



CREATING THE PERFECT WEBINAR FOR YOUR BUSINESS

A GUIDE WITH OUR TOP TIPS



WHAT IS A WEBINAR?



WATCH AN
EXAMPLE

A webinar is an online broadcast event where a speaker(s) deliver a presentation to a relevant audience interested in their products or services.

They are usually one-to-many and are optimised for lead generation, offering a data rich opportunity for your business.

Webinars are also great for brand awareness as they engage with a captivated virtual room of self-prospected attendees whilst they learn about the key aspects of your business.

It also offers the opportunity for your audience to interact by submitting questions, taking part in polls or surveys, or downloading relevant resources.

Finally, hosting a webinar creates a compilation of unique content that can be added to a resource page and shared multiple times across your communication channels; making it an ideal way to enhance your content marketing strategy, raising your profile within the industry.

A webinar is typically used for the following types of communication:

- New product launches
- Thought leadership and education
- Professional recognition
- Live and on-demand demonstrations
- Panel events to debate multiple views on a subject
- Sales pitches

ATTENDANCE

To get the best from your webinar investment you will need to engage across multiple promotional channels to maximise attendance - both paid and organic.

This can include promoting the webinar on your own channels, using organic or paid for social media campaigns, display advertising and direct email marketing.

Targeting partners who work with your typical customers or prospects is a great way of boosting attendance. Generally these tend to be industry news platforms that have a captivated audience who are primed for such initiatives. This also takes the strain out of prospecting and generating new quality attendees to your event.

Post webinar, you should be able to benefit from having the full contact information from all registrants, which means your sales team will be able to follow up high quality leads and/or be able send an on-demand version to non-attendees. In addition, detailed reports can be provided to help better understand your customers' level of engagement with your content.

FEATURES OF A GOOD WEBINAR

1. Sharing content post-webinar
2. Well-designed slides
3. Action points for attendees
4. Interactive tools, such as polls and virtual hand-raising
5. An animated presenter

FIVE THINGS TO AVOID

1. Content not as advertised
2. Un-engaging presenter
3. Run time too long
4. Presenter reads a script
5. Too much text on slides

"Working with the *Cosmetics Business* team was a fantastic experience. Their audience consists of engaged, high-value targets, and they worked alongside us every step of the way to ensure success. We look forward to partnering with them again."

Fabiana Vilsan, Marketing Manager
Black Swan Data

PROMOTION

WHEN SHOULD I START TO PROMOTE MY WEBINAR?

Best practice would be to start promoting a webinar event six weeks before the start date. For big ticket sales, virtual conferences and partner summits, six weeks is generally preferable; whereas typical webinar series, quarterly events or communications can shorten promotion to 4-5 weeks before.

You should also factor in a post webinar marketing campaign lasting approximately 1-2 weeks aimed at attracting on-demand registrants.

HOW SHOULD I PROMOTE MY WEBINAR?

It's a good idea to map out your communication plan in advance, starting with a teaser email communication, followed up by stronger cross-channel marketing with a clear call to action that encourages attendees to register right up to the day of the event.

Campaign deliverables should include email marketing to your database, digital display banners, social media posts and newsletter articles. The messaging should clearly communicate the title, date, time (timezone) and what attendees will learn or benefit from.

We would also recommend communication that introduces presenters along with a mini bio on their expertise and the subject matter they will be presenting on the day.

Finally, there should be a plan to cascade communication across all channels to ensure the audience login at the correct time (a calendar invite should also be sent upon registering).

All campaigns should include a clear call to action. Remember to include a post webinar communication plan to attract on-demand registrants too.

178K

COSMETICS
BUSINESS
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FOLLOWERS



HINTS AND TIPS



Is there a best day to host a webinar?

Usually mid-week (Tuesday–Thursday) are the optimum days for broadcasting a webinar, generating the highest audience attendance.

This is because many people use a Monday for meetings and catch ups after the weekend and Fridays as a way of catching up on tasks outstanding during the week. That said, if your approach is a more casual and Q&A style event then sometimes a Friday can work really well.

Another thing to be aware of is cutting across multiple time zones if you are trying to appeal to an international audience, if you are cutting across the American and European time zones then between 3pm and 5pm GMT is usually the best to avoid early starts or lunch break.

How long should my event last?

Anything up to an hour, including a 10–15 minute live Q&A session, is generally considered the best. This doesn't mean you

have to make it last that long if you have a relatively short message to deliver, however any longer than an hour can sometimes be too long for a typical event (this will vary and is dependent on topic.)

Virtual conferences and partner events can be longer, but, in this instance attendees can opt in and out of the sessions as they wish, attending to talks relevant to their role in the business.

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OPTIMUM WEBINAR
LENGTH IN MINUTES

NEED MORE HELP?

If you have questions about webinars or need assistance getting your ideas off the ground, contact us today and we'll be happy to help.

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