ensemble to perform the Final Call Checklist (below) 30 minutes before the final sound check and Go Live! This will prepare their computers for optimal performance. Have everyone’s phone numbers handy in case you need to call them.

If you need technical assistance for any reason, the GoToWebinar® Technical Support team is available, knowledgeable, and quick to resolve problems. It’s better to know you have a problem one hour prior to the webinar than have something go wrong during the event!

Citrix Global Support (Service Status) 1-888-259-8414


Final call checklist


We recommend Organizers, Panelists, and Moderator run through the checklist to ensure they are optimized for the best audio and video on the live webinar.

Plan B

You should be prepared with a Plan B in case a technical problem occurs during the live event.

1. Make sure you and the speakers have a hard copy of your slides in notes page view with your talking points, along with slide transitions. That way, if a computer suddenly crashes and you can’t see the screen you can continue speaking to your notes. The show can go on.
2. As an Organizer or Panelist, have your GoToWebinar® credentials with the dial-in phone number and access code written down. If you suddenly lose your Internet or landline connection you’ll be able to quickly dial-in via another device to reconnect with the audience.
3. Have a mobile phone number to reach the Logistics Producer if you encounter difficulties.
4. Have the Citrix Global Support number written down in case you need technical support.




An EndUser Solution for Business Meetings

Final Call Checklist

1. Hang a sign on your door *Live Webinar in Session – On the Air – Please Do Not Disturb*
2. Run the GoToMeeting Wizard 30 Minutes Prior to our Sound Check/Go Live!
The GoToMeeting Connection Wizard tests and determines the ideal connection settings GoToMeeting can make within your network. The Connection Wizard stores optimal connection settings on your computer and keeps these settings for future attempts to join or host a meeting from your computer. Citrix does not currently offer Mac support for the GoToMeeting Connection Wizard.
 - Go to <http://www.gotomeeting.com/wizard>
 - Click the *Download GoToMeeting Connection Wizard* link
 - Run or Open g2mwizard.exe
 - Run Wizard
 - Follow the prompts
 - If good connection settings were found, exit Wizard
 - If not, call Citrix Global Support
3. Reboot your computer. When it reboots, only open your Browser and the PowerPoint application.
4. Keep all other applications closed, such as email, and especially apps that have pop-ups, make sounds, etc.
5. Turn off your mobile phone, landline phone.
6. Have a glass of water handy.

■ Step 2: Launch GoToWebinar® and meet with speakers one hour prior to Go Live! for final sound check

One hour prior to the live webinar, the Webinar Content Producer meets with the ensemble including the Moderator, Speakers, other Organizers in the GoToWebinar® “Studio,” to do a final sound check and run through last minute instructions. It’s really important to communicate and prepare for a Plan B, should an unlikely technical failure occur. And while one hour might sound like a lot of time, experience has shown that it provides everyone an opportunity to get prepared, get comfortable and ready to Go Live!

Agenda for the pre-webinar meeting



Pre-Webinar Meeting Agenda Checklist





- Moderator welcomes the ensemble, warms them up, and helps the speakers feel comfortable and supported
- Give everyone a registration update: # attendees expected, summarize any new information about the attendees
- Have everyone perform a final sound check
- If using a landline, make sure they enter their audio code (identifies the speaker to the audience, and also allows Moderator to mute the speaker if there is background noise)
- Confirm that no one is using the following: speakerphones, wireless, battery operated microphones, mobile phones or the open microphone and speakers from their computer
- Make sure mobile phone ringers are turned off and away from your computers and microphones
- Run through slides, practice transitions and handoff between moderator and panelists
- Review polls, survey and seed questions – **NOTE:** You can review and edit the polls during the pre-webinar practice meeting, but if you plan to transition immediately from the practice session to going live, don’t launch the polls as they will appear “closed” and you won’t be able to display them during the webinar
- Review the procedure for handling Q&A
- Set the chat window to “Organizers and Panelists only” for internal communications during the webinar
- Start the webinar 20 minutes prior to Go Live! This displays a splash screen so attendees know the broadcast will start on time. Attendees will wait on hold until you start the broadcast. **NOTE:** In the unlikely event the webinar doesn’t start properly, calmly have Panelists and Organizers exit and return, and once they return, do a final sound check. All Panelists and Organizers will remain in private sub-conference and can speak freely amongst themselves while Attendees will be On Hold until the Organizer or Moderator pushes the Start Broadcast button on the GoToWebinar control panel.

■ Step 3: Go Live! and debrief ensemble

It's show time! Remind the speakers that the audience wants to hear someone authentic, warm and natural. It's about connection, not perfection. If you make a mistake, they will forgive you. If you leave something out, don't worry, you can always cover it later by telling the audience, "I was so excited a few slides ago, but I meant to tell you..." and even if you leave it out, they won't know the difference!

Tips to Go Live!





Go Live! Checklist

- One minute prior to Go Live! make sure all non-speaker Panelists and Organizers are muted.
- Tell the ensemble "Quiet on the Set!"
- Don't forget to START RECORDING.
- Start the event ON TIME by pushing the "Start Broadcast button" which brings all attendees OFF HOLD. They'll hear the "Webinar Lady" greet them by saying, "The broadcast is about to begin, all attendees are in listen-only mode."
- The Moderator officially welcomes the audience and begins the show.
- Follow your "script." Try to stay on schedule. Keep the conversation crisp, fast-paced and natural.
- Relax. Have a good time. Maintain a sense of humor. Remember it's about connection not perfection.
- Acknowledge incoming questions and pass them to speakers or panelists appropriately.
- Use attendees' names when possible.
- Three minutes before the end of the webinar, ask the speakers for any final comments, tell the audience that an email will be sent with a link to the on-demand recording of the webinar, and ask the audience to respond to a quick survey in their browser window when they exit the webinar.
- End the webinar ON TIME, and thank the speakers, sponsors, and the audience for attending.
- Use a separate GoToMeeting® session to host a 5 – 10 minute debrief with all Panelists and Organizers to thank them and get their feedback and share any performance metrics on total registration, attendance, retention, number of questions asked, as well as the post webinar logistics about how unanswered questions will be assigned, etc. The ensemble will appreciate you taking an extra few minutes to debrief them and explain the next steps, as they gave a lot of time along with their knowledge to make the webinar a success!

Put Your Sales and Marketing Hat On: Maximize the Opportunity with Post Webinar Follow-up

■ Step 1: Archive a copy of the recorded webinar

Archive a copy of the recorded webinar to keep the momentum going after the webinar.

■ Step 2: Send follow-up thank you emails and include valuable information

Follow up with registrants and attendees within 1-2 days following the event using the built-in Thank You email feature of GoToWebinar®

■ Step 3: Do final analytics on GoToWebinar registration, attendance, and performance reports

After the webinar, now is the time to gather all of the intelligence collected Before, During, and After the event.

Post-webinar follow-up

Your webinar was a success. Now how do you measure your success, and how do you monetize it?

Throughout this eBook, we have talked about providing you with what you need to be successful, BEFORE, DURING and AFTER the webinar. So far, we have covered the BEFORE and DURING. Now it's time to understand what needs to be done AFTER the webinar to begin harvesting your hard work so you can achieve your desired outcomes of converting prospects into customers.

First, you will do some housekeeping to archive the webinar recording, and send out thank you emails to all attendees and no-shows. To keep the momentum going and capitalize on the interest from attendees, this should all be done **within the next 24-48 hours**, so make sure you've got these tasks planned in your project schedule. You should be prepared to call each registrant a **minimum of 4 times over the next few weeks** before you leave a voicemail.

Then you will gather and analyze all of the intelligence collected before, during and after the event. This is a great time for you, or the Audience Recruitment Analyst, to do the final analytics to measure your actual registration, attendance, poll and survey results. By using all the metrics you collected, you will be able to benchmark the overall webinar performance and begin to measure the actual outcomes against your original plan.

■ Step 1: Archive a copy of the recorded webinar

GoToWebinar provides two formats in which to save recorded webinars, and we recommend you choose Convert to Windows Media Player file. This will require additional processing time after the webinar but allows anyone to view the recording using a Windows Media Player.



Archive a copy of the edited recording in GoToWebinar® and include a link in your thank you emails, as well as on your website and social media channels, as on-demand viewings can yield additional sales leads. Your recorded webinar keeps the momentum going after the webinar, and, when posted where people can find and view it easily, it will continue to identify leads. Follow up with the people who watched the recording in the same manner as you follow up with a live attendee. After all, they are interested enough in your value proposition to take the time to listen to the recording.



If you want to do some special editing of content that is not relevant to your on-demand audience, such as instructions for housekeeping or details on how to vote in a poll, as well as any audio imperfections, now is the time to do it. For more refined editing, you can use third party tools such as Camtasia Studio™.

■ Step 2: Send follow-up thank you emails and include valuable information



Follow up with registrants within 1-2 days following the event using the built-in Thank You email feature of GoToWebinar®. Include an offer for additional valuable information, such as a white paper, video, industry report, best practices, tips and tricks, metrics, explanations of ROI, an interview with a subject matter expert, etc.

Your recorded webinar is the “gift that keeps on giving” as it keeps the momentum going after the webinar, and often attracts a sizable audience who fit your demographic. Treat this audience the same as you would a live attendee – they’re interested enough in your value proposition to take the time to listen to the recording.



Don't forget to send a thank you note to your speakers and moderator! Remember, they have a day job. They'll appreciate it!



How Fat Is Your Goose? – High Impact Lead Nurturing Tactics to Get More Golden Eggs from Your Prospect Database

[VIEW WEBINAR](#)

View our on-demand Webinar anytime!

Dear [No-Show FirstName]

We are sorry you were unable to join us for the Webinar, “How Fat is Your Goose? – High Impact Lead Nurturing Tactics to Get More Golden Eggs from Your Prospect Database.”

For more information please contact Honey McMurtry at 800-773-3939 or email hmcmurtry@dirmkt.com

Best regards,

WebAttract & Direct Marketing Partners

You are welcome to [view the recorded Webinar](#) at any time. You will need [Windows Media Player 9](#) or higher to view the presentation.

■ Step 3: Do final analytics on registration, attendance, and performance GoToWebinar® reports



Convert prospects to customers by extending the dialogue after the event.

After the webinar, you'll gather all of the intelligence collected before, during and after the event. This is a great time to do the final analytics using GoToWebinar® reports to measure your actual registration, attendance, poll and survey results, as well as performance against your original demand generation goals.

Remember that GoToWebinar integrates with Eloqua, Marketo, Hubspot, and Pardot, so if you use these marketing automation systems, your GoToWebinar data can automatically be sent to these accounts once both accounts are linked.

See Appendix A – "Six Key Webinar Metrics that Impact the Webinar Life Cycle "Before, During, and After."

These next steps are where the rubber meets the road, as you are now ready to start fulfilling your **demand generation objectives**. Reviewing the **Webinar Objectives Worksheet** you completed in Act I, ask yourself whether you met your business objectives and whether you attracted the audience you expected.

This information can be invaluable in helping you understand your audience at both a macro and micro level, and it's a great way to learn more about them before you reach out to them.

Did you meet your Webinar objectives, outcomes, and success factors?

Once the final sets of analytics are completed you'll be prepared to identify and segment the sales-ready leads from the ones requiring more long term nurturing.

Webinar Metrics Review Checklist

Collect Metrics Data and prepare to answer the following questions:

- Was the attendance what you expected?
- Did you get the number of registrants from the targeted industries and job titles you projected?
- Who actually attended the webinar and who was a no-show?
- Was your call to action clear and how many followed it?
- What trends did you observe from their responses to the registration question "What Would You Like to Learn?"
- How many, and what types of questions did they ask during and after the webinar?
- How long did they stay online?
- How did they evaluate the overall webinar – what percentage of the attendees told you it met or exceeded their expectations?

Segmenting your webinar leads



The next step is to determine which prospects are sales ready leads who are ripe to become customers, and which will require additional nurturing. We recommend dividing the leads into three buckets.

Bucket #1 – Sales Ready Leads

Sales Ready Leads are hot leads that are primed and ready for immediate follow up. How do you know they're hot leads? These are people who have expressed an interest in talking to someone, or they've asked for a demo or more information via the Registration Landing Page or other communication. Give these leads directly to Sales.



*According to Ruth P. Stevens www.ruthstevens.com, lead generation expert and author of *Maximizing Lead Generation-The Complete Guide for B2B Marketers*, a sales ready lead is someone who has expressed an interest in your product, service, category or company and would be open to having a 1:1 conversation to see how your solution or product can be of value to them.*

Bucket #2 – Non-Qualifying Leads

Non-Qualifying Leads are attendees who won't be a prospect for you. For example, these could include students, industries, and markets that don't fit your target demographic profile. Remove these leads.

Bucket #3 – Nurturing Leads

For the rest of the webinar registrants who aren't yet "sales ready" some additional follow up may be in order with your lead nurturing team prior to handing them off to Sales. There are several ways to nurture these leads: 1) You may have an in-house lead nurturing process in place, 2) You may be working with a marketing or sales automation provider such as Eloqua, Marketo, Hubspot, SalesFUSION or Salesforce.com, and you'll align to their best practices and methodology, or 3) You may be working with an outside lead nurturing provider such as Direct Marketing Partners www.directmarketingpartners.com who can help you leverage your outcomes.

Put your sales and marketing hat on

Don't get discouraged if many of your webinar registrants and attendees aren't quite "sales ready." Industry studies show that it takes an average of 12 touches to convert a cold prospect into a viable, sales-ready lead.

Yet most sales reps, under pressure to make quota, focus on immediate leads only, neglecting your company's most valuable asset – your prospect database. We find that 80% of salespeople bail out of trying to follow up with a prospect by the third or fourth call, and then they are off to chase warmer leads, when in fact:

Having all the prospect information handy allows you to make a more informed decision about how you'll contact prospects, and if/when you do call them, your credibility will be enhanced by having this knowledge about the prospect rather than simply asking if they are ready to buy something.



WEBATTRACT CUSTOMER CASE IN POINT **Puts You on the Map as a Viable Competitor**

An emerging software company was able to establish itself in the legal industry resulting in an acceleration of downloads of trials that resulted in a 29% increase in sales within two months.



WEBATTRACT TIP

Our approach is that 24-48 hours after the webinar, we contact everyone to find out how their experience was, and ask if they'd like more information.

Why?

Because these people have opted to be part of the webinar experience.

People who registered for your webinar, whether they attended or not, have opted in to be part of the experience, so we think it's worth following up with them. We actually had a webinar attendee tell us she decided to retain our services after she received a follow up call from us because she was so impressed that we took the time to check in. From a basic follow up best practice, we find that no-shows as well as attendees are equally worth taking the time to follow up.



Eighty percent of new business actually happens after the fifth or sixth call.

Measuring webinar effectiveness

Measuring the value, or Return on Investment (ROI), of a webinar is not simply about Cost Per Lead. ROI varies and is dependent upon results such as how many new deals were closed, the number of new prospects added to the pipeline, the number of sales appointments and demos scheduled. Some clients measure the impact of a webinar by how well it raised brand awareness or demonstrated thought leadership that resulted in opening doors to new business. The ROI for your webinar will be measured by your business objectives. These are the kinds of results beyond promoting your brand and thought leadership that can be attained from High Performing – High Impact™ Webinars:

Getting people to your webinars takes work. Today, to get above all the email and social media noise, your message has to be targeted to an audience that will find it both substantive and timely keeping in mind that the time to sell is after the webinar.

IMPACT ON THE BOTTOM LINE	ACTUAL CUSTOMER RESULTS
Net new deals closed	A sales consulting firm attracted a big box retailer from a webinar that resulted in closing a \$1 Million engagement.
Converting a prospect to a customer	A webinar attendee, who was previously on the fence, was so impressed with the virtual contact center provider's case study (because it spoke to his pain point) that he asked for a demo which resulted in a sale within two weeks of the webinar.
Up sell and cross sell to existing base	20% of the 700 webinar attendees, who were existing customers of a leading marketing services company, responded to a call to action at the end of the webinar to have a 1:1 conversation with a sales rep.
Increase sales pipeline	An engineering information provider who shifted their marketing mix to include webinars was able to attract 686 pre-qualified people to register for one webinar, of which 353 attended, and in six weeks after the webinar 431 additional on-demand viewings were reported, representing over 1,000 new sales leads.
Puts you on the map as a viable competitor	An emerging software company was able to establish itself in the legal industry resulting in an acceleration of downloads of trials that resulted in a 29% increase in sales within two months.
Reach new markets and geographies	Using existing sales resources a "standards and compliance" organization leveraged a webinar to attract an audience from 37 countries.



Epilogue

The webinar starts the process of learning about the people attending your event and continues to build a relationship with them, albeit virtually. It's your chance to provide your thought leadership, and hopefully stimulate their curiosity to have a conversation. If you do this, you create a High Performing – High Impact webinar that meets your business goals, and meets or exceeds your audience's expectations. High Performing – High Impact webinars are the pillars of a successful demand generation event and a powerful tool in today's arsenal for targeting, attracting and engaging an audience BEFORE, DURING and AFTER the webinar.

However, establishing optimum outcomes won't happen without work, and you need time to properly plan and execute a successful webinar. As with any high stakes creative project that is deadline driven, it requires teamwork that is dependent on balancing **business drivers, logistics, human factors and technology**. Having a production ensemble to manage all of the moving parts of a webinar is critical to attaining your goals. It won't happen unless these four factors are managed and executed upon and you are clear about your goals and measure your progress across the entire webinar life cycle.

The **WebinarReady**™ methodology, along with **GoToWebinar**®, will help you determine the right messaging, target your demographic, develop and deliver engaging content, and apply metrics across the life cycle so you can meet and exceed your webinar demand generation objectives.

We hope this eBook has helped you gain a better understanding of demand generation webinars and we wish you all the best in your future marketing endeavors. Please feel free to contact us at WebAttract or give us a call at +1.916.804.4703. We would love to hear how this information has helped you deliver high-performing, high-impact webinar events. Good selling!

– Mike Agron, Executive Webinar Producer and Co-Founder of WebAttract

WebAttract is a professional services provider for webinar producers, including GoToWebinar users, providing strategic consulting to help you deliver a well executed demand generation webinar strategy based on proven methodologies, best practices and metrics that contribute to real revenue growth.

FINAL CURTAIN CALL

To learn more about informational webinars, visit us at www.webattract.com and check out our training, best practice videos, case studies, and on-demand recordings of recent webinars.

We invite you to join the WebAttract Thought Leadership Webinars and Webcasts Group on LinkedIn, or call us at **+1.916.804.4703**. We would love to hear from you.

Appendix A

Six key webinar metrics that impact the webinar life cycle “Before, During and After”

The following six webinar metrics are the key deliverables that get passed along to Sales and/or Marketing to harvest conversations from attendees and registrants to begin the 1:1 discussions for converting your prospects to customers.

#	METRIC	WHAT DOES IT MEASURE?	LIFE CYCLE STAGE	WHAT DOES IT IMPACT?	WHERE DO YOU FIND IT?
1	Click Thru Ratio (CTR)	The % of people who come to your registration landing page and actually register.	Before	<ul style="list-style-type: none"> • Achievement of registrations goals • A good predictor on the type of attendance you’ll have • The higher the CTR, the higher the interest will be for folks to register and attend 	Upper left corner of Registration Report.
2	Online Polls	Measures responses from the audience.	During	<p>Online polls provide you with real time information that can be both quantitative and qualitative</p> <p>Quantitative information:</p> <ul style="list-style-type: none"> • Tangible responses from the audiences to questions you pose during the webinar • Insights about audience interests and individual attendee interests <p>Qualitative information:</p> <ul style="list-style-type: none"> • Measures level of engagement based on poll participation • Polls that have between 65% – 85% response, indicate an audience that is engaged enough to participate and provide their feedback 	<p>Provided in real time to Organizer after Polls have been launched and closed.</p> <p>Also captured as a part of GoToWebinar® Attendee Details Report.</p>
3	Attendance Ratio (AR)	Measures the ratio of attendees to registrants.	During	Not everyone who registers for an informational or free webinar is going to be able to attend. Chances are, if you had a low CTR, you can expect a lower attendance ratio. Our benchmark for AR is a minimum of 40%, we’ve seen hot topics result in 67% AR, with the industry average at 30%. Divide the number of peak attendees by the total number of registrants to calculate your Attendance Ratio.	The calculation is provided after the webinar on the GoToWebinar® Performance Report.

#	METRIC	WHAT DOES IT MEASURE?	LIFE CYCLE STAGE	WHAT DOES IT IMPACT?	WHERE DO YOU FIND IT?
4	Exit Survey	Measures how well the webinar met attendee expectations and provides specific feedback about webinar content and suggestions for future topics.	After	<p>The exit survey measures the audience's satisfaction after the webinar – did the webinar meet or exceed your expectations? The results could directly impact your brand and thought leadership if they are extremely high or extremely low. When you connect with the audience, you should expect a minimum of 80% of the responses to be “Met or Exceeded Expectations.” The number of respondents should be between 25% - 45% of the peak audience that attended. Naturally, the higher the response with favorable ratings tells you they liked what they heard.</p> <p>Tip: Have the survey automatically launch when the attendee exits the webinar. It will appear in their browser.</p>	GoToWebinar® Attendee Details Report
5	Audience Retention	Tells you how well you were able to keep your audience engaged and how well you retained them throughout the webinar.	During and After	<p>If the webinar isn't delivering what you promised, or it's just plain boring, your audience will bail or start multitasking on their computer. GoToWebinar® captures attendance and attention levels during the webinar. What time did they join? When did they leave? Did they participate in polls and Q&A? Were they multitasking? Our benchmark is to retain 80%-85% of the peak audience through the first few minutes of Q&A, which is usually the last 15-20 minutes. After that there will usually be an additional drop off of 25% as attendees leave or start multitasking.</p>	GoToWebinar® Performance Report
6	On Demand Viewings	After the webinar, the number of people who view the webinar recording.	After	<p>You can discover the success of your post-webinar marketing efforts by checking the number of recorded viewings. People view the On Demand Recording for many reasons:</p> <ul style="list-style-type: none"> • They registered but couldn't attend the live webinar • They attended the live webinar, and wanted to listen again • They discover the recording on your website or other social media venue and become a fresh, new sales lead! <p>An interesting statistic is revealed when you compare the GoToWebinar Recorded Viewings Report, Registration Report and Attendee Details Report. You may discover fresh new sales leads that resulted from people that neither registered nor attended.</p>	GoToWebinar® Recorded Viewings Report



About WebAttract

WebAttract is a professional services organization providing an end2end solution for webinar demand creation including consulting, coaching and training services. We help marketing and sales professionals excel by providing a proven methodology, best practices and metrics across the entire webinar life cycle.

As your brand guardian, we'll help you capture fresh sales leads and raise your brand awareness by promoting your thought leadership. Our team of experienced B2B webinar experts is passionate about delivering positive outcomes to our clients and partners, from leading global brands to emerging organizations.

To learn more about informational webinars, visit us at www.webattract.com and check out our training, best practice videos, case studies, and on-demand recordings of recent webinars.

We invite you to join the WebAttract Thought Leadership Webinars and Webcasts Group on LinkedIn, or call us at +1.916.804.4703. We would love to hear from you.



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Mike Agron, Executive Webinar Producer and Co-Founder of WebAttract

ABOUT THE AUTHOR

Mike Agron, Executive Webinar Producer and Co-Founder of **WebAttract**, is a results-oriented sales and business development executive with a 25-year history at top technology firms such as Apple, Oracle, and MapInfo.



As an Executive Webinar Producer he's produced and moderated informational webinars for global industry brands such as Citrix Online, Dex One, Google, IBM, Intel, Microsoft, Oracle, and Underwriters Laboratories as well as many emerging B2B and SMB firms. His goal is to deliver what he calls "High Performing – High Impact" webinars with predictable outcomes. He is a sought-after speaker, and has been featured, on numerous webinars and industry events discussing Webinar Demand Generation best practices. When he's not producing webinars Mike is an avid road cyclist.

Follow Mike on Twitter at @WebinarReady.



About GoToWebinar®

GoToWebinar

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