

High-Impact Webinar Demand Generation:

*Get the Right Eyeballs,
and Lots of Them, to Your Webinar*

Thursday, December 2, 2010

Your Host



**Bret Smith, Co-Founder and Co-Principal,
WebAttract, LLC
Audience Recruitment Master
New York**

HOME OF THE 50 MINUTE WEBINAR



Valuable, Relevant Content +
Ask The Experts
in 50 Minutes or Less



WebAttract
An End2End Solution for Webinar Demand Creation

SOME OF WEBATTRACT'S WEBINAR CLIENTS & PARTNERS

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AGENDA – BEST PRACTICES & INSIGHTS

- How to Identify the Right Audience
- Compelling Messaging
- Promoting and Driving Registrations
- Benchmarks and Metrics
- How to Get Started
- Questions & Answers



WHY ALL THE BUZZ AROUND WEBINARS?

WEBINAR DEMAND CREATION

- Perfect storm of recession, evolving marketing practices
- People don't have to get on an airplane or in their car
- Web leverages the playing field
- Targeted audiences (not passive promotion, i.e. banners, etc.)
- Rise above the noise level to educate rather than sell
- Unparalleled capture of participant intelligence

**Brand
Awareness**

Sales Leads

**Thought
Leadership**

ANOTHER PROOF POINT

As reported in BtoB Magazine, VERTICAL MARKETING GUIDE: Based on an online study that examined the media and usage preferences of 338 top global business execs, if you want to reach senior executives on the web, your best vehicle is webinars, which 77% of C-level execs listen to at work



Getting Webinar-Ready™

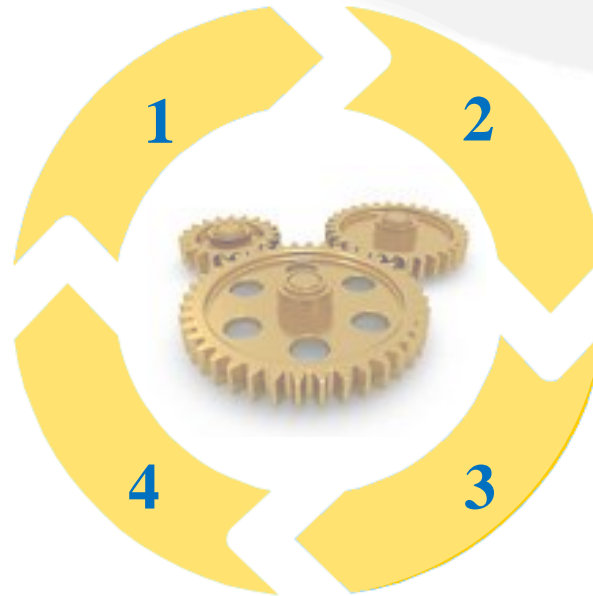
The Webinar Lifecycle has Four Key Phases



Objectives & Outcomes
Audience Demographics
Invitation Development



Driving Registration
Cost Effective Email Blasts
Begin Analytics & Reports



Post Webinar Analytics & Intelligence
On Demand Viewings
Voice Prospecting Follow Up



Content Development
Brainstorming, Message Shaping
Coaching, Dress Rehearsals, Sound Check & Go Live!

The Eight Week Implementation Plan

		WEEK							
Milestone	Activities	1	2	3	4	5	6	7	8
Kickoff	Identify Outcomes & Demographics	█							
Audience Recruitment	Invitation Development, Case Study Topics, Recruit Panelists			█					
Drive Registration	Email Blasts, Analytics, Follow Up Calls						█		
Develop Content	Message Shaping, Coaching, Dress Rehearsals, Polish PPTs						█		
Sound Check Go Live ! Debrief	Check Sound Quality, Final Updates & Practice								█
Post Webinar	Final Analytics & Reports, Airbrush & Archive Recording, Send Thank You Emails								█
Voice Prospecting	Review & Mine Prospect Intelligence, Call all Registrants & Attendees								█

Case story reference – ToolingU

COMPANY PROFILE – WEBINAR OBJECTIVES AND GOALS

- Leading online training provider for today's manufacturers
- HQ Cleveland, OH
- Value proposition focus is on business performance *not* ROI
- Promote brand, thought leadership in 4 key segments
- Drive fresh new sales leads to a minimum of 250 registrants yielding 100 attendees or more



Case story outcomes



- Doubled registration target from 250 to 491
- 200,000 impressions from multi touchpoint email broadcasting
- Attendance target almost tripled from 100 to 277 (56%)
- Average retention was 53 minutes or 88% for the hour webinar
- Only 18% of registrants were current customers

BEST PRACTICE #1

YOUR AUDIENCE IS YOUR TOP PRIORITY

- What do you know about them?
- What topic will your audience find most engaging?
- What will they get out of investing their time with you?



Tip

Use your thought leadership to stimulate their intellectual curiosity

BEST PRACTICE #2

IDENTIFY TO RECRUIT

- Build a profile of the group to recruit your audience from
- Match the value proposition to the group
- Consider your group source:
 - In-house
 - Outsource
 - Rental



Tip


Segmenting prospects into industries, levels, departments and roles is crucially important

BEST PRACTICE #3

INVITATION DEVELOPMENT

- Compose in the audience's voice
- Leverage credentials of contributing parties
- Invite, enthuse, excite... but don't sell
- Be sure to express "what's in it for you"

Complimentary Webinar


 **TOOLINGU**
toolingu.com

Sponsored by:

Train, Measure, Succeed February 4
Using Impact on Business to Validate Training Efforts 2010


Register Today!

On Thursday, February 4, join **Bob Danna, Executive Vice President and Chief Operating Officer of Bersin Associates**, and **Jim Kasperik, Director of Services for Toolingu.com** for an in-depth look into how deploying the Bersin Model of "Impact on Business" can help you measure and validate your training efforts to your executive team.



Bob and Jim will talk about how human resources professionals can leverage the language of business to communicate the short and long term benefits which training delivers for your company. Additionally, they'll discuss the best methods for precisely identifying the benefits of training and aligning employee development to business goals.

You'll also hear several case studies presenting best practices in accomplishing the best outcome with your technical training programs, have the opportunity to participate in polls with your peers, and enjoy an interactive Q&A session at the conclusion of the event.



Our featured speaker, Bob Danna, has over 30 years of industry experience in human performance consulting and adult learning. At Bersin & Associates, he was instrumental in conducting extensive research into learning within large global companies, creating a new learning measurement framework for determining learning's impact on business performance. Over 5,000 organizations worldwide have used Bersin & Associates' research and advisory services.

[Register today](#) for this valuable and complimentary webinar sponsored by [Toolingu.com](#), the leading online training provider for manufacturers.

Register Today!

Webinar Details

When:
Thursday,
February 4, 2010

2 to 3pm EST
1 to 2pm CST
Noon to 1pm MST
11am to Noon PST

Hosted By:
Jim Kasperik,
Director of Services
Toolingu.com

Moderated By:
Mike Agron,
Executive Webinar
Producer

Who Should Attend:
Human Resources,
Training & Development
Professionals,
Plant Managers,
Quality Control Managers,
Operations Managers

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BEST PRACTICE #4

REGISTRATION PAGE DEVELOPMENT

- Use branding and imagery
- Concise expression of the webinar's purpose and content
- Ask registration questions designed to obtain pre-webinar intelligence



The screenshot shows a registration page for a webinar titled "Train, Measure & Succeed" on Friday, February 4, 2011, from 11:00 AM to 12:00 PM PST. The page features the Toolingu.com logo and a "Webinar Registration" header. The main text describes the webinar's focus on measuring training benefits and lists speakers Bob Danna and Jim Kaspenik. Below the text is a registration form with fields for First Name, Last Name, Email Address, City, State/Province, Country, Phone, Organization, and Job Title. A "Show time in my time zone" link is also present.

Tip

**Always ask
“What would you like to learn
from this webinar?”**

BEST PRACTICE #5

EXECUTING AN INVITATION STRATEGY

- What is an invitation strategy?
- How many email touchpoints? In what rhythm will they be sent?
- How soon before the event?
- Adjustable strategy based on intelligence captured via registration page and direct feedback
- Modify messaging while remaining consistent

BEST PRACTICE #6

E-BROADCASTING AND SOCIAL MEDIA PROMOTION

- Start promoting 2½ to 3 weeks before the webinar via both email and SM
- Deliver 3-4 email touchpoints
- Interpolate plain-text and HTML email content for optimum outcome
- Participate genuinely in SM discussion groups, and tweet
- Always be CAN-SPAM compliant



Tip

Use email reminders throughout promotion and call each registrant 48 hours prior to your event

BEST PRACTICE #7

EXTENDING THE DIALOGUE (POST WEBINAR)

- Leverage analytics on registration, attendance, and performance objectives
- Post a copy of the recorded webinar and track on-demand viewings which can be 10% - 100% additional to live event registration
- Post webinar opportunity creation with voice prospecting



Tip

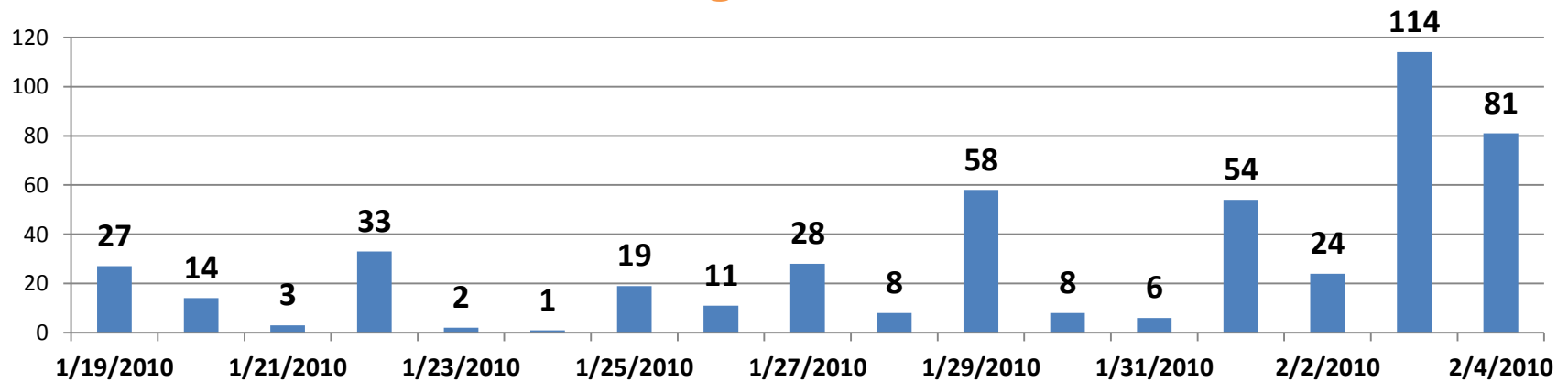
**Follow up on all hot leads
within 24 – 48 hours
of webinar**

MEASURING WEBINAR LIFE CYCLE METRICS

- Example list of 50,000 contacts, 2.0%+ reach your registration page (1,000+), assuming clean, non-fatigued, targeted list
- 1/3 or more will then register (333+)
- An additional 20-25%+ can be driven from business social networks (67-83+)
- 40-60% or more of registrants will attend (160-240+)
- After, add 40-100% promoting on-demand version (133-333+)
- Short term regs = 400+, 12-month outcomes = 560-750+
- Lead scoring applies equally to attendees and non-attendees

ANALYTICS: DAILY REGISTRATION TRACKING

Toolingu.com Webinar Daily Registration Tracking Total Registrants = 491



TP	1	2	3	4
#	44	66	108	273
%	9%	13%	22%	56%

ANALYTICS: CLICK THRU RATIOS (CTR)

Touchpoint #	Period	# Days	# Clicked on link	# Registered	CTR
1	Tues 1/19 Thurs 1/21	3	154	44	29%
2	Fri 1/22 Tues 1/26	5	186	66	35%
3	Wed 1/27 Sun 1/31	5	342	108	32%
4	Mon 2/1 Thurs 2/4	3.5	847	273	32%
Total		16.5	1529	491	32%

SUMMARY- HOW TO GET STARTED

- Identify the Right Audience and Value Proposition
- Source Contact Data that is both Accurate and Targeted
- Create Compelling Messaging
- Execute a Flexible Invitation Strategy via E-Broadcasting
- Leverage Metrics throughout the Webinar Lifecycle
- Go for it!

FOR MORE INFORMATION



Bret Smith

Co Principal & Master Audience Recruiter
WebAttract, LLC

bret@webattract.com

1.888.474.3315

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