

A STEP-BY-STEP GUIDE TO GENERATING SALES LEADS FROM WEBINARS



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INTRODUCTION



After seeing success with our own webinars, particularly our most recent one (“[How to Get More Appointments, Waste Less Time and Sell More!](#)”), our leadership team brought up the idea of writing a few blog posts about how other companies and our clients could generate their own leads by hosting webinars. We thought this was a great idea and started to put together a list of seven steps that are necessary in order to have a successful webinar.

We are not alone in using webinars for sales lead generation. In a recent study by [Click Meeting](#) of over 8,000 webinars, 88% of respondents stated that the #1 reason why they host webinars is to “educate existing and potential customers” followed by “lead generation” at 77%.

Why Companies are Turning to Webinars to Generate Leads for Their Sales Teams

If you are a sales manager and have taken the time to learn more about new ways to generate sales leads utilizing webinars, it’s most likely because your sales are down or have flattened out and you need to explore new lead gen strategies before things get worse. Or maybe you have seen the writing on the wall that the buying process has changed and you already understand that you need to change the way you are currently selling because it’s not working. Or maybe you’re already implementing an inbound marketing strategy but you haven’t taken advantage of what webinars can do for you.

If any of these scenarios sound like you, we created this for you! Throughout this guide, you will find real life examples of how our team at LeadG2 and our clients are successfully using webinars to generate leads, and ultimately new customers. This isn’t magic, and there is a lot of hard work that goes into it... but if you follow the steps outlined here, you will be well on your way to generating new B2B leads from webinars.

Before We Get Started

One of the things you will notice in this guide is that the first step, Promotions, has a Part I and Part II. There’s a good reason for this. If you don’t have enough visits to the landing



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page that promotes your webinar, you won't have enough leads signed up to make the webinar worthwhile. In order to get the number of leads you want to attend or sign up for the webinar, you have to devote resources to promoting the webinar and not just hope that people show up. This is why we are including Promotions as two of the ten steps to generating sales leads from webinars—to emphasize its importance.

Of course, if there are just a handful of prospects that are all highly qualified, you might be okay with fewer attendees. A few quality prospects that are likely to become customers might be better than a larger number of leads that will never convert. So don't let the number of attendees be a singular goal.



Expert Tip: Don't be tempted to skimp on promotion. There are some excellent webinars out there that didn't get results—simply because the creators only had a handful of attendees due to the fact that they didn't promote the webinar.

1. RESEARCH YOUR TARGET AUDIENCE



Research Your Target Audience

Before you decide that you are ready to host your first webinar, it's important that you first determine if your target audience is interested in attending webinars in the first place. After all, if your target persona doesn't have an interest in webinars or if they use other content formats to find solutions to their business challenges, you might want to consider another format. However, we are living in the digital age, and [more than two-thirds of the B2B buying cycle is conducted online](#).

When discussing this topic with clients, we often hear, "Our target persona doesn't use search or the computer much—they rely on word-of-mouth." While this might be true (I am sure it's backed by some research and not just a guess), our research has shown that B2B buyers begin their journey by going online and searching for solutions to their challenges, and only later look to word-of-mouth, referrals, or broadcast media. Even if these decision makers are too busy to attend your webinar (which is another factor to consider), you can be assured that your recorded webinar will be indexed by Google and able to be found in search results.

67 percent of the buyer's journey is now done digitally. Let's add to that: Our research shows that online searches are executives' first course of action (just like everyone else). —SiriusDecisions

2. CHOOSE YOUR TOPIC



Choose Your Topic

Every successful webinar starts with a great topic and an even better title. What makes a great topic or a great title?

If you did your homework in step 1 and have done a good job of defining who the audience is, you can then choose a topic that your audience would be interested in. Make sure to align your company's goals with your audience's interest. If you want to demonstrate your expertise on a topic, you'll need it to match your service offerings.

For instance, if you know that your target audience would be interested in Topic XYZ but you have no business reason to talk about Topic XYZ, it's probably not a very good topic. However, if you are hearing from your clients or prospects that they are having a difficult time understanding the benefits of one of your services or how something works, that's a perfect topic for a webinar.

Another example is launching a new or modified product or service. If you feel as though you need to jumpstart the marketing efforts and generate leads for that specific product, you can do so by promoting it via a webinar. If you decide to host a webinar purely to generate leads for a product line or service, it's important to make sure that you make it interesting to your target persona and provide value to the attendees.

Expert Tip: Aligning your target audience's needs and desires with your need to generate leads for a specific product line or service makes for the best topics. It benefits both your target persona and your lead generation efforts.

2. CHOOSE YOUR TOPIC



Now that you have narrowed down what the topic of your webinar will be, you can decide on a title. Three things to consider when choosing a title:

- **Make it somewhat self-explanatory.** Don't use a title that leaves the potential attendee guessing what the webinar is about. Keep it simple. This will pay big dividends later on when you are promoting the webinar. It will be much easier to promote if your target audience knows what they are getting when they sign up.
- **Numbers are Great!** Seven Steps to 5 Ways to 6 Methods to.... By using numbers in your title, you help to reinforce what your audience will get if they attend. This is also very simple and clear, and will help you promote the webinar.
- **Mention Your Target Audience.** Including the audience in the webinar title can help to reinforce #1 and make it self-explanatory. For instance:
 - 3 Ways Sales Managers can
 - 5 Reasons Small Business Owners.....
 - 7 Facts that Digital Sales Managers
 - 10 Ways that C Suite Executives Can Benefit from....

By specifically referencing who the webinar is for, you can limit the unqualified attendees and increase the marketing qualified leads.

Expert Tip: The best naming convention is a combination of #1 - #3. Be self explanatory, use a numerical listing, and reference your target audience.

3. CHOOSE YOUR DAY/TIME



Choose Your Day/Time

According to [ClickMeeting.com](https://www.clickmeeting.com), a leading webinar hosting platform, the best days and times for conducting a webinar are Tuesday, Wednesday, or Thursday between the hours of 11am EST and 2pm EST.

After conducting dozens of webinars ourselves, we tend to agree with these recommendations, but we like to focus on the 1pm EST time slot since it hits every time zone in the United States during business hours. 11am EST or even 12pm EST can be a little early for the Pacific time zone (8am or 9am), but 1pm EST hits the PST at 10am. If you're not looking to reach people across the country and in different timezones, then think about your unique audience and when would be an ideal time for them based on their daily schedule and time zone.

Expert Tip: Although these are general guidelines, you'll want to host your webinar at the time most convenient to your particular audience.

4. DEVELOP THE PRESENTATION



Develop the Presentation

The key to a great webinar presentation isn't the Powerpoint or Keynote that you use during the webinar. The key to a great webinar presentation is the ability to tell a story that the attendees can relate to and to provide an answer to a question or a need that's been expressed by your webinar attendees.

A great presentation starts with steps 1 and 2—knowing your target audience and selecting a topic that they would be interested in. Once you know this, you can develop your presentation to answer a question or illustrate a solution.

Here are some best practices that will make your presentation stand out and communicate effectively:

- use minimal text
- don't put your script on the slide
- use high quality photos
- leave plenty of white space/breathing room in the slides
- coordinate the look of your presentation with your branding

5. STRUCTURE YOUR PRESENTATION



Structure Your Presentation

In terms of structure, webinars do not vary much from traditional presentations. Of course the audience isn't physically in front of you, but instead at their desks or possibly in their cars. Because of this, you need to make sure that your presentation repeats your key point several times in order for the audience to understand and remember what you're saying. Also, when structuring your presentation, you need to keep time constraints in mind. [The average webinar is 65 minutes](#), but most experts recommend webinars last between 30 - 45 minutes, including time for questions and answers.

Introduction

In the first few minutes of your presentation, it's important to outline the webinar: introductions of yourself and the featured presenter, what attendees can expect, the time limit, brief overview of your main arguments, a reason to stay for the entirety of the webinar, and a tease for your "special offer".

Reinforce Your Main Argument

Because the focus of our guide is on generating leads, one of the most important parts of your webinar presentation is stating the main point and including several supporting arguments to reinforce your main point. Since you need to offer validation of your points of view and interest attendees in how you solve the problem your webinar is addressing, including research to support your arguments and not relying on just empirical or anecdotal evidence is important.

As you lay out your argument to support your main point, one thing you don't want to do is be overly focused on selling a product or service. You want to focus on what your audience cares about most at that point, which is understanding and solving the problem.

5. STRUCTURE YOUR PRESENTATION



Expert Tip: As much as this is a sales presentation and you are trying to sell something, **DON'T SELL SOMETHING!** Focus on being educational and persuasive, not on selling. Follow up emails, calls, and your offer are where you do your selling.

Conclusion and Restatement of Main Argument

Towards the end of your presentation, before you state your conclusion and restate your main point, let attendees know that questions and answers are coming up, but you have a special offer for them before you get to them.

In the conclusion, you will want to be persuasive, restate each of your key points, and compel your attendees to take some type of action. This sets up your special offer, which you can present next.

Special Offer

Before you get to Q & A, which some attendees will want to stick around for, give your attendees some added value by providing them with a special offer. A special offer could be anything of perceived value, such as an eBook, a discount, a free trial, or complimentary consultation.

Expert Tip: The special offer should somehow be related to your main point or the case that you are stating during your presentation. A special offer will be better received by your webinar attendees if it's relative to what you have been discussing.

5. STRUCTURE YOUR PRESENTATION



Questions and Answers

Attendees don't always ask questions. But with no questions from attendees, your Q&A wouldn't be very good would it? We encourage you to have a few questions pre-written that you will answer if no attendees ask questions. Try to put yourself in the attendees frame of mind and think about what questions they would have after sitting through the webinar. Discuss these pre-written questions ahead of time between the host and featured presenter and determine how you will address the questions.

Expert Tip: Your host and presenter have enough going on during the webinar. Find another person at your company to act as the “Q&A person” — simply reference the person's name and ask if there are any questions from the audience.

BONUS

[Example of 20 Great Presentations](#)

6. DECIDE ON YOUR PRESENTERS



Decide on Your Presenters

Most webinars have two presenters, so when developing your presentation it's important to format your presentation to account for that. Having two presenters—one we consider the “host” and the other the “featured presenter”—tends to work best. The host addresses the following during the presentation:

- Introducing the topic
- Introducing the Featured Speaker
- Addressing Questions
- Conclusion and Next Steps

Now that we have a basic construct of the presentation and you know who will be hosting and presenting, you can start to put the actual presentation together.

Expert Tip: Use graphics that can tell your story rather than a lot of text on the screen and reading it. Even if you plan on using a script with your notes, which we recommend, nothing is more boring than a screen full of text.

7. PROMOTIONS PART 1



Promotions — Part I

Because the average webinar has only 28 participants, according to Click Meeting, it's important to make sure that your webinar is more than average. In order to do so, you must put forth a more than average effort to make it well attended if you're looking to generate a larger number of leads.

At LeadG2, we have a goal of 100 webinar registrants per webinar and out of that 100, we want to ensure that at least 60 - 75% are job titles of our target prospect. While having a large number of webinar attendees is great for the ego, if they don't represent your target prospect, it doesn't contribute too much to the number of Sales Qualified Leads that are being generated.

THE AVERAGE WEBINAR:

LASTS 65 MINUTES

HAS 2 PRESENTERS

HAS 28 PARTICIPANTS

Source: [Click Meeting](#)

WEBINAR REGISTRATION PAGE

In order to entice your target audience identified in step 1 to sign up for the webinar, your webinar registration page needs to have 3 things: a clear statement of the benefits of attending, a registration form, and the title, date, and time. Similar to any other landing page on your website, you are going to want to make sure that the benefits to

7. PROMOTIONS PART 1



the webinar attendee are clearly defined so potential webinar attendees know what they are signing up for. You will want to make sure that, just like any other page on your website, it's optimized for search and includes keywords specific to your webinar and what your target persona would be searching for.

PROMOTING YOUR WEBINAR REGISTRATION PAGE

Now that you have created a registration page and optimized it for SEO, you can begin promoting your website using multiple channels including email, advertising, social media, and blogging.

In order to help you put these promotions together, we have included a few tips and recommendations to help make your promotion strategy a success:

Email: Segment your email database and send to those that you feel would find the webinar relevant and their attendance beneficial to your lead generation strategy. This will certainly include a segment of your current marketing database and possibly a select list of clients if you are looking to educate or upsell them.

When to send: 7 days before, 2 days before and 2 hours before.

Note that when you are sending the additional emails 2 days before and 2 hours before, you'll need to segment your recipients so that the ones who have already signed up aren't being told to sign up. Make sure to state "Your Webinar is Coming Up" for these folks, while the rest receive an email stating, "There is still time to sign up."

Blogging: If you are familiar with content marketing methods and strategies, you will understand the benefits of writing a few blog posts about your upcoming webinar and the topics that it will cover. This will help you with 3 things: provide content to share on social media, help with organic search results for keywords related to your webinar, and demonstrate your knowledge of the topic making you a thought leader in your industry. Writing blog posts surrounding your webinar presentation also provides the advantage of developing some of the ideas and concepts you will be presenting. It also reinforces

7. PROMOTIONS PART 1



arguments and persuasive points that can make your audience more interested in attending the webinar and learning more. Within each blog post, include links to your registration landing page and a teaser about signing up for the webinar.

Social Media: You should already have an idea which social media networks your target audience is active on. The most popular business networks are LinkedIn, Twitter, and Facebook, but these shouldn't be the only ones you target or use if your prospects are somewhere else. The tactics you're using in this phase are sharing images and blog posts that you have written about the webinar. If you don't have a blog and are not producing content, you might struggle with what you are posting on social media, so you'll need to create special graphics and content to share.

Expert Tip: If you don't have much content to share and are are not blogging, use graphics that accentuate the challenges your webinar helps attendees overcome.

8. PROMOTIONS PART 2



Promotions Part II: Advanced

If organic, email, and social tactics aren't a probable success strategy for you due to a small marketing database, you may want to consider two advanced methods to promote webinars: co-branding and advertising.

Co-branding: Co-branding your webinar with a marketing partner can be effective because it increases your audience. For example, a media company looking to promote their mobile MMS services to their clients or prospects could co-brand the webinar with their mobile technological partner. Most companies work with key vendors and partners that could increase the marketing clout and chances of a successful webinar.

Advertising: If you have a promotions/marketing or lead generation budget, it might be worth allocating some of this budget to promoting your webinar using print, digital, radio, or social media. The key to each of these mediums is to make sure in your messages that you are very clear on what the webinar will entail and who it's for (remember Step 1 - defining your target persona). This will help you determine the most appropriate mediums to use for promoting the webinar.

9. CONDUCT THE WEBINAR



Conduct the Webinar

Before the day of your webinar, it's important that you have done one or two trial walk-throughs of the entire webinar so that you can ensure your presentation is ready and your talking points/script is in place. It's also important to have a real walk-through using the webinar service you plan to use to make sure there are no technical issues that arise.

Make sure to use a webinar service like GotoWebinar and **DON'T FORGET TO PRESS RECORD!**

Expert Tip: If your software doesn't allow for multiple presenters at one time, share only one presenter's screen and have that one presenter do all of the navigation during the presentation to decrease the possibility that something will go wrong during screen switching.




10. FOLLOW UP

Follow Up

Now that the webinar has been completed and you have the recording, it's time to create your webinar recap and send it to attendees.

If you want to send a more personalized follow-up to those who signed up for the webinar, your webinar service should be able to tell you who was in attendance and who wasn't. You can then personalize your follow-up emails and calls based on this data.

At LeadG2, we segment our follow-up lists by those who attended and those who did not. We send the same information to both of them, a link to a landing page that includes an embedded version of the webinar recording, as well as an embedded version of the SlideShare with slightly different copy.



Expert Tip: Continue to provide value to your webinar attendees and those who signed up but couldn't attend. When sending your follow up email, include a link to a landing page that has both the recorded version of the webinar and the entire presentation. This enables those who couldn't attend the ability to view the webinar and hear your message. Another benefit of using a landing page to host the webinar recording and possibly a SlideShare is that you are driving traffic back to your own website (and not YouTube or Vimeo), and you have a contact form that can be filled out after someone watches the webinar.



NEXT STEPS

As we demonstrated throughout this guide, generating sales leads from webinars is a great way for companies to tap into a new source of leads. Successful webinars do require planning and lots of promotion, but this shouldn't be a reason to not have a plan in place to generate leads from webinars. There are plenty of companies (and LeadG2 is one of them) that can help you develop a lead generation strategy that includes the creation and promotion of webinars.

If you would like some additional guidance on how to generate leads for your sales team or how to create materials that generate sales leads, [let's set up a time to talk](#).



**Email us at
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