

5 SECRETS TO INCREASING WEBINAR ATTENDANCE



Overview

Information is **everywhere**. It's fast. It's fresh. It's free. Since the introduction of the World Wide Web in 1989, information has been floating in tremendous amounts at everyone's fingertips. But one can only do so much online reading without getting a headache. Webinars emerged into the world when online information needed to be taken to the next level.

The ability to interact with an audience provides hands-on learning. This type of learning, if done well, introduces visual effects that are far more appealing than on a written page. In a study on learning types, there were high correlations between learning with visuals and information retention.

When *reading*, participants remembered 72% of the information after 3 hours and 10% after 3 days. However, when presented with a *visual and verbal stimulus*, those people remembered 80% of the information after 3 hours and 65% after 3 days. Without a form of engagement to capture the attention and memory of your customers, your content could be flying in one ear and out the other.

Cue webinars- easy. The tricky part? Increasing your attendance. Here are 5 ways to move your webinar attendance up exponentially!



MEDIA CHANNELS

1. Email
2. Facebook Messenger
2. Newsletter



CHOOSING TOPICS

1. Google Analytics
2. Poll your Audience
3. Look to Competitors



Result

Statistics show that **73%** of B2B marketers claim that a webinar is the best way to generate high-quality leads. Now, the underlying statistics behind this endorsement are that **76%** of B2B buyers have used Webinars in the past 12 months to make a purchase decision. So 2/3 of B2B marketers are standing behind it because 2/3 of B2B buyers are using it- now let's dive into why it's working so well for them! (Source: *The 2017 Big Book of Webinar Stats*)

73% OF B2B
MARKETERS
SAY WEBINARS ARE THE BEST

OF B2B **76%**
MARKETERS
USE WEBINARS FOR PURCHASING



Pick Topics for Your Audience

Personalization in webinars is just as important as it is in marketing. Tech professionals at ON24 wrote and carried out a case study on the effects of personalization. They first did research on who was engaging with their content, then adapted their message to address the industries of those members. This change caused a **184%** boost in clickthrough!

Here are 4 ways you can create personalization as you pick topics that cater to your attendees:

- Your sales team talks to customers daily about pressing topics. Ask them what these hot topics are to determine what questions people are asking, and answer those! (You can also look to your FAQ page for common questions.)
- Search google analytics for top traffic pages. What's the newest data that's sending everyone over the edge?
- Poll your audience. Although Instagram polls aren't the best way to make big life decisions, they could be an extremely useful one for picking your webinar topics. Use polls to ask your audience what they want to know more about, or give them 2 options and let them choose!
- Look to your competitors. Often businesses that are up against you will be reporting on similar information as you!

See what's successful for them and if you can incorporate it into your info sessions as well.



2 Use Tracks and Q&A

Once you've done research on who is engaging with your content for your topic, you will probably realize that not everyone fits one mold. Don't get discouraged! Consider using multiple tracks during your webinar to guide the different types of people you may be marketing to. This format could involve a few keynote speakers for everybody and then 2-4 tracks of speakers that people can choose from depending on their profession or interests.

Something else to help cater to different people is a Q&A. 92% of webinar attendees want a live Q&A session at the end of a webinar (BUT this doesn't mean they're guaranteed to ask questions, so have a few prepared just in case. Sometimes this will help kickstart other questions too!) These sessions help eliminate barriers to conversion. *(Source: Search Engine Journal)*





3

Keep Track of Your Time

30-45 minutes- the golden zone of webinars. Too long and you lose 90% of your crowd, too short and it's 95% lost. Statistics show that 44% of attendees prefer 45-minute webinars and another 41% prefer 30-minutes! Only 10% want an hour-long session and half of that (5%) want 20-minute sessions. *(Source: Big Marketer)*

[44% PREFER 45 MINUTE WEBINARS]

[41% PREFER 30 MINUTES 10% PREFER 1 HOUR]

[AND 5% PREFER 20 MINUTES]

"But what if I don't have enough time to dive deep into my topic?"

This is a valid concern and could easily happen to anyone who isn't careful. To combat this, make sure every minute is filled with engaging information and hands-on activities so you don't lose the depth of your topic. Cut out information that isn't going to add value to your content, and make sure your words are concise and well-planned.

4

Give valuable Information, before you pitch the product

Information is valuable. When people sign up for a webinar, they are looking for a greater understanding of your topic. Value this and make sure that your event doesn't have the sole purpose of pitching your product, and engage them in a way that leaves them walking away with valuable information. Not only does this benefit them, but it builds loyalty for you as well!

- 38% of attendees said interesting and relevant content is what they engage with the most
- 32% of attendees said they felt the most engaged by a passionate and energetic host
- 15% said they were engaged with slideshows and other videos

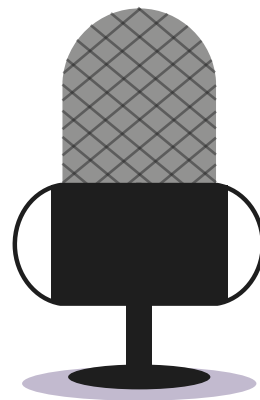


Using all 3 of these tactics will up your webinar attendance and the number of people who stay the whole event!

5 Provide Multiple Media Options

3.9 billion people used email in 2019, almost half of the world's population. (Source: Statista) It's understandable that email has been the most traditional method for marketing for years. As more ways to market surface though however, the realization that there are people you aren't reaching solely through email marketing. We have a few other ways to market for webinars and distribute your information after the fact.

1. Market and distribute content through messenger
2. Create a pdf of your data to spread
3. Write a blog post about your webinar afterward
4. Use social media extensions to what you discuss in your webinar
5. Post the replay (28% of webinar registrants plan on watching the replay instead of the live broadcast.)

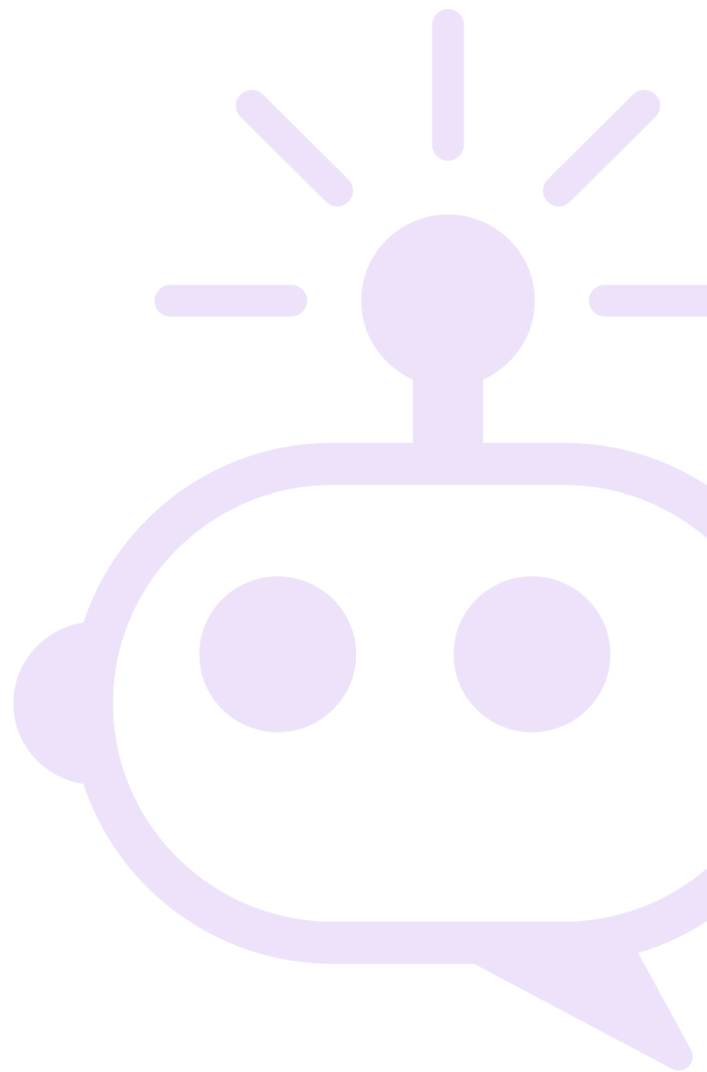


Because 57% of webinar registrations come from email, there is a leftover 43% of registrars that can be captured potentially through other means such as social, website or blog, newsletter, SMS, and sales.



Summary

Webinars are crucial to the marketing world. They provide a more engaging and hands-on experience, allow hosts to cater to their audiences, give valuable information to promote loyalty, and provide a more flexible formatting platform to spread information. We need them, and by using these tips, you can watch your webinar attendance skyrocket! Go get em!



About Us

ChatFunnels is a Conversation AI Platform and Consulting Solutions provider. We help companies maximize the effectiveness of their conversational marketing efforts in order to achieve better engagement results. We specialize in the use of chatbots for B2B (Business to Business) sales and marketing, emphasizing work with Drift & Intercom software. We advise, manage, and train companies on how to best use these to collect and qualify leads, book meetings for sales reps, and other creative uses of chatbots in sales and marketing.



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