Influencing Your Audience

Book 3 of a 3-part series

The Secret to High-Converting Webinars

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GoToWebinar

Introduction

Webinars are a lead-generating juggernaut, providing invaluable information about your individual attendees. But how do you take all that incredibly insightful data gathered during the webinar and convert it to sales?

Put simply, you need a post-webinar strategy.

In this ebook, we'll guide you through every step of the process, showing you how to consolidate your quality leads and nurture them through the sales funnel.

In the first two ebooks of our webinar series, you learned what to do before the event to attract your targeted audience, as well as how to engage an audience during your session.

It's now time to focus on the after, when your aim is to analyze the data and use it to convert leads into loyal customers.

For marketers, this is where all your hard work in planning and hosting a webinar pays off. You now have a wealth of data and can strategically package it for a smooth handoff to your sales team.

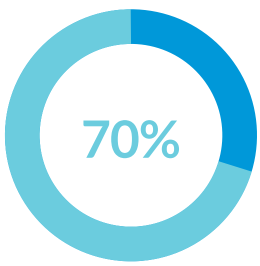
In this final ebook in our series, we will show you how to:

- Reach out to leads after your webinar
- Create a webinar replay page
- Review behavior metrics to reveal key insights
- Score leads based on attendee engagement
- Deliver qualified leads to your sales team
- Use a single webinar to create an entire content marketing strategy

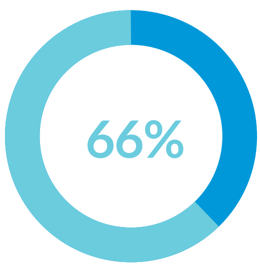
Our resident webinar expert, Erica Maki, a senior marketing specialist who has hosted hundreds of successful live virtual events, is once again on hand to provide her wealth of knowledge. She'll even share her tips on the after-action review (AAR).

"Webinars are an incredibly efficient way to generate business. They are extremely powerful tools. For example, we had sales of $250,000 from just seven GoToWebinar events."

Lewis Howes
President and Co-Founder
Inspired Marketing LLC



Marketers rated webinars as effective or very effective at generating qualified leads.



Content marketers who use webinars.

SECTION 1

Post-Webinar Communication

Make the first 24 hours count

Your webinar is over and your attendees have logged off, but while the live event has finished, now is the time to ramp up the momentum.

Erica Maki says the first 24 to 48 hours after a webinar is a crucial time as you begin to nurture your attendees and move them down the sales funnel.

It's your chance to continue the dialogue with your audience, including reaching out to the no-shows, she says.

Not all registrants attend live webinars. In fact, according to a survey by ClickZ, only 16 percent of respondents said they prefer to watch webinars live, with 84 percent opting for webinar replays.

How to maximize your lead generation immediately following a webinar

Follow Erica’s three steps to reach out to leads after your webinar.

Archive it:
Save a copy of your webinar and also email a link of the recording to all those who registered.

Say thank you:
Follow up with attendees to thank them for taking the time to attend. Email the no-shows encouraging them to watch it at their convenience, but consider creating urgency by saying they have seven days to access it. Include a teaser or an offer for additional information; continue the conversation and engagement by including links to additional resources such as blog articles, ebooks, white papers, infographics and video — but keep it relevant to the original topic. Finally, entice them to sign up for your next webinar with interesting topic points and key attendee benefits.

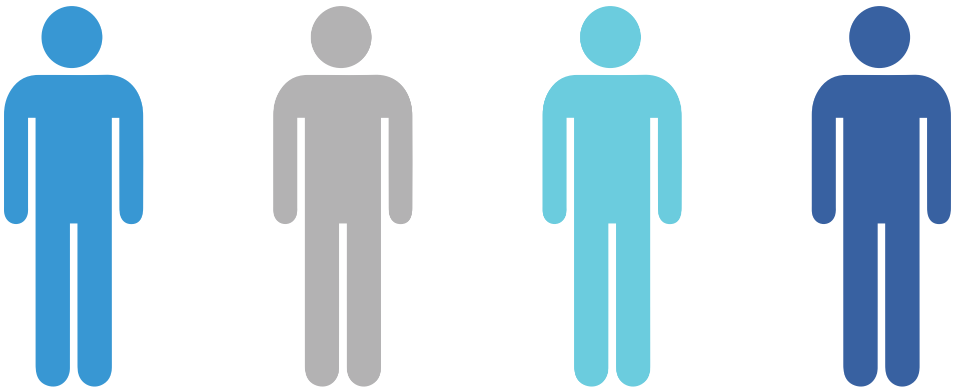
Ask for feedback:
Send a post-webinar survey. Asking your attendees for feedback will help you review the performance of your webinar and reveal customer pain points.

Segment and personalize

By segmenting your attendees, you can send them personalized emails, which are always much better received.

Of course, the first segmentation is attendees and non-attendees, but this is just the beginning. The further you can segment these two audiences (by industry or use case, for example) the more targeted and impactful your message will be.

Check out section three of this ebook, “Scoring the Leads,” for more information.

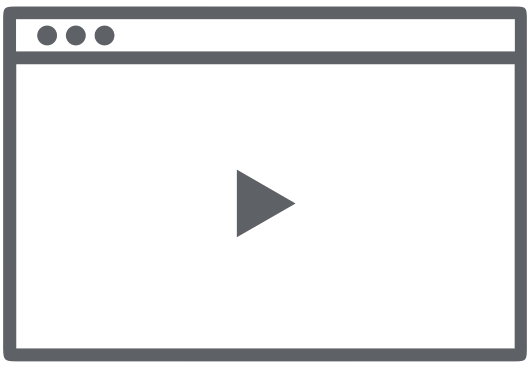


How to create a webinar replay page

Given that more than half of registrants prefer to view the webinar at a later time, you need to make your replay page a priority.

Here's what to include:

- A short introduction setting out the key topics and revelations from the webinar
- An embedded video of your webinar that plays in place. You don't want your leads redirected to a new YouTube or Vimeo window
- A prominent call to action that directs your leads to a sales page or the next step in the customer cycle
- Links to additional resources such as supporting blog articles, ebook and presentation slides
- An embedded social media feed that gives leads the opportunity to ask questions and share opinions



The secret to creating urgency

Creating urgency on your webinar replay page is the key to achieving more views. That's why it's important to include an incentive to register on your replay page. This can be something as simple as offering exclusive content (a white paper or presentation template, for example) to only those who register in a specified time. If your leads know that the content is only available for a short time, they'll be more likely to take action sooner.

Erica has dubbed it the AAR — the after-action review (AAR) — and she says it is an important part of your post-webinar strategy.

1. Conduct a 10- to 15-minute debrief with your co-organizer and presenters.
2. Watch the recording. You'll learn a lot about your presentation skills, what worked and what didn't.
3. Look at your webinar session data and compare it to your historical data of past webinars to see how your events are evolving, and when interest rises and wanes.

SECTION 2

How to Read the Data

How to analyze the data

From the moment people register for your event, you are gaining crucial information. It continues during the webinar when you learn about attendees' interests and pain points. But that's not the end of the story. After the webinar, you can start to analyze all your data (polls, Q&A, attentiveness) to give to your sales team. This personalized information will help to further the conversation — and ultimately close the deal.

By leveraging reporting and analytics that track attendee behavior metrics, you can learn about their receptiveness to topics or products, questions they asked, their poll answers and their general attentiveness. This can help you determine how to target them individually, and help you personalize follow-up emails or calls.

It's important to integrate all the data into a CRM or sales force automation (SFA) system. You can even export key information such as comments or questions entered during the webinar. This key information will allow your sales team and any other relevant departments make follow-up calls.

The top 3 webinar behavior metrics to track

1. **Registration and attendance rate:** Of course, you'll want to look at how many registrants you have for your event and how many actually attend. Over time, this data begins to tell a story, so look for trends. Do certain topics resonate with your audience, or is it certain speakers, or events that occur on particular days of the week? These simple data points can be very powerful.

2. **Average time in session:** Attendees who invest more time in your webinar are more likely to have heard your message and become a qualified lead. Track which attendees stuck around, and if you notice a big drop-off during the webinar, consider adjusting the length of your webinar next time.

3. **Poll and Q&A response:** Measure not only the response rate for your polls and surveys, which reflect engagement, but also review polls and Q&A responses individually to help score your leads, understand behaviors and discover trends based on the questions attendees asked.

Erica's Tip: Using the average interest rating

GoToWebinar Interest Rating measures each attendee's engagement on a scale from 1-100 (but no one is perfect, so a score in the 90s is fantastic). I use this rating to look at the overall success of the webinar — it's a great tool to use for lead scoring. Remember to reach out to your attendees with the highest interest ratings immediately.

SECTION 3

Scoring the Leads

How to score leads

So you have all the registration data and behavior metrics at your fingertips — now it's time to score your leads. This will help your sales team prioritize leads and understand where they currently sit in the sales funnel.

Think of it like painting a portrait of each lead. Assessing the engagement score will reveal where their interest lies, how to nurture them and when to pass them to your sales team.

It is not enough to simply hand over all registrants' names and contact information to your sales team. Not only is it inefficient, even worse, it's not targeted. Just because someone signed up for your webinar does not mean they are a prospective buyer.

> "Without scoring the names generated from webinars, your sales team will have to place a lot of calls to bad leads, which hampers productivity and harms the relationship between sales and marketing."
>
> **Elle Woulfe**
> Marketing Expert

Erica says many of those people who registered are "early stage" and might not be ready to engage with sales today but, "lead nurturing will ensure those names are cultivated over time and scoring will ensure that once they're ready for sales, they automatically get routed to the right person for follow-up."

How to create an engagement score

- **Highly engaged:** In the top tier of average attentiveness, they are strong participants in polls and Q&As. Pay particular attention to the type of questions they asked. Their questions and answers could reveal their current objectives and weaknesses, and will be a good entry point for your sales team.

- **Semi-engaged:** They will be in the middle tier of the average time in session and average attentiveness. Pay particular attention to their average interest rating and when they logged out — this will likely reveal which topics in the webinar were most relevant to them before they lost interest. You may decide to send a personalized email with more information about their interest points to nurture the lead before passing them to your sales team.

- **Disengaged:** These will be the people with low average time in session scores and registrants who did not attend the live webinar. Nurture these leads with your webinar replay page and encourage them to offer their feedback via a post-webinar survey. This is also the perfect group to send additional content to in your follow-up email to try and build on their initial interest that may not have been satisfied by the webinar. And remember that scheduling conflicts often prevent people from attending the live webinar, so don't necessarily dismiss this group for lack of interest.

“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.”

Mike Agron
Co-Founder of WebAttract

SECTION 4

How to Deliver Leads to Your Sales Team

> **"GoToWebinar is an incredibly effective sales tool and we've found that approximately 50-70% of our webinar attendees convert to paying customers."**
>
> **Daniel Miller**
> Sales Manager, Benchmark Email

So you have a wealth of data and contact information, and it's now time to convert your audience into customers.

The sad reality is that 79 percent of marketing leads don't convert to sales.

Why is this? Anecdotally, much of it is attributed to lack of lead nurturing.

Unfortunately, some marketers unfortunately believe in delivering as many leads as possible to their sales team, but in the long run this won't pay dividends. Your mantra should be "quality over quantity."

To increase your success rate, refine your leads and indicate at which stage of the buying journey they are, their pain points and what their needs are at this time. By handing over high-value information, it will help your sales reps provide a personalized and targeted client experience.

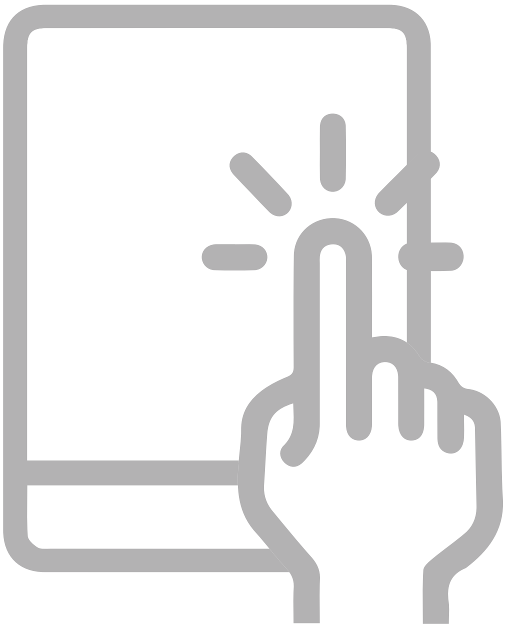
To optimize your continuing communication with prospects, you need a central database to store and share updated information about leads.

The database should be vast and packed with information on individuals. Don't limit it to attendance and engagement data. Integrate page views, website sessions and email engagement.

Also, when it comes to delivering leads to your sales team, you need to automate to dominate.

Integrate webinars with CRM tools like Marketo, Eloqua, HubSpot, Pardot and Salesforce to automatically feed collected webinar data into your marketing and sales software.

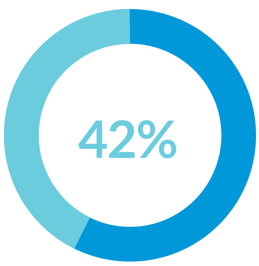
Setting up application program interfaces (APIs) simplifies the process and gives you greater control over the specific data you deliver to your Sales team as new prospects are created and existing profiles are updated with data from the latest webinar metrics.



Not all data is created equal, and simply dumping high volumes of unstructured data into your CRM will likely send your sales team running for the hills.

Here are the four essential data fields you must deliver to your sales team to ensure they're receiving quality leads:

1. **Contact information:** This may seem obvious, but providing leads with missing or incorrect phone numbers and email addresses will frustrate your sales team at the first hurdle.
2. **Firmographic data:** This should reveal the lead's company name and sector, as well as other pertinent information such as key clients and ranking in the market. It's also important to confirm the lead holds decision-making power within their company.
3. **Engagement score:** This will help your sales team assess where the lead currently lies in the sales funnel and whether further nurturing is required or if it's time to start talking deals.
4. **Interest points:** Telling your sales team exactly what each lead is interested in — and what questions they asked during or after a webinar — will help them conduct personalized sales calls that are directly relevant to each lead.



Sales reps feel they do not have the right information before making a sales call.

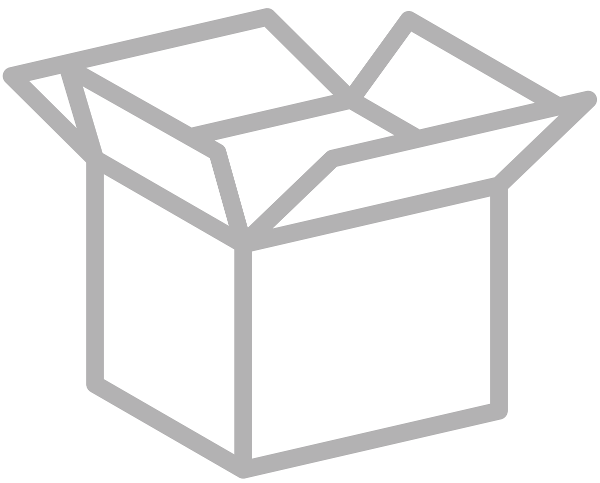
SECTION 5

Creating Your Content Hub

While webinars are an extremely powerful marketing tool, they take time and effort to organize — but the rewards are well worth it.

For B2B marketers, a single webinar should be seen as a big birthday box of surprises and opportunities, capable of yielding a vast array of content pieces.

Repurpose your live event into blogs, ebooks, infographics, Q&As and features, creating an ecosystem of content to further grow your brand.



How to turn a webinar into an entire content marketing plan

- **Break it down:** Divide it into bite-sized segments (short teaser videos or infographics, for example), which gives you more shareable content that will help drive more traffic to your registration page.
- **Turn it into an ebook:** Don't let all that research you did for your webinar go to waste. Convert your webinar transcript into a downloadable ebook or white paper for lead capture.
- **Create a SlideShare presentation:** Post your webinar slides as a SlideShare presentation to connect with new audiences.
- **Post on social media:** Use interesting stats from your webinar as the basis for infographics that will capture attention — and shares — on social media.
- **Write blog posts:** Mine your webinar Q&A sessions for blog content that's directly relevant to your market.
- **Broadcast a podcast:** Webinars lend themselves to conversion to podcasts — especially if they feature guest experts in conversation with the webinar host.

Webinars remain one of the most valuable content marketing strategies for generating and engaging leads across the entire buying cycle.

As we've explained throughout our ebook series, webinars can be a powerful interaction and engagement channel for gathering insights about your targeted audience and starting a conversation with leads.

However, the biggest challenge begins after the live event.

To convert webinar attendees into clients and customers, you need to implement an effective post-webinar communication strategy that will drive leads through the sales funnel and into the hands of your sales team. And remember: webinars keep on giving long after your event.

They should serve as the backbone of your content marketing strategy, enabling you to repurpose content to generate more leads and increase your return on investment.

Good luck!

Erica Maki has years of customer and technical support experience. Since joining GoToWebinar in 2010, Erica has managed over 200 webinars, reaching more than 60,000 attendees and helping customers in a variety of industries ace their online meetings, webinars and trainings.

GoToWebinar is the easiest to use do-it-yourself event tool that projects your message to up to 1,000 online attendees. With GoToWebinar, you can reduce travel costs, generate more qualified leads at a lower cost and enhance communication with customers, prospects and employees. Host unlimited webinars for one low flat fee and give attendees the option to join from a Mac, PC or mobile device. To learn more, visit www.gotowebinar.com.