

Tips for Successful Lead Generation Webinars

A TelSpan Worldwide Conferencing White Paper

Lead Generation Webinars are a Great Prospecting Tool

Have you ever considered utilizing webinars as a prospecting tool? Sales and marketing professionals have proven that webinars are an effective way to identify and qualify prospects, and shorten the sales cycle.

To conduct a lead generation webinar, you need to create an informational webinar on a topic of interest to your prospects. It is important to remember that “content is king”. In other words, your content must be compelling enough to entice people to attend the webinar. In today’s world, your prospects are constantly bombarded with an overwhelming amount of information. Think carefully about the type of content that might entice people to spend an hour with you. Without a strong beneficial message, prospects either won’t register to attend your event, or will log off your event before its completion if it doesn’t hold their interest.

Webinar Preparation Guidelines

When preparing your webinar, use these guidelines:

- Content presentation should be a maximum of 30-45 minutes in length.
- Allow 10-15 minutes at the end for a Q&A with participants.
- Prepare compelling slides for your presentation.
- Utilize interactive web conferencing features to keep your participants involved.

Prepare a PowerPoint™ slide show to accompany your presentation. Remember that participants will be looking at your slides for 30-45 minutes so keep them varied and interesting. Place your organization’s logo in the corner of each slide but don’t make it overly prominent. You can hype your organization and its products or services again at the end of the webinar. Don’t make your slides too text heavy, and use a variety of graphs, clip art, and photographs to vary the look of your slides and to make them colorful and interesting.

Prepare to Keep Your Attendees Engaged

Speak to your web conferencing provider to learn ways in which you can make your presentation more interactive. Such features as polling, chatting, surveys, and question & answer sessions can help to keep participants engaged and focused on your program. Studies show that if a program is not engaging and interactive, participants are very likely to begin other activities such as checking email or surfing the Internet while attending. Unfortunately by the time they click away from your webinar, you have most likely lost their attention for good.

Best Days and Times for Webinars

So, you have prepared your program. Now how do you go about generating those leads? Successful webinars are planned with at least eight weeks of lead-time, more if the event is complex or you are new to the process. The best days of the week to hold your webinar are generally Tuesday, Wednesday or Thursday, and the best time for a national audience is between 12:00 and 2:00 EST. Select the date and time for your webinar at least four to six weeks in advance.

Invitation Lead Lists

Next you will need a list of prospects to invite. Plan to acquire a large email list of prospects if you do not already have one. Studies prove that by far the best way to get webinar registrants is through email invitations. Newsletters, web banners, links on websites, and press releases have all been proven very ineffective at generating webinar registration. How many emails will you need to send? Studies show that you can expect between .5% and 1% of invitees to register, and you can expect only 30-50% of those registrants to actually attend. So, if you would like to have 100 attendees at your event, you should plan to invite approximately 25,000 to the webinar.

Utilize Online Registration

To effectively use emails to invite prospects to your webinar you will need an online registration tool. Look for a service that facilitates invitations, registration, confirmation emails, and survey capabilities. It is recommended that the invitation emails go out three weeks prior to the date of the actual webinar. Never send out your invitations more than four weeks prior to the event date. Use the pre-survey capability in your registration tool to ask your registrants questions that will help you better plan the content of your event, and gauge their possible interest in your product or service. Utilize the email reminders in the registration tool to help keep the event on your registrants' radar. Remember to include a link to any compatibility or system checks required by your web conferencing platform in an email to your registrants prior to the actual event. You don't want your attendees to encounter difficulties logging into your event. It is also very helpful to have someone in your organization personally call the registrants the day of the event to remind them to attend. Use the post-survey capability to conduct follow-up to your event.

Webinar Preparation

Your invitations have gone out and hopefully you are receiving registrations. Your presentation is prepared. Are you done? No. Rehearse your presentation numerous times and schedule a full dry run of your event with your web conferencing provider to be sure you are completely comfortable with the web conferencing platform. Prepare for the question & answer portion of your event and "plant" several questions with people that will be attending the webinar. Participants generally feel more comfortable participating in the question & answer session once questions have begun. There is nothing more awkward and uncomfortable than a webinar session with no questions!

After the Event...Follow Up!

After your webinar, immediate follow-up is critical. Lack of follow-up can doom an otherwise effective webinar. Acknowledge all registrants by email immediately following the event. For those who attended, send a "thank you for attending" email, and instructions on how to access the archive of the event. For those who registered but didn't attend, send them a "sorry we missed you" email and if possible, include a link to the archived event in the email so they can participate on their own time. Utilize the post-survey feature of your online registration product to gain valuable feedback from participants.

Carefully study the reports and survey information provided by your registration tool in order to help you determine your "hottest" leads. These leads should be contacted directly by phone within 24 hours of the webinar. The rest of the leads should be called as soon as possible after that. Post your archived webinars on your website so they can continue to work for you, long after the live event has ended.

Reap the Benefits

Lead generation webinars can help you provide information to an almost unlimited number of prospects at one time, without you or the prospects leaving your offices. Your message is consistent and visually compelling. Prospects find webinars to be a less threatening way to learn about products and services. Oftentimes the cost of putting on the webinar can be recouped by obtaining just one new client through the webinar process.

Call 1-800-800-1729 or [contact us](#) to learn more about conducting online training utilizing **TelSpan's** web conferencing platform, **TelSpanVenue**, as well as **TelSpan's** online registration tool **RegistrationPlus**. Let **TelSpan** show you how to utilize these services to facilitate your lead generation webinars, helping you to better qualify your leads and shorten your sales cycle.