

6 easy tactics that will
turn your webinars into
lead generation machines.



Webinars lead the pack in driving sales leads.

Did you know that webinars outpace almost every other form of content marketing in driving leads and engaging with customers? It's true: Demand Gen's *2017 Demand Generation Benchmark Report*, for example, found a 62% success rate in engaging consumers, outpacing all other content approaches.ⁱ Similarly, DemandWave's *2016 State of B2B Digital Marketing Report* revealed that webinars are almost twice as likely to generate leads as blogs, videos, and infographics.ⁱⁱ

That can translate into significant business. Mark Yolton, vice president of digital at Cisco Systems, told *eMarketer*: "Our video and webcast content last quarter generated about 1,200 net new names ... and \$13 million in sales-qualified leads."ⁱⁱⁱ

But just because webinars are lead machines does not mean that you can just throw one together with no strategy and expect new business to roll in. Instead, use the following six tactics to optimize your webinar for sales generation.

1

Create a sense of urgency.

With every webinar, you're asking the audience to give up their single most precious resource: their time. That alone can be a hard sell. Thankfully, you need only use a little human psychology to get your target audience to happily offer you their time and contact information. The Scarcity Effect is a psychological principle that says people place more value on objects, products, or experiences that are scarce or otherwise difficult to obtain. You can trigger the Scarcity Effect in how you promote your webinar:

- ☑ Set a specific date
- ☑ Offer bonuses to those who sign up by a certain date
- ☑ Limit the number of attendees
- ☑ Issue special offers only to attendees

2

Keep it short and sweet.

Turn your webinars into a lunch escape: with brief, digestible webinars designed to fit into a 30- or 60-minute window, you can deliver value to attendees during a time that won't interrupt their otherwise busy day.

Remember, most webinars are really targeting decision-makers, those who have the buying authority to pull the trigger on your services.

Respect their time and get to the value quickly through a laser-focused, high-impact experience.



3 Solve a problem or salve a pain point.

Webinars are intended to be educational tools: functionally, they should help attendees to understand an issue, address one or more pain points or problems, and/or make decisions that will benefit themselves and their organizations. No, you don't want to give away the secret sauce of your own services or solutions, but the more valuable the information you give out for free, the more trust and credibility you'll cultivate among your audience. And in doing so, your webinar will showcase your expertise in the subject matter, bolster your branding as a marketplace leader, and connect the dots between you and desirable business outcomes.



“Webinars are one of our key lead gen programs. They give us a chance to engage with our audience live and in real-time, which other forms of content can't necessarily do.”

Kelly Pugh, Sr Manager, Demand Generation, Act-On

4 Talk about your audience, not yourself.

Sales pitches invite automatic skepticism; when confronted with an obvious sales job, attendees will begin to actively resist your claims. This is where it works in your favor to deliver genuinely helpful information. If you can give attendees a “win” in their own business by providing valuable content that helps them in their day-to-day, you may just inspire trust and loyalty – not to mention new leads or customers – among your audience.

5 Interact with attendees.

Give attendees a chance to participate in the experience: It will engage them in the presentation, while giving you the opportunity to identify where they fit into the sales cycle. You can use that to understand how to segment the audience for future marketing or sales activities and focus on leads that may be further down the sales funnel and ready to close.

- ☑ **During:** Use polling questions to understand how they're engaging with the webinar's content
- ☑ **Immediately After:** Always leave at least a few minutes for Q&A
- ☑ **Shortly After:** Send attendees a brief survey about their experience

6 Partner with an education provider.

A webinar is a specialized form of multimedia marketing that requires a tangle of skillsets – both technical and topical – to execute successfully. An education provider can supplement your own expertise to ensure the webinar goes off without a hitch. They can also help attract a new audience by expanding reach and audience size. Further, a reputable education provider can provide elite subject matter experts of their own, ensuring that your webinar will contain the kind of genuinely valuable information that will have attendees coming back for more.

References

¹ <https://www.demandgenreport.com/resources/research/2017-demand-generation-benchmark-survey>

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866-352-9539

⁸ <http://go.demandwave.com/rs/306-MLQ-910/images/2016-State-of-B2B-Digital-Marketing.pdf>
⁹ <https://www.emarketer.com/Articles#sthash.b4NWTu4u.dpuf>