

The 2017 Big Book Of Webinar Stats

The marketer's source for webinar trends, stats and best practices.



What's Inside

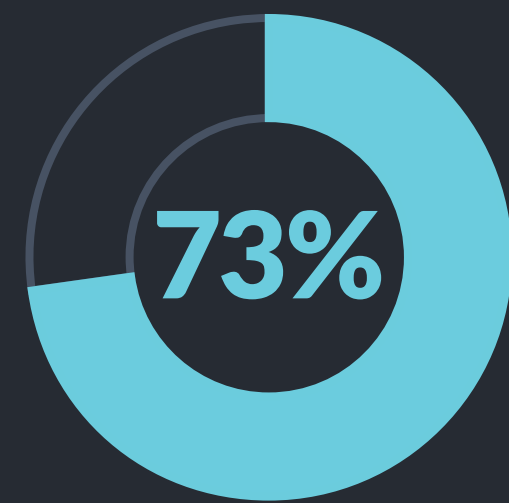
GoToWebinar analyzed data from 350,890 webinars from the past year to bring you deep, actionable insights into webinar trends and best practices.

- 01.** Webinar Use Cases
- 02.** Promotion That Works
- 03.** Scheduling Secrets
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▶ INTRODUCTION

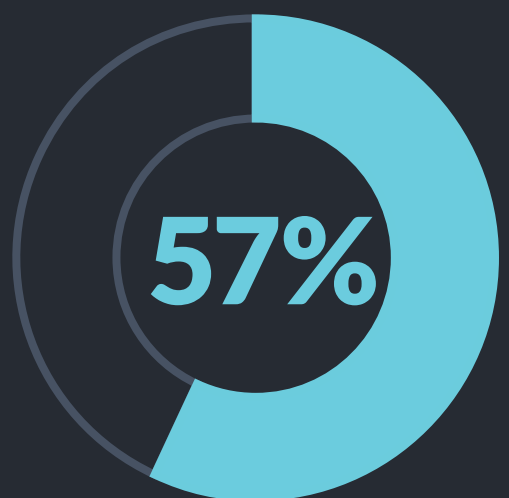
Webinars drive demand.

With hefty lead generation goals, marketers are constantly searching for new and better ways to attract, engage and delight their audiences. It's no wonder webinars have emerged as a favorite tactic among B2B marketers, regularly touted as a top source of leads and pipeline.



of B2B marketers and sales leaders say a webinar is the best way to generate high-quality leads.¹

Why do webinars work? More than other types of content, webinars give any organization the power to connect with audiences in a personal and immersive way. Because webinars are so flexible, they work across the entire customer journey.



of marketers say they will create more webinars next year.²

“We do one webinar and we get between 500 and more than 1,000 leads...with an hour of live webinar and a little promotion.”

— Patrick Whatman, *Head of Content, Mention*



Use Cases

▶ USE CASES

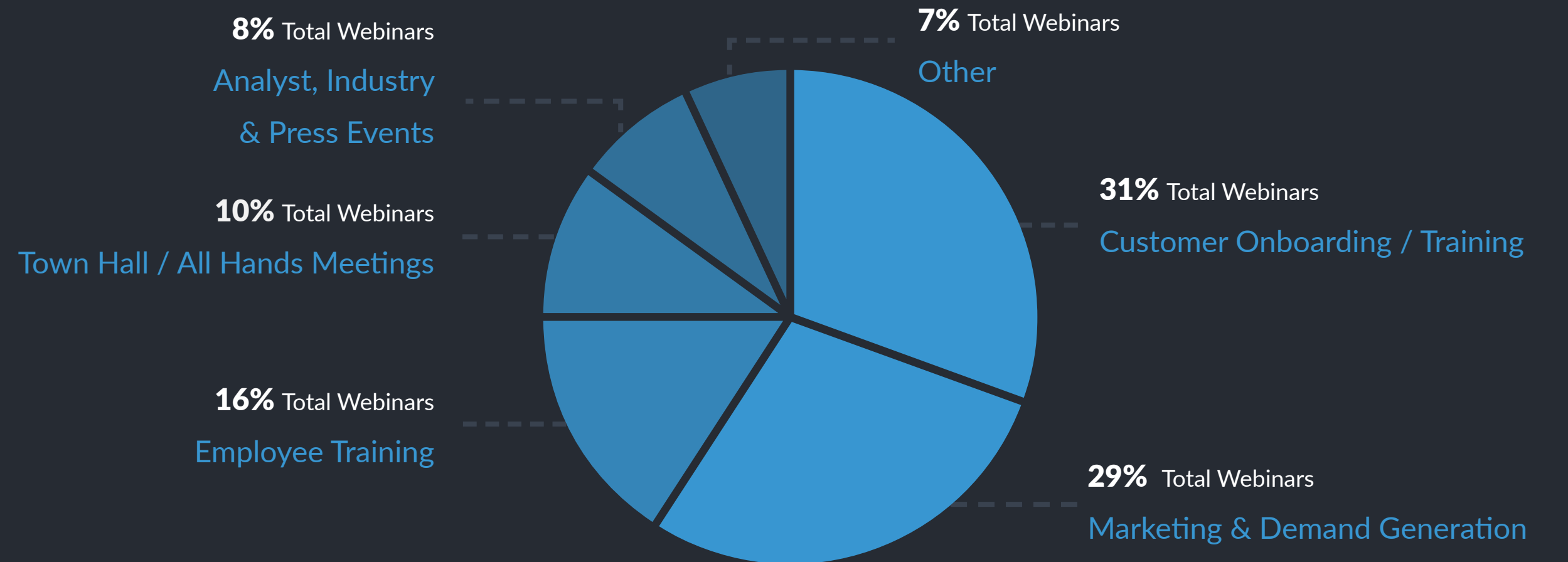
Webinars are a marketing favorite.

Webinars are a form of high-quality, interactive content that both marketers and their customers love. From generating leads to onboarding new customers, webinars give marketers the power to have real two-way conversations with their audience.

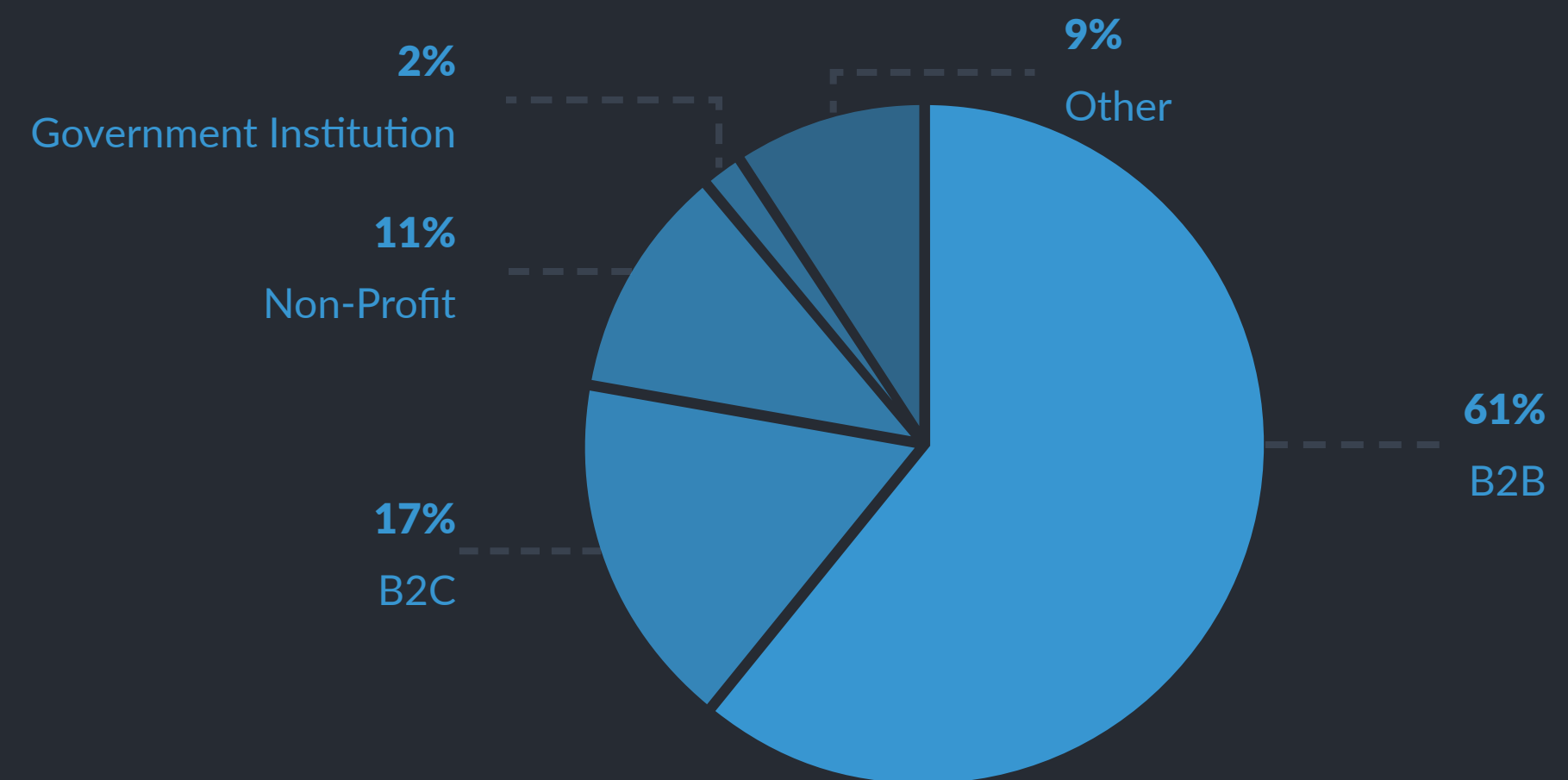


60% of webinars are designed to move people through the entire customer lifecycle – from unaware prospect to loyal customer.

What are the top webinar objectives?



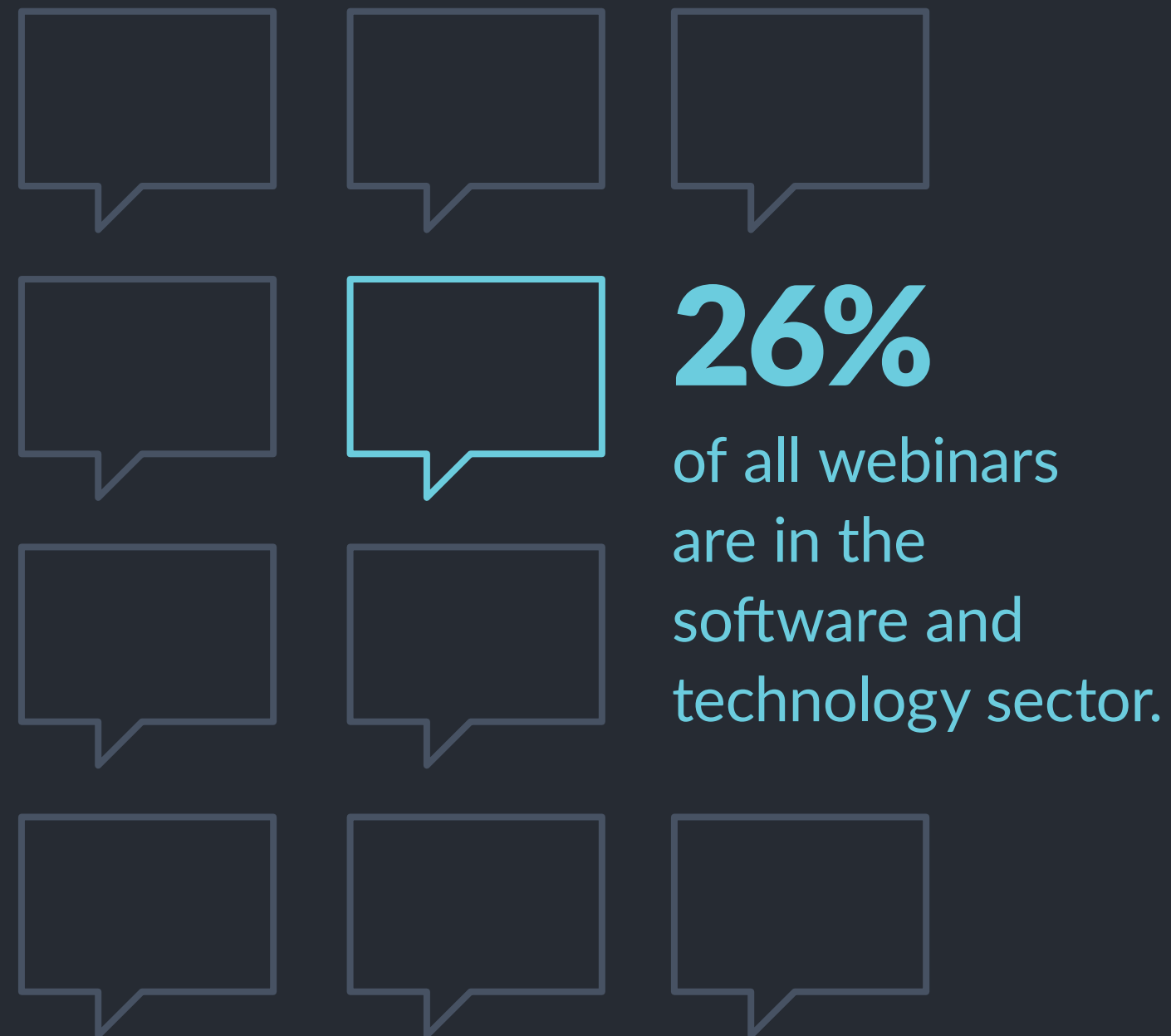
What type of companies host the most webinars?



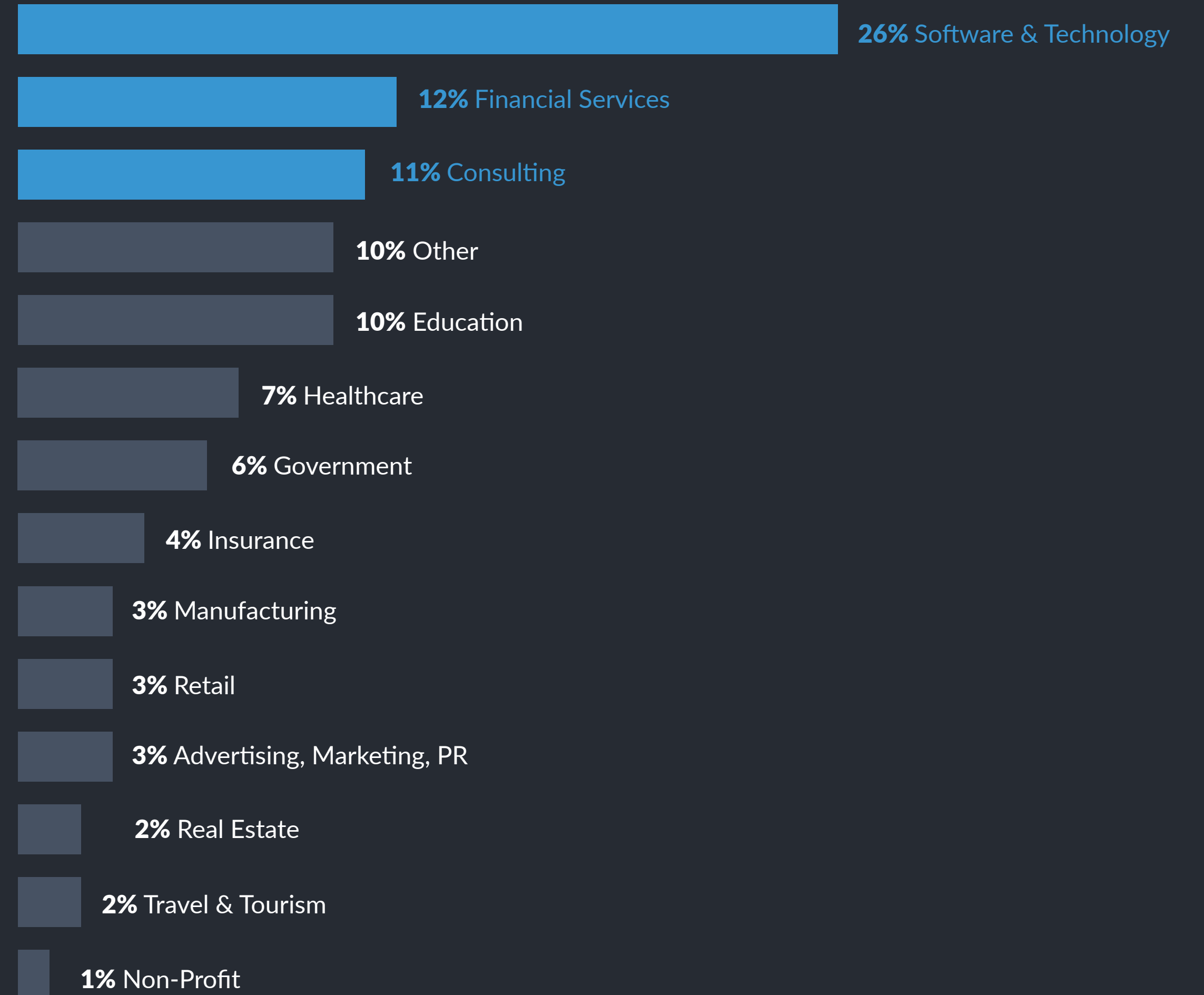
▶ USE CASES

Webinars work across industries.

Marketers from a wide range of industries leverage webinars for everything from internal training to lead generation.



What industries produce the most webinars?



► USE CASES

How many webinars are enough?

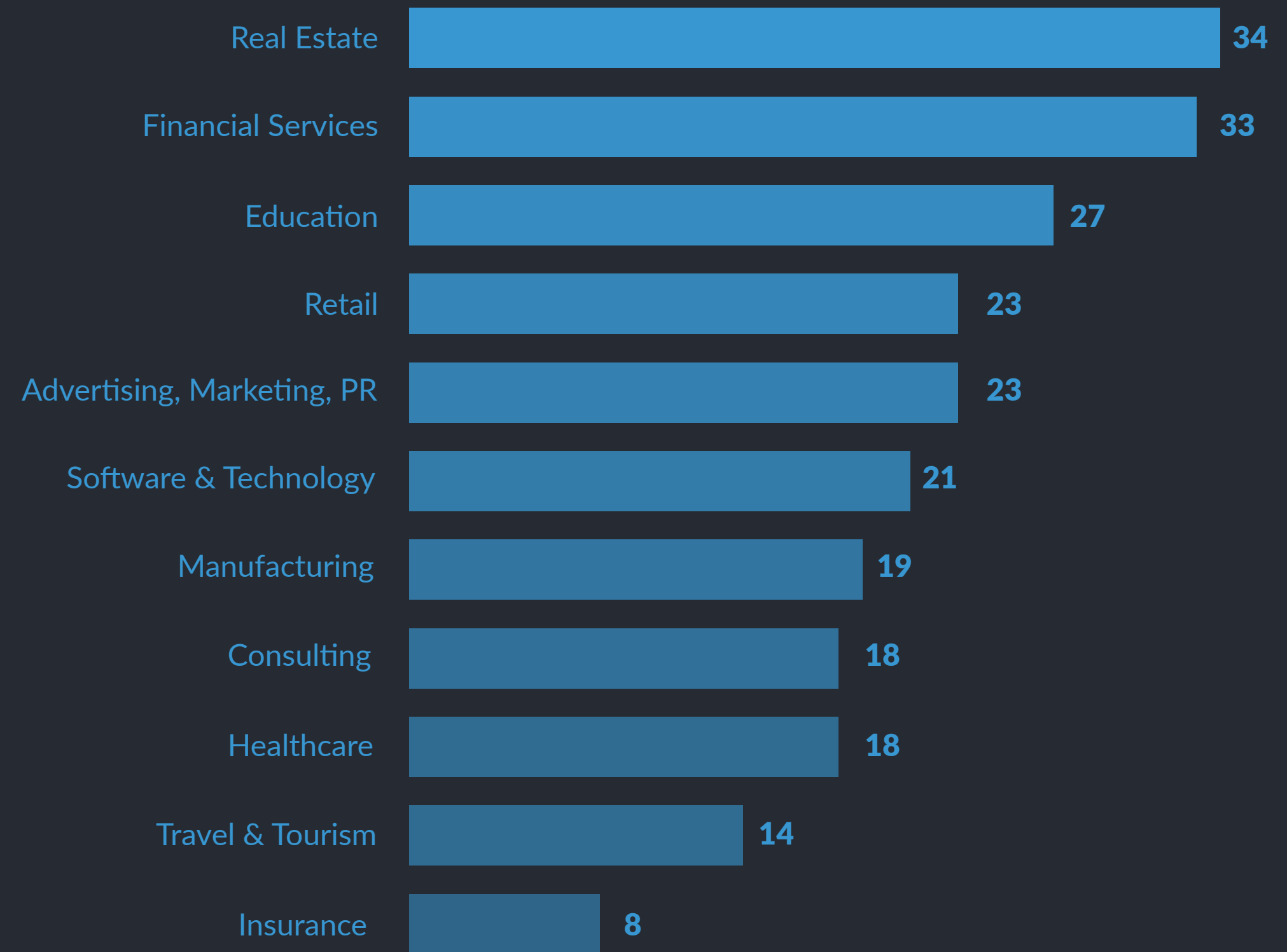
If you're wondering how many webinars your competitors produce in a year, we have the answer. Real Estate businesses top the list, with each company producing 34 webinars per year on average, followed closely by Financial Services and Education.

More webinars isn't always better. Plan your webinars strategically and align them to important business goals. Remember, you can always continue using webinars long after they're over by leveraging the recording and repurposing old webinars into new types of content.



The average number of webinars yearly is **23**.

How many webinars do industries produce yearly?





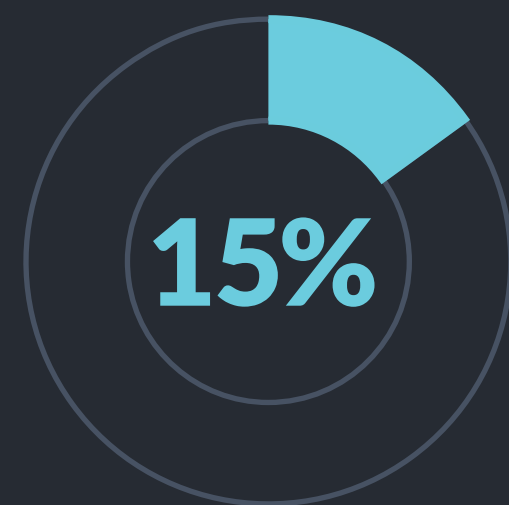
Promotion

► PROMOTION THAT WORKS

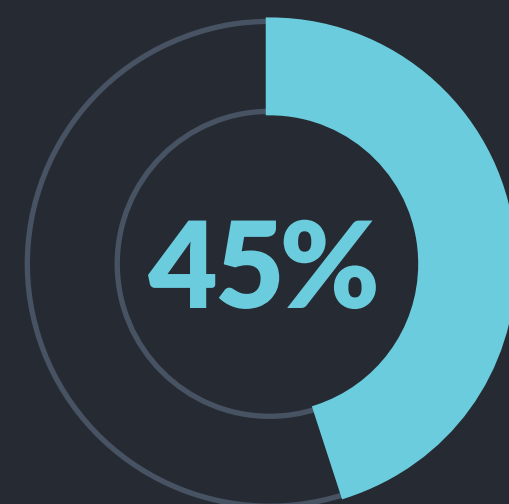
Email puts all other channels to shame.

When it comes to webinars for lead generation and nurturing, promotion is half the battle.

Don't forget about your company website. Advertising your webinar on your website and blog is free and a great way to convert your web traffic. Marketers also often include organic and paid social media channels in their promotion arsenal, with Facebook, Twitter and LinkedIn at the top of the list. Facebook and LinkedIn provide useful targeting options so you can reach the right audience. Test to see which social channels get the highest response rates and focus your social budget there.

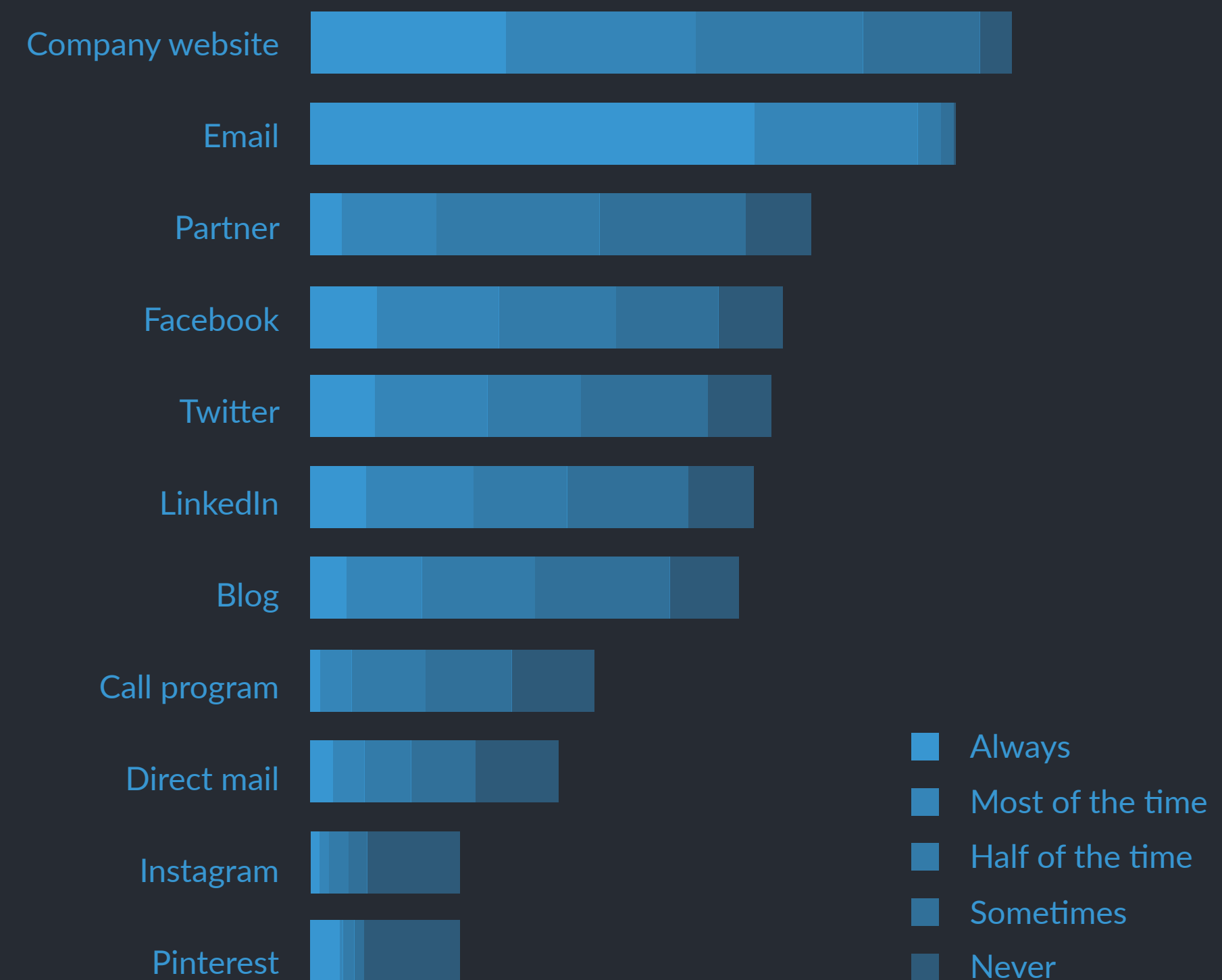


15% of registrations occur 3-4 weeks before a webinar – so plan ahead! Promote early and often.



45% of marketers use email in their webinar promotion, making email the number 1 go-to channel.

Which channels do marketers rely on for webinar promotion?



At GoToWebinar, we always use the top 7 tactics listed here, but email typically makes up 73% of our registrations.

► PROMOTION THAT WORKS

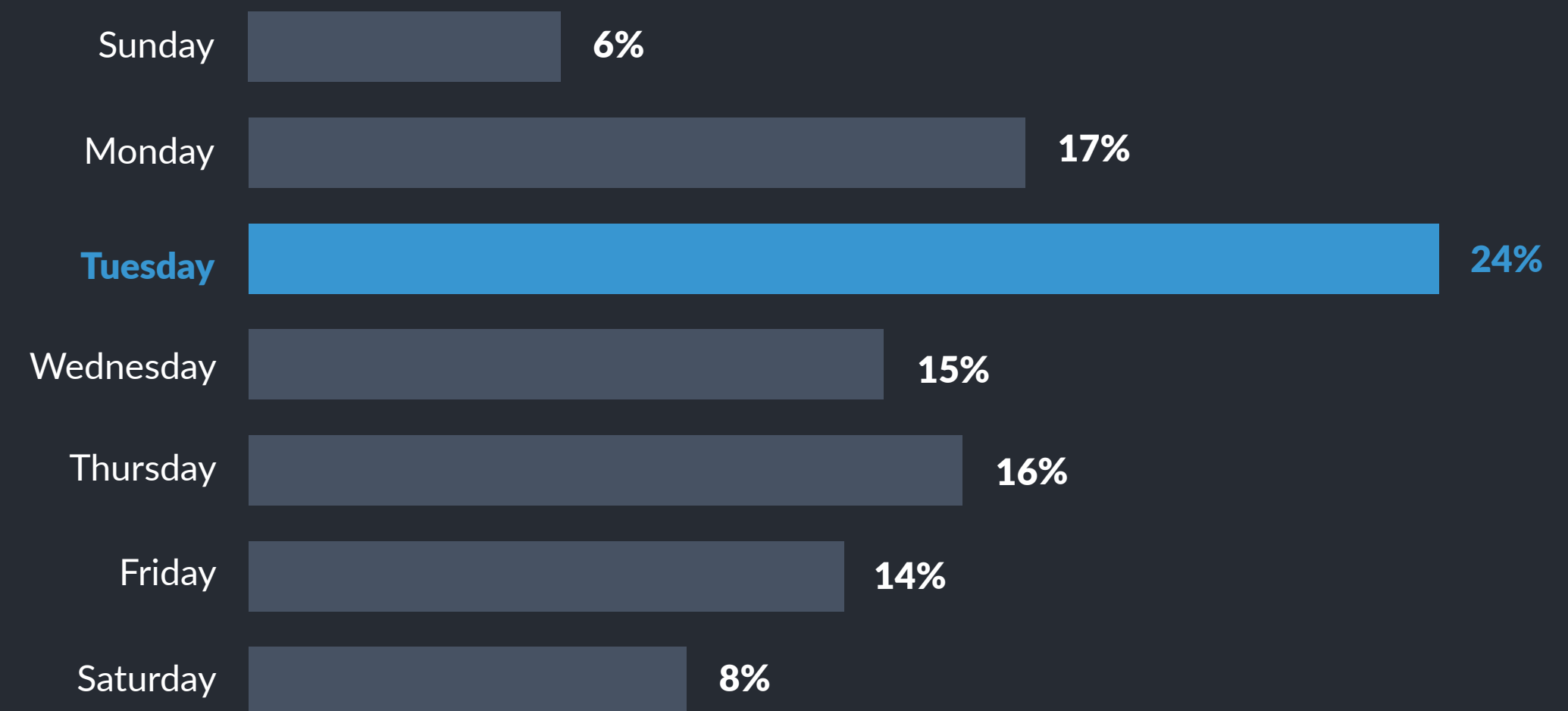
Promote on Tuesdays.

When promoting a live webinar, Tuesdays are your best friend. Tuesdays attracted the most registrants by far. As expected, Monday, Wednesday and Thursday are also strong performers.



24% of all webinar registrations occur on Tuesdays.

When do people register for webinars?



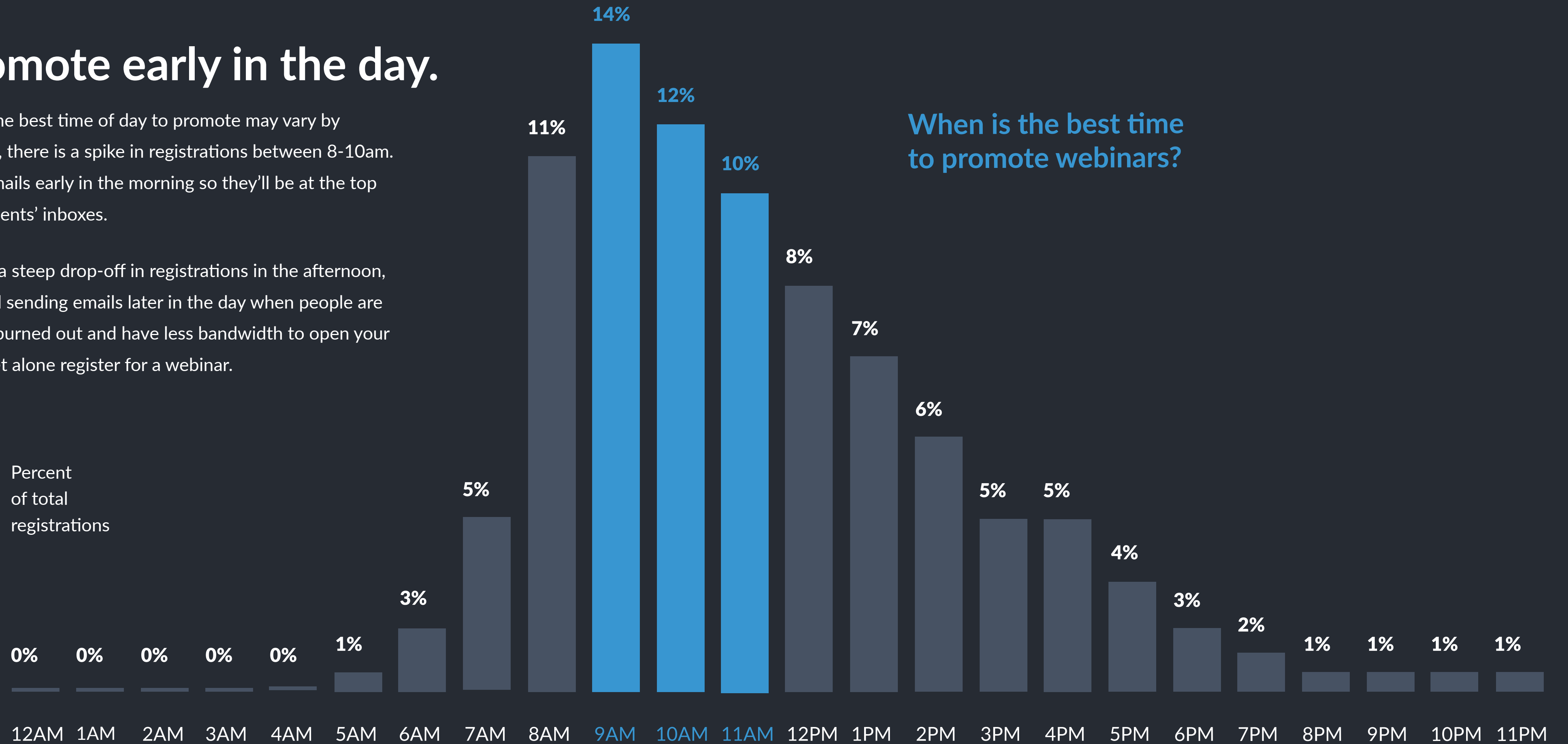
► PROMOTION THAT WORKS

Promote early in the day.

While the best time of day to promote may vary by channel, there is a spike in registrations between 8-10am. Send emails early in the morning so they'll be at the top of recipients' inboxes.

There's a steep drop-off in registrations in the afternoon, so avoid sending emails later in the day when people are feeling burned out and have less bandwidth to open your email, let alone register for a webinar.

When is the best time to promote webinars?



► PROMOTION THAT WORKS

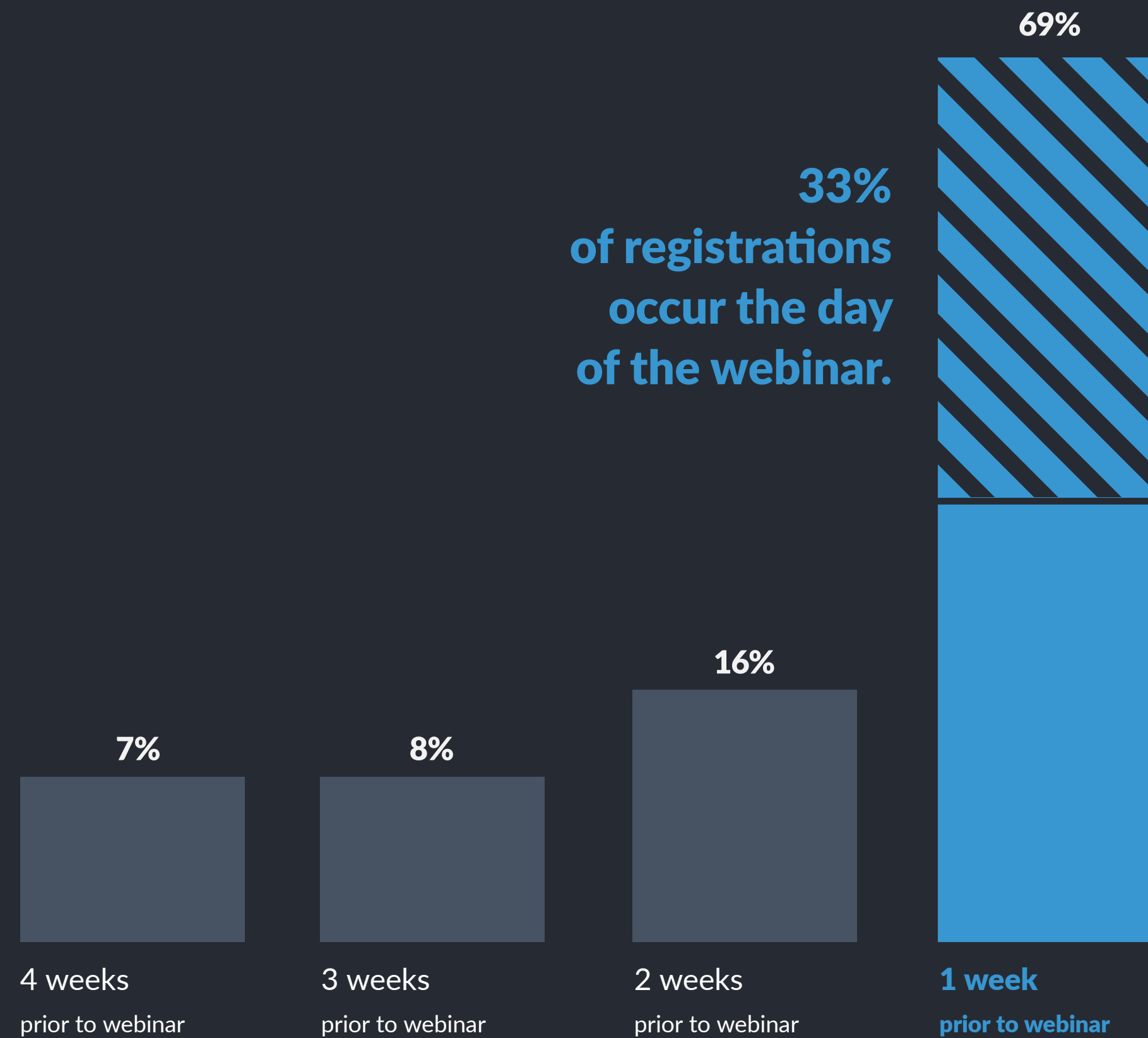
Registrants like to procrastinate.

We recommend launching promotions 4 weeks prior to your live webinar. Registrations will steadily flow in 3-4 weeks prior to the webinar but as the webinar gets closer, registrations will dramatically increase.

69% of registrations occur the week leading up to the live event – with 33% of registrations occurring the day of the webinar!

Put extra effort into promoting a week before your event. Don't be shy with your promotional social posts and emails the day of the webinar. For an extra boost, resend emails to everyone who didn't register or didn't open the initial email.

Percent of Registrations





Scheduling

7542

7636

MTA
Long Island
Rail Road

► SCHEDULING SECRETS

Thursday is webinar day.

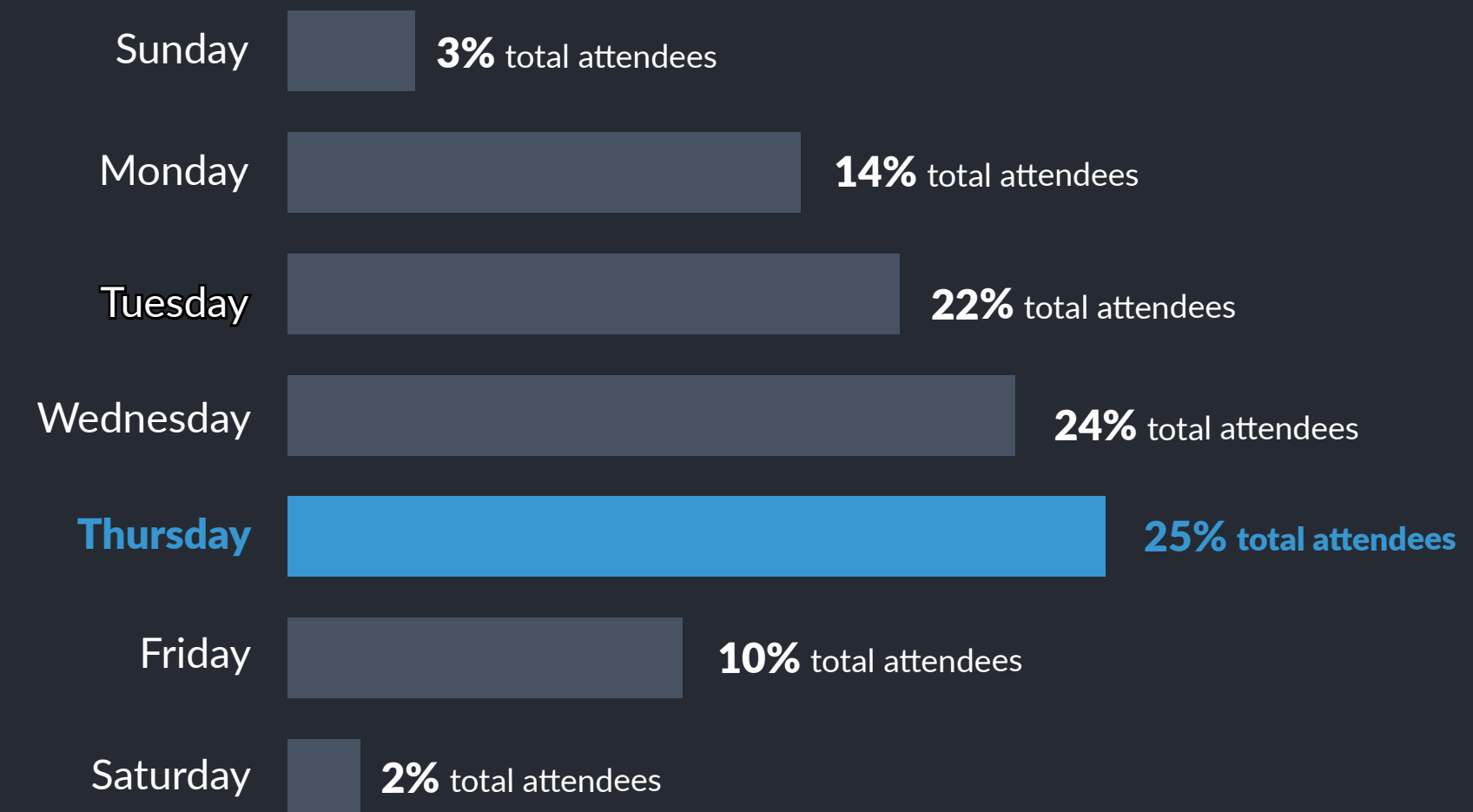
Attendees prefer webinars on Tuesdays, Wednesdays and, most of all, on Thursdays.

But remember, you can get a lot more mileage out of your webinar once it's over. Promoting your on-demand webinars gives more people the chance to see them when it's most convenient. Instead of letting one of your most valuable assets collect dust, why not turn it into a constant stream of new views and leads?



84% of B2B consumers opt for replays over live webinars.³

What day do people prefer to attend webinars?



► SCHEDULING SECRETS

11am is webinar hour.

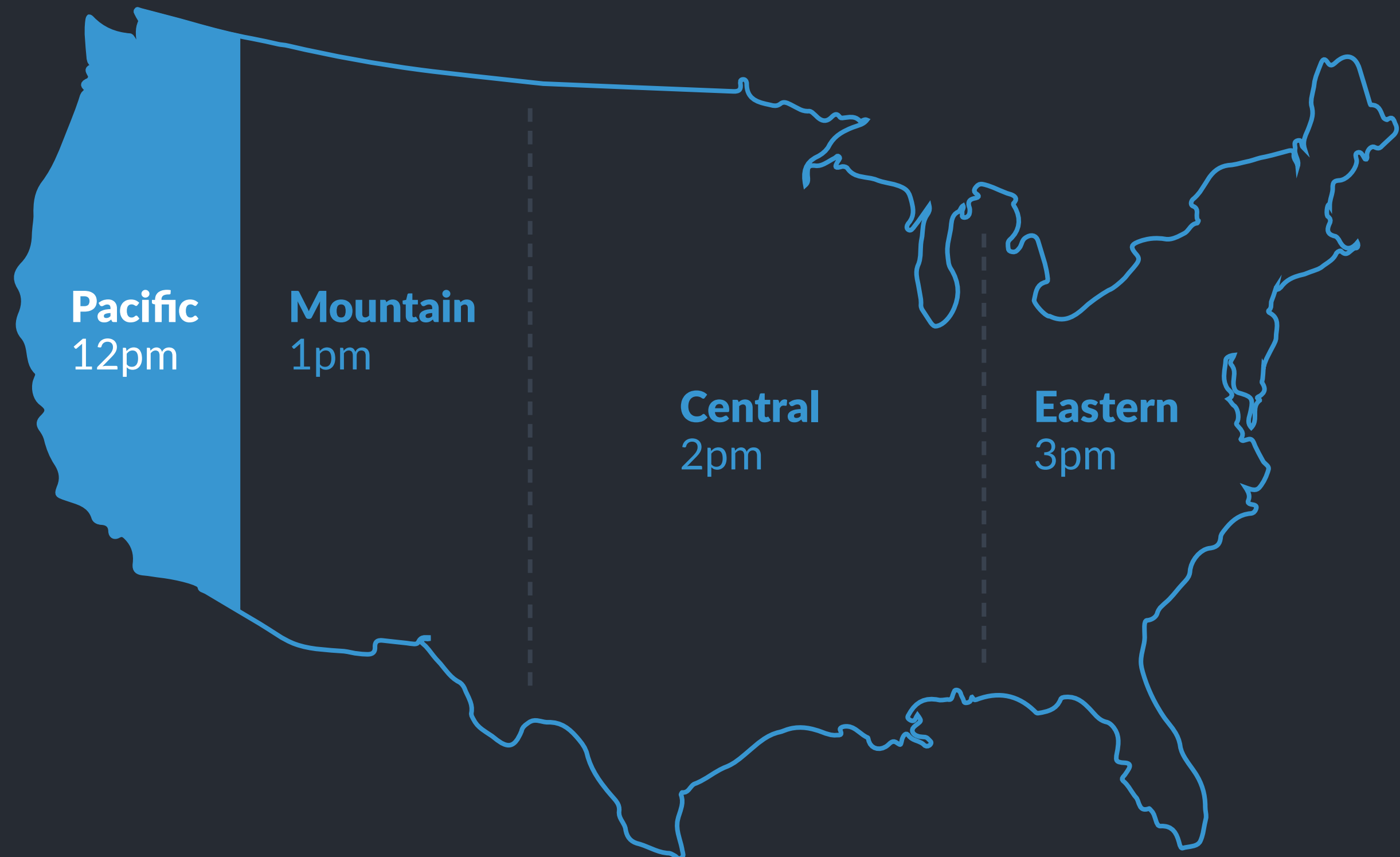
When scheduling a marketing webinar, we recommend optimizing for registrations versus attendance, as registrations equal actual leads. Webinars at 11am local time attract the most registrations, while webinars at 2pm come in a close second.

But don't be afraid to experiment! These are also the most popular times for webinars so they naturally claim high numbers of registrations – they also have the most competition.

Our data reveals that webinars at 8am and 3pm also generate high registration rates.

Schedule for both coasts.

When you have attendees joining from around the country it's tough to accommodate everyone's schedule. If you have attendees in multiple time zones, the best time for a webinar, based on attendance and registration rates is 12:00pm PST/3:00pm EST.



► SCHEDULING SECRETS

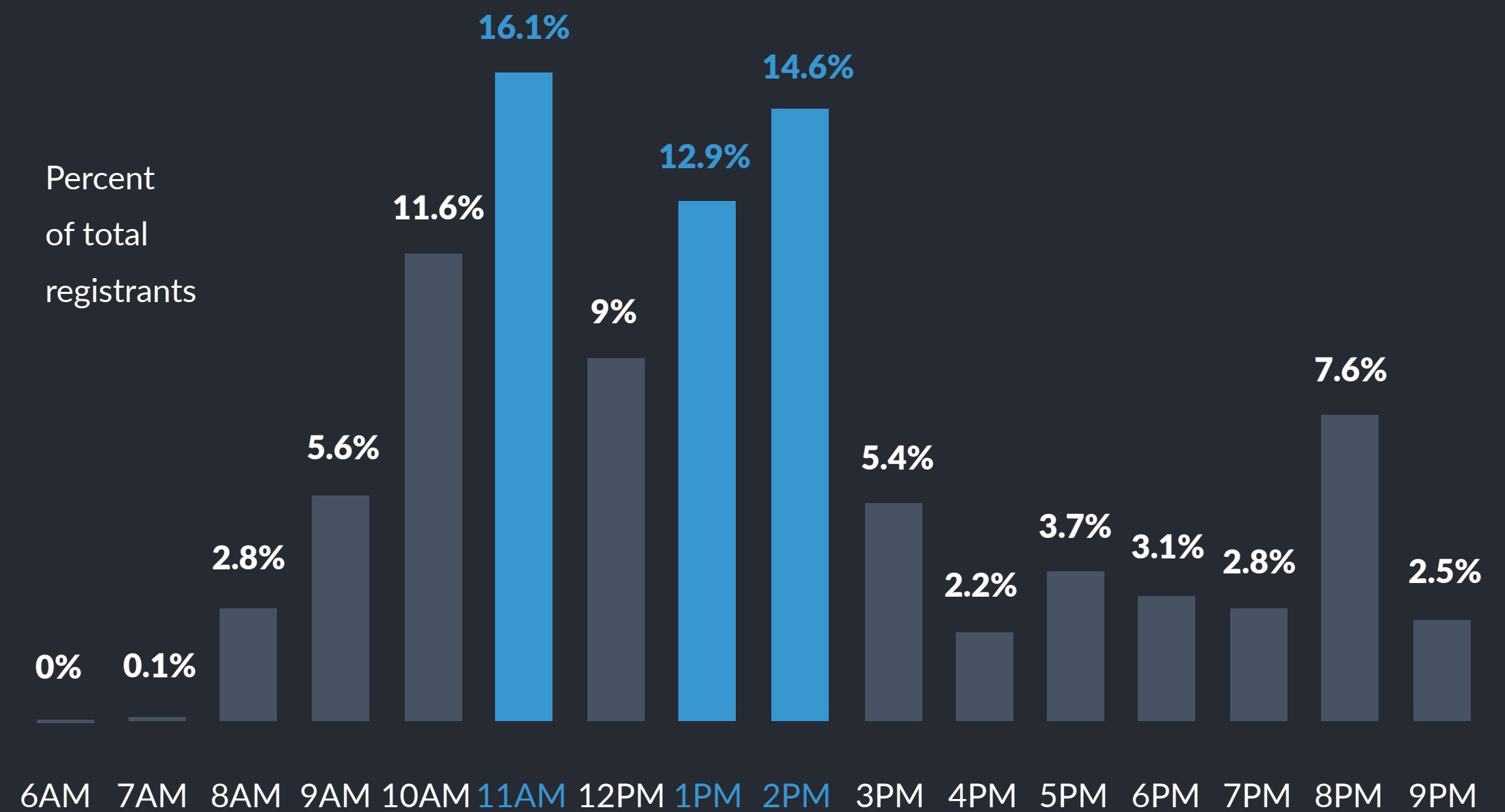
Longer webinars draw big crowds.

Contrary to popular belief, people are excited about longer webinars.

60-minute webinars attract 2.1X more registrations than 30-minute webinars, and 90-minute webinars attract 4.6X as many.

Webinars over an hour indicate greater value to registrants than shorter webinars. They signal that you're going to dive deep into a topic, providing actionable takeaways and insights hard to find in other forms of content.

What time attracts the most registrants?



A young girl in a winter hat is blowing bubbles in a crowd. The scene is filled with many bubbles of various sizes. The background is a mix of blue and warm, golden light. A large, semi-transparent number '4' is overlaid on the image. The word 'Engagement' is written in white, bold, sans-serif font across the center of the image.

Engagement

▶ DRIVING ENGAGEMENT

Attendees don't mind longer webinars.

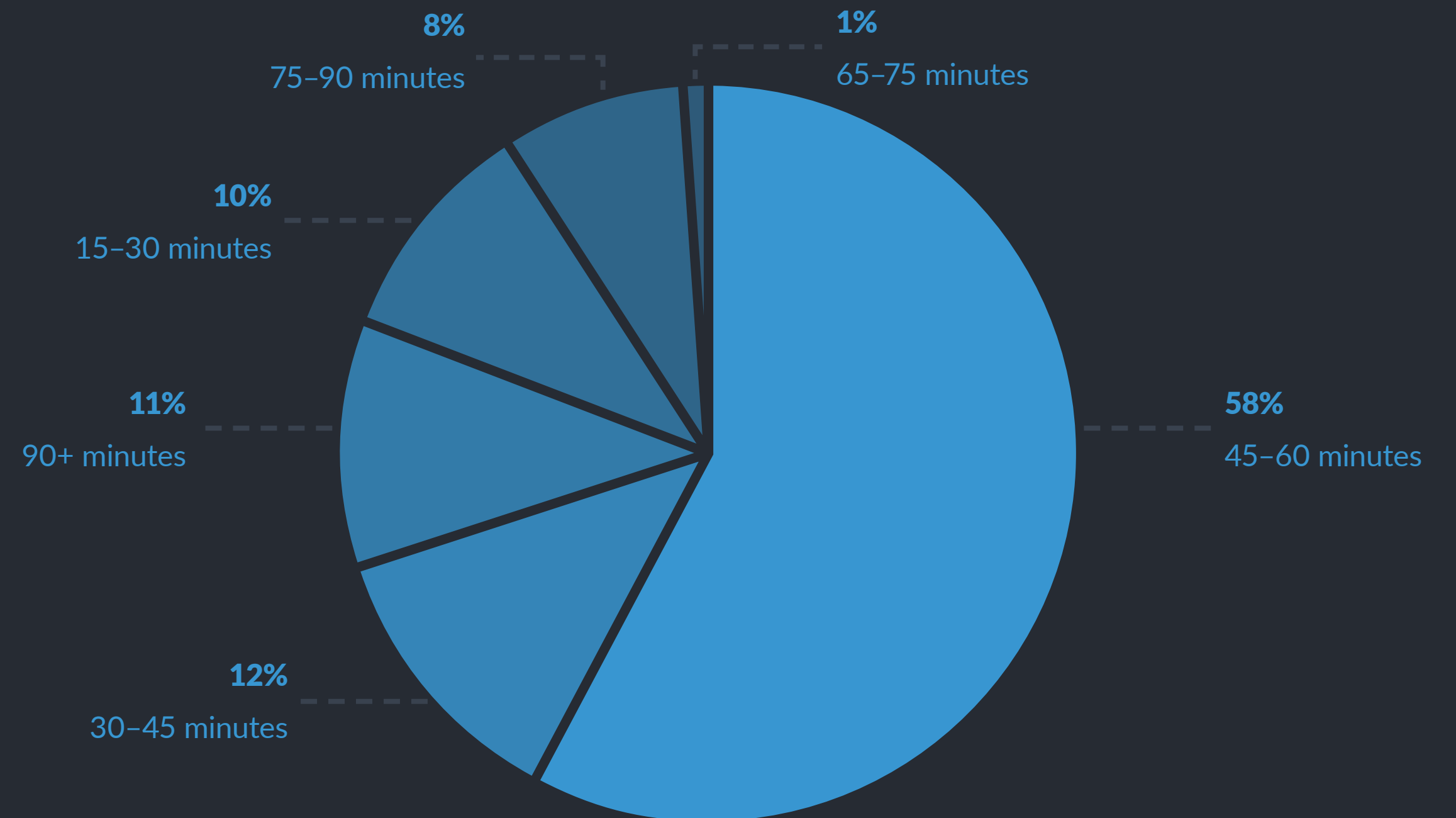
Over half of webinars fall between 45 and 60 minutes. Why? Because shorter webinars are not only easier to produce, but marketers seem to be skeptical that busy audiences with waning attention spans will want to stay in a webinar longer than an hour. As it turns out, attendees have longer attention spans than you might expect.

Surprisingly, attendees don't drop off during longer webinars. Attendees will stay for about 70% of a webinar that lasts up to 90 minutes.



The average attendee viewing time is **61 minutes**.

How long are most webinars?



▶ DRIVING ENGAGEMENT

There's room to increase audience engagement.

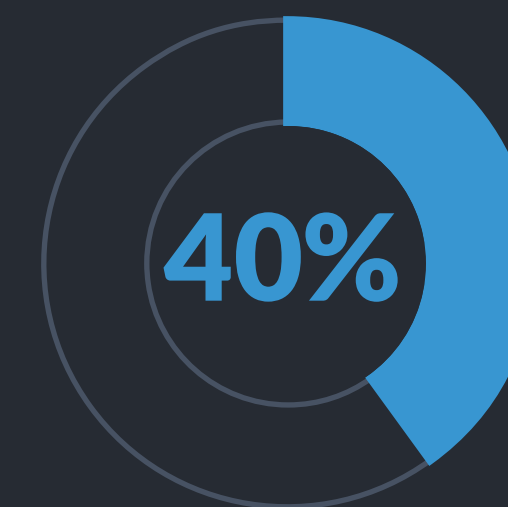
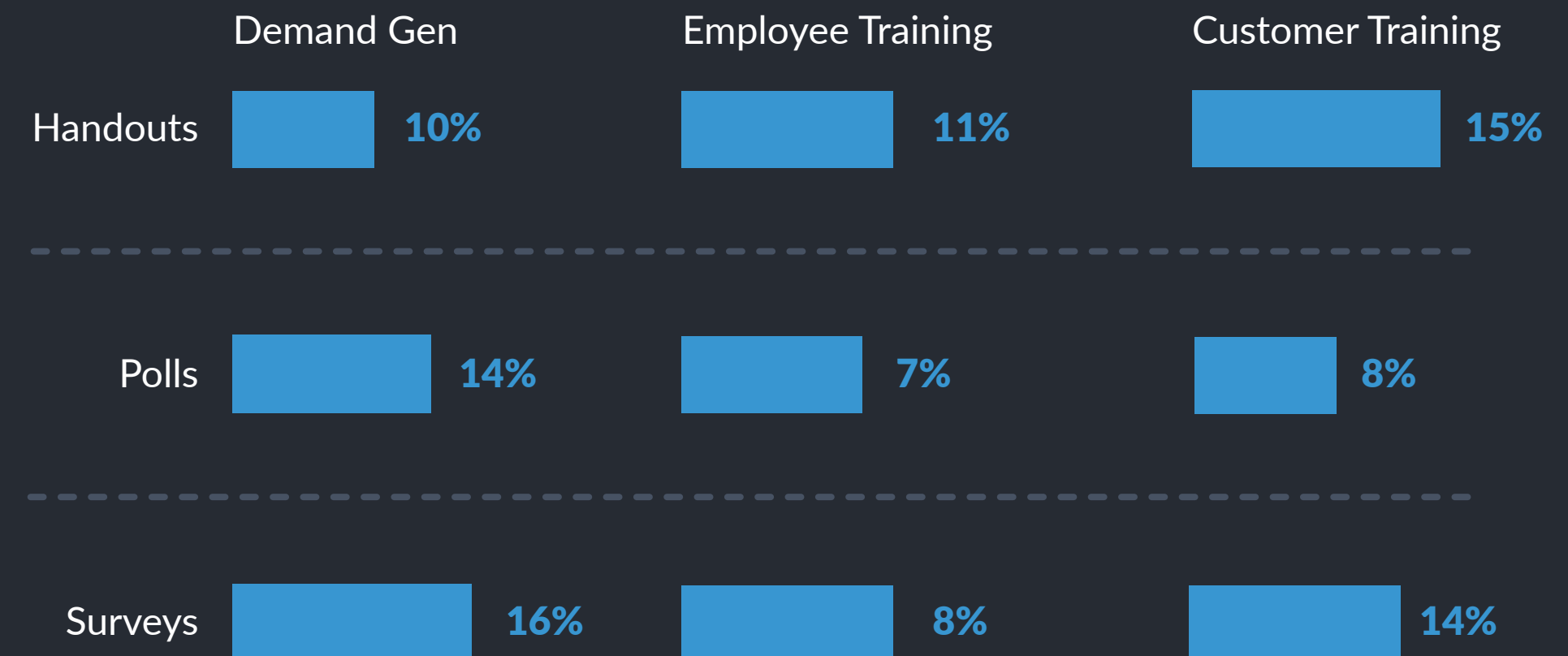
A webinar provides the unique opportunity for your company to engage audiences. Webinar hosts can survey the audience, take polls, provide relevant materials with digital handouts and conduct live Q&A, giving attendees a real way to participate and be heard.

Webinar hosts use engagement tactics more frequently in demand-generation webinars than in customer-training or internal webinars, but there is room to improve. Webinars can be much more than a speaker with a few slides.

Marketers are experimenting with new types of webinar formats, including:

- Live workshops
- Product demos
- Live audits
- Q&A sessions
- Virtual conferences
- Hybrid pre-recorded/live webinars

How many webinars use engagement features?



of all demand-generation webinars use some type of engagement feature.

▶ DRIVING ENGAGEMENT

Influencing attendee engagement score.

How engaged were attendees? Were they watching attentively? How long did they stay on the webinar? Did they ask questions and respond to polls?

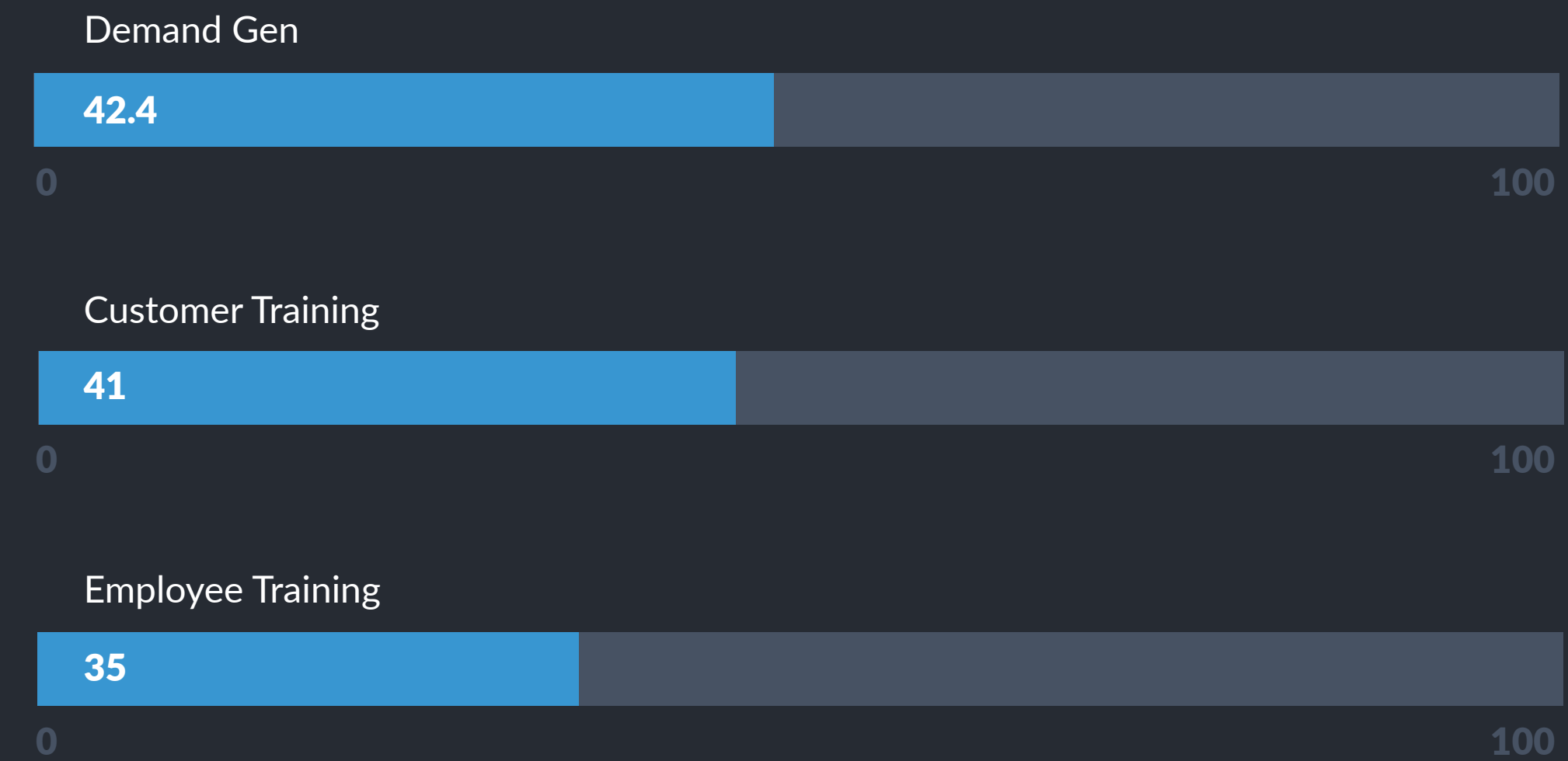
GoToWebinar uses the answers to these questions and more to determine an attendee engagement score ranging from 0 to 100. Scores above 60 represent highly engaged, high-quality attendees. Marketers can use this score to determine lead quality and better understand what types of webinars attract and hold an audience's attention.

Our top tips for increasing attendee engagement:

- Turn on your webcam!
- Have a co-organizer handle Q&A.
- Always include polls.
- Show videos and add handouts to your event.
- Be personable and have fun with the audience.

How engaged were attendees for the following types of webinars?

Attendee engagement scores range from 0 to 100 with 100 being highly engaged and attentive.



42.4 is the average attendee score for demand-generation webinars.



Winning Results

▶ WINNING RESULTS

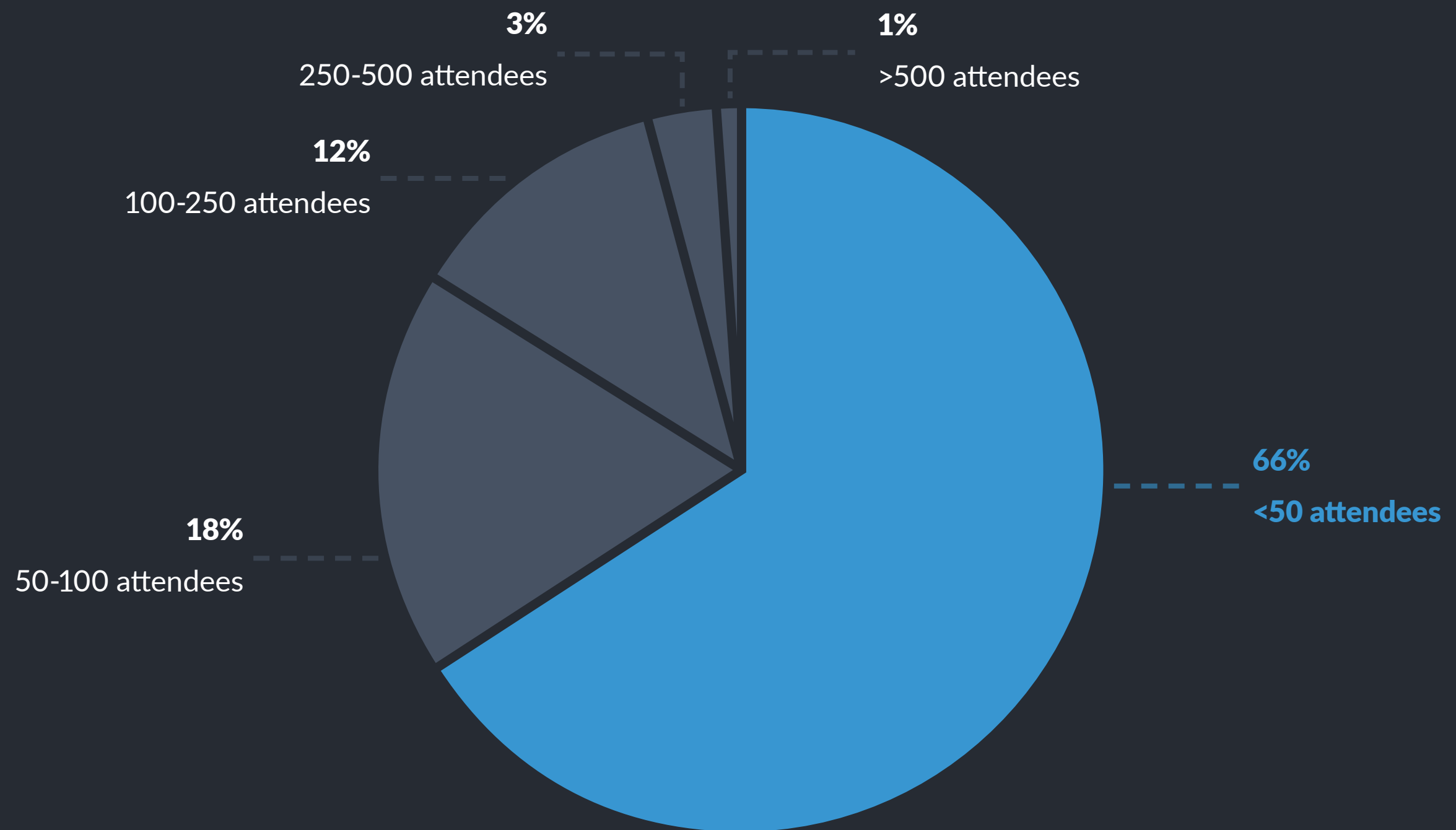
Average attendee group size.

The vast majority of marketing webinars have fewer than 50 attendees.
If you fall into this range, you're in the majority.

Based on the trends we've already covered, the best way to increase registrants and subsequently attendees is by:

- Maximizing email as your main promotion tactic.
- Inviting early and making sure you send a reminder to anyone who hasn't opened and anyone who hasn't registered.
- Optimizing your email drop by day and time.
- Hosting with a partner and promoting to their audience.
- Starting your promotional efforts 4 weeks prior to your webinar.
- Moving to longer webinar lengths.

How many people attend marketing webinars?



▶ WINNING RESULTS

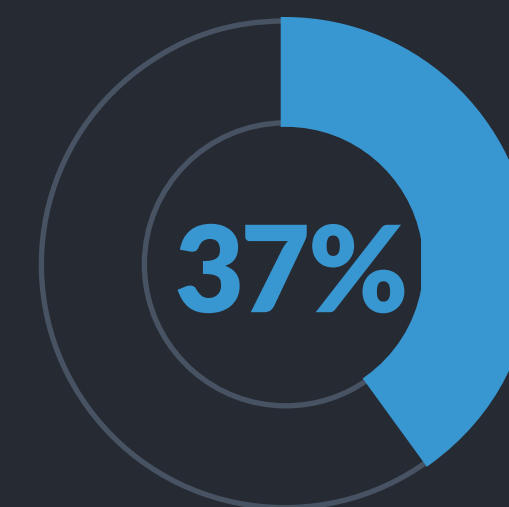
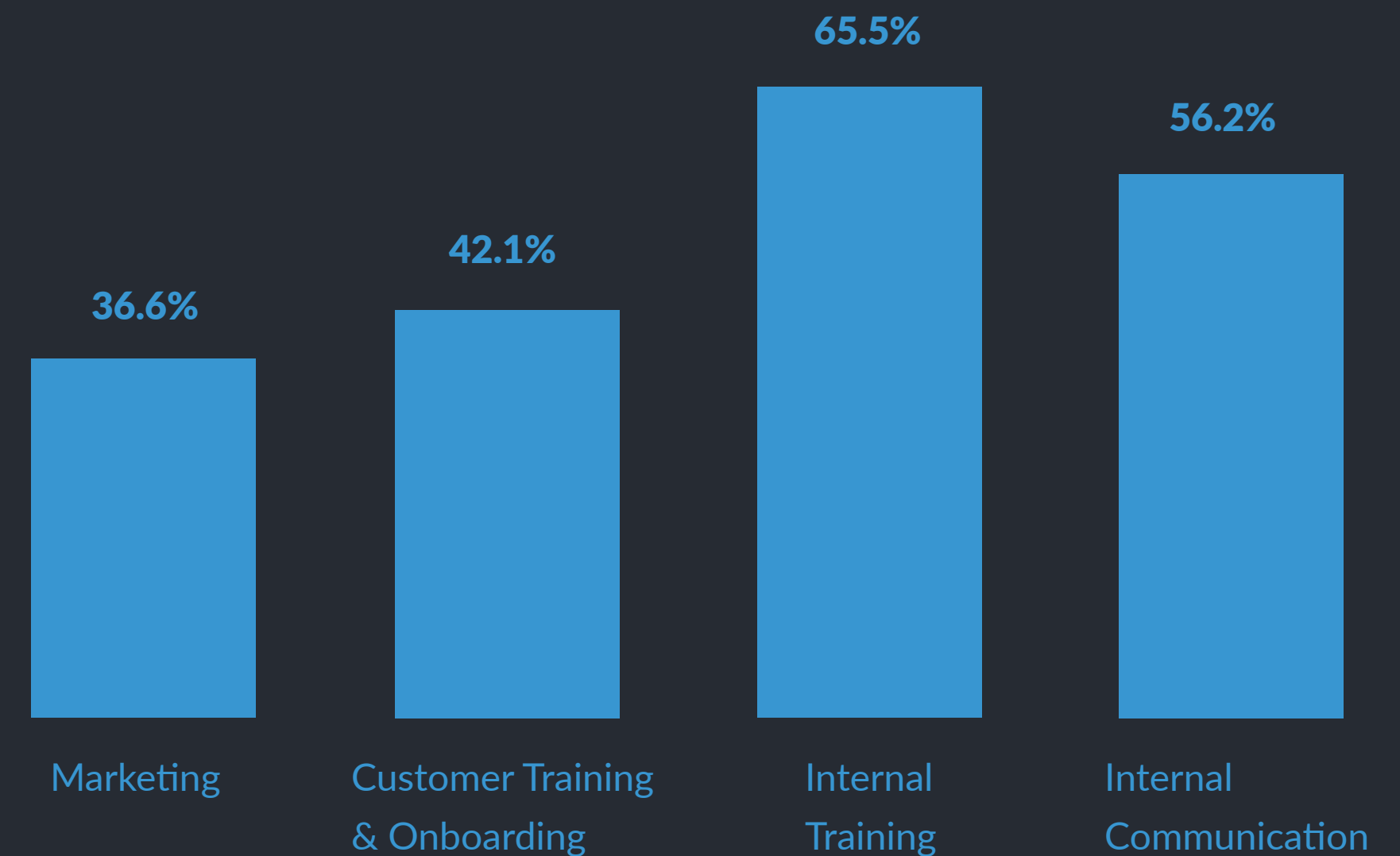
The truth about attendance rates.

Most webinar marketers we talk to watch attendance rate like hawks. While you should track this metric, the reality is your impact on attendance rate is limited. You can pick the right day of the week and time of day, but other than that you have little control.

Focus your energies on driving registrations instead. In our analysis of the most-attended webinars, we routinely see attendance rates below 30%. So why do events with low attendance make it into the top 50? The marketers behind these events understand that promotion trumps everything.

Plus, once you've gotten a prospect to register you have a great opportunity to continue the conversation and drive additional touches. Add prospects to relevant nurturing streams and invite them to explore your other webinars and content.

What is the average attendance rate by webinar objective?



average attendance rate for marketing webinars.

Irresistible webinar formulas.

By analyzing registration numbers and attendance rates, we discovered certain title formulas consistently work better than others. What types of marketing webinars titles work best? Here are the top formulas in order of effectiveness.

1. Lists

List formats are a longtime marketing favorite for good reason. They are an excellent way to demonstrate your expertise and convey a clear value to your audience.

Example: 10 Little Known Ways to [blank]

2. How to

How-to titles also demonstrate your authority on a topic and indicate that the webinar will be full of actionable takeaways.

Example: How to do [something awesome] like [awesome person]

3. 101

101 titles work especially well when you're covering a new or trending topic that people want to learn about.

Example: [Interesting topic] 101: Learn How to [blank] Like a Pro

4. Classes, Training & Workshops

You can see that the most effective webinar titles offer practical information that attendees can put to use. Classes, trainings and workshops titles convey big benefits with in-depth content.

Example: Master Content Marketing Workshop

5. New

Titles with the word "new" are exciting and timely. They are used to reveal new data, make an announcement or explore a topic never before covered.

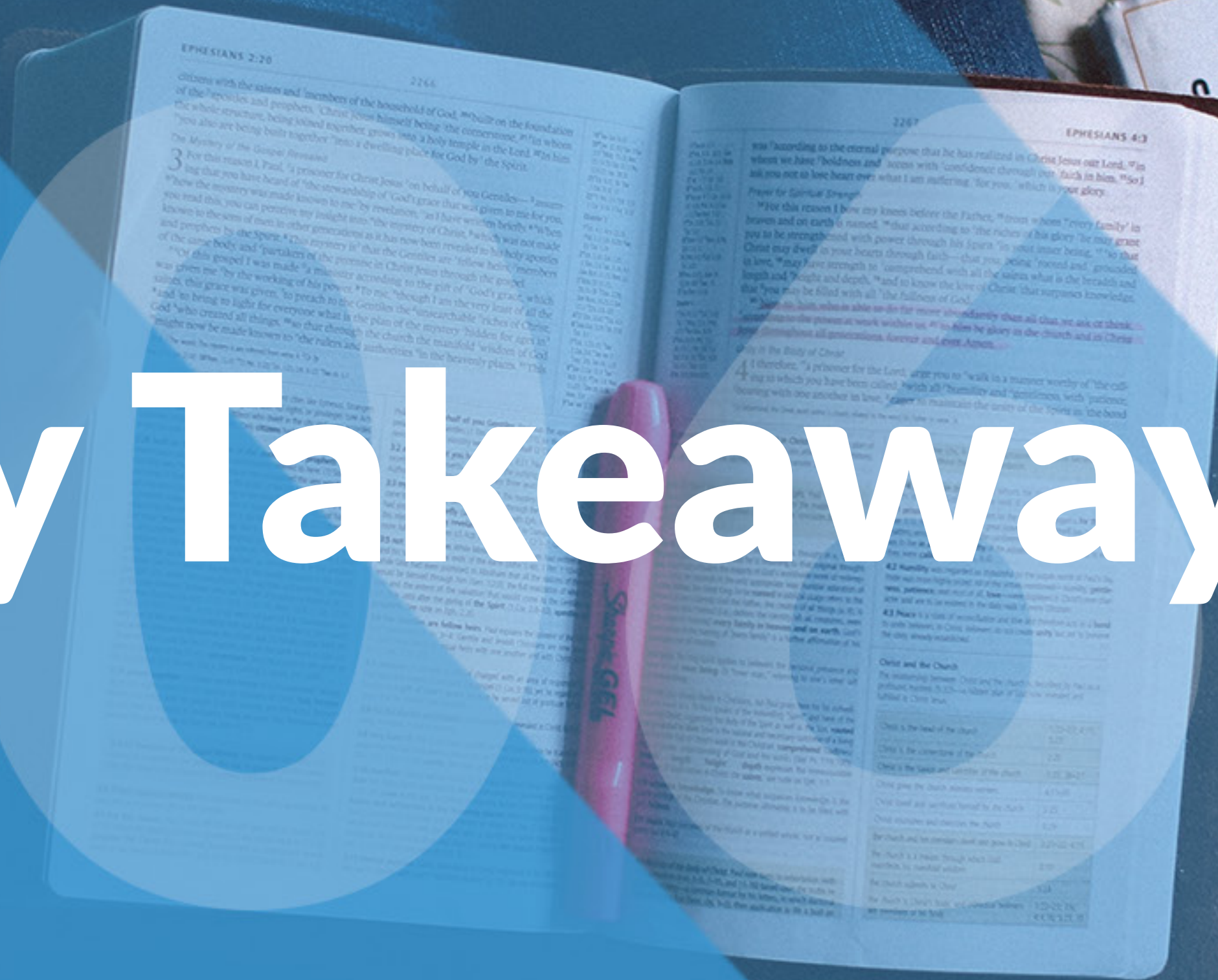
Example: New Data Reveals How Marketers Should Be Doing [Blank]

6. Trends

Use trending topics to be part of larger conversations. These are usually thought-leadership webinars that you can partner with industry experts on.

Example: The New Trend in [blank] That [blank] Swears By

Key Takeaways



▶ **KEY TAKEAWAYS**

What's worth remembering.

Webinars generate quality leads ... especially for the B2B crowd.

73% of B2B marketers and sales leaders say a webinar is the best way to generate quality leads.

B2B companies host the most webinars accounting for 61% of all webinars.



A few promotional tricks

Email is rated the top webinar promotional channel with 45% of marketers always using email in their promo strategy.

24% of all registrations occur on Tuesday making it the best day for promotion.

15% of registrations occur more than 2 weeks before a webinar while 33% occur the day of a webinar, so go the extra mile and promote early and often up to the big day.



Timing for success

Thursday at 11am is the most popular time for webinars and accordingly the peak time for webinar attendance, but that doesn't mean you should just follow the crowd.

If you have the luxury of having your audience in one time zone, experiment with off-peak times like 8am or 3pm.



If you care about engagement

The average attendee viewing time is 61 minutes. Attendees stay for nearly 70% of the total length of a webinar that lasts up to 90 minutes.



Winning webinars

The webinars that draw the biggest crowds have list titles. These titles are clear and usually have obvious takeaways.



Want to try GoToWebinar for yourself?

[Start My Free Trial](#)

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Report Methodology

The data for this report comes from 350,890 webinars hosted by more than 16,000 GoToWebinar customers over the past year. The webinars represented span dozens of industries and include varying company sizes from around the world. The countries with the highest webinar usage include the United States, United Kingdom, Germany, Canada and Australia.

About GoToWebinar

GoToWebinar is the simple, self-service webinar platform that makes it easy to host online events of any size. GoToWebinar is rated #1 in customer satisfaction, with our customers hosting more than 60 million events every year.

Additional Sources

1. InsideSales.com, Optimal Lead Generation Methods
2. GoToWebinar Annual Surveys
3. ClickZ, “Only 16 Percent of B2B Consumers Prefer Live Webinars”