

Mike Agron on The Art of Producing Webinars That Work

140 Standout Quotes on
Best Practices and Blunders to
Avoid for Optimizing Demand
Generation Outcomes

Mike Agron
@WebinarReady

A Social Media-Enabled eBook Comprised of 140 Ahas

An Aha Amplifier™ Book

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140 Standout Quotes on Best Practices and Blunders to
Avoid for Optimizing Demand Generation Outcomes

By Mike Agron



**A Social Media-Enabled eBook
Comprised of 140 Ahas**

E-mail: info@thinkaha.com
20660 Stevens Creek Blvd., Suite 210
Cupertino, CA 95014

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Published by THiNKaha®
20660 Stevens Creek Blvd., Suite 210, Cupertino, CA 95014
<http://thinkaha.com>

Initial Publication: September 2014
eBook ISBN: 978-1-61699-083-1 (1-61699-083-X)
Place of Publication: Silicon Valley, California, USA

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Section I: Getting Started

Section I

Getting Started:
Understanding the
Three Biggest Webinar
Myths and the Reality
Behind Them

1

Myth #1 is the belief that if you build it, they will come. Nothing could be further from reality. @WebinarReady

2

Webinars can boost your thought leadership by helping the buyer decide on why they should consider your offering. @WebinarReady

3

A well-produced webinar meets or exceeds your commercial goals while delighting your audience with great content & speakers. @WebinarReady

4

Successful webinars use deadline-driven project management, best practices, & metrics to benchmark/drive predictable outcomes. @WebinarReady

5

It's an ongoing balancing act to manage business drivers, logistics, human factors, & technology across the webinar lifecycle. @WebinarReady

6

If planning for your webinar fails, then so will your webinar. @WebinarReady

7

From Let's Go! to Go Live!, you need 6-8 weeks to properly plan and execute your webinar. @WebinarReady

8

For each live webinar minute, plan to budget at least one hour - i.e., 60 hours of prep time for a one hour webinar.
@WebinarReady

9

If your webinar topic is not a “must-have,” prospects will ignore, delete, or unsubscribe from your emails. @WebinarReady

10

Myth #2: Some speakers believe they can wing it and not rehearse. A virtual event is not the same as a live in-person one. @WebinarReady

11

Think of a polished webinar as a radio show with pictures. It's fast paced, and engages with stimulating conversation.

@WebinarReady

12

Like radio, avoid dead air and awkward silences; rehearsing helps to create a more natural conversation with your audience.

@WebinarReady

13

Collaborating with your speakers to ensure they deliver on what's promised in the invitation will keep your audience engaged.

@WebinarReady

14

Audio is the Achilles Heel of webinars; make sure your speakers are properly miked. Please, no mobiles or speakerphones. @WebinarReady

15

Audiences want a dialogue, not a monologue; use multiple voices. Adding a moderator keeps it more conversational. @WebinarReady

16

Myth #3: All attendees are sales-ready to buy now. Closing a deal does happen, but it is more the exception than the rule.

@WebinarReady

17

People who registered for a webinar are in various parts of their journey. They want to become better informed and educated.

@WebinarReady

18

About 70% of today's B2B buyers prefer to do their research online, long before they decide if they want to speak with you.

@WebinarReady

19

To ensure lead generation, don't just focus on the webinar itself. Make a post-webinar sales follow-up strategy. @WebinarReady

Section II: Attracting the Right Audience

Section II

Attracting the Right Audience

20

Webinars are magnets for attracting prospects to become your customers, but first you must provide a topic that connects.
@WebinarReady

21

Demand Generation webinars are about Attracting, Engaging, & Converting your audience to become your customers and advocates. @WebinarReady

22

Your challenge is to create an engaging event, so people will want to have a 1:1 sales conversation “after the webinar.”

@WebinarReady

23

Establishing your outcomes and success factors is a critical factor to achieve your goals. @WebinarReady

24

Which of these outcomes are you trying to achieve? Raise Brand Awareness, Promote Thought Leadership, or Drive Sales?

@WebinarReady

25

Select a winning webinar topic that connects with your audience - i.e., it is a “must have” vs a “nice to have” topic.

@WebinarReady

26

Have topics that are about solving pain points or providing better business outcomes. @WebinarReady

27

Prospects actively looking for a solution that aligns with your offerings or value prop are ripe to become your customers.

@WebinarReady

28

Topics must focus on business value, ROI, or Best Practices vs being product-centric around features, benefits, or pricing.

@WebinarReady

29

Embrace market disruptions & industry shifts to create a compelling topic that crafts a story narrative beyond sound bites.

@WebinarReady

30

Change + Confusion = Opportunity.
Demonstrate thought leadership-
highlighting innovative solutions &
demonstrable outcomes. @WebinarReady

31

Popular B2B themes to attract an audience are case study-driven, tutorial, or deal with changes in standards & compliance.

@WebinarReady

32

Case Study webinars are about business improvement, such as how to get to market quicker or reduce costs, etc.

@WebinarReady

33

Case Study webinars focus on business challenges, options to solve them, and demonstrable measureable outcomes.

@WebinarReady

34

A tutorial educates by building the case on how to solve a vexing business challenge.

@WebinarReady

35

Learning about changes in compliance issues, especially if bodily harm or large fines can be avoided, is a must have topic.

@WebinarReady

36

Changes in standards impacting overall operations or departments are always a good webinar draw. @WebinarReady

37

Sources of great content come from white papers, client and partner case studies, industry analysts, authors, editors, etc. @WebinarReady

38

Webinars breathe life into great content and allow you to tell an interesting story rather than read bullets from a slide.

@WebinarReady

39

When planning your webinar, always ask yourself: If you received your own webinar invitation, would you attend and receive value? @WebinarReady

40

Develop an audience profile to align with
your topic and value proposition.
@WebinarReady

41

Only invite those prospects whose industries & job function match your webinar's value proposition.

@WebinarReady

42

To attract 125 - 250 people, plan to target 50,000 people who match your value proposition, as 1/4 -1/2 of 1% will register.

@WebinarReady

43

A good back of the envelope metric is to expect 30%-40% of all registrants to attend live. @WebinarReady

44

Registrants or no shows are still worth following up on as they opted-in to attend and had a conflict. Keep marketing to them. @WebinarReady

45

While email marketing will yield 90% of your total registrations, using social channels such as LinkedIn & Twitter is a must. @WebinarReady

46

Engaging email invites have a powerful title, succinct description of the challenge, & 3-4 bullets about what you will learn. @WebinarReady

47

Highlighting the speaker's credentials, especially if they are well-known, will significantly attract people to your webinar.

@WebinarReady

48

Don't forget to highlight the brands represented by the guest speakers.

@WebinarReady

49

Adding professional headshots of your speakers helps to personalize your invitation. @WebinarReady

50

With a compelling topic & credible speakers, webinars can help even start-ups attract an audience keen to learn something new. @WebinarReady

51

Don't forget to clarify who should attend and what's in it for them. @WebinarReady

52

Remember, the “Call to Action” is for people to open your invite and register. Provide them with multiple links to do so.

@WebinarReady

53

If you have a publication or media sponsor hosting or participating in your webinar, include their logos as well. @WebinarReady

54

Choose an appropriate invitation format of either HTML, Rich Text, or a combination to use in your email campaign.
@WebinarReady

55

The singular purpose of the webinar registration landing page is to make it inviting and easy to register immediately.

@WebinarReady

56

Your registration landing page should only ask basic info to better understand who they are and their interests. Don't Sell.

@WebinarReady

57

For landing pages, don't restate the invitation verbatim, but do include an encouraging statement as why they should attend. @WebinarReady

58

Start to gather life cycle intelligence during registration: name, industry, organization, title, email, geography, etc. @WebinarReady

59

To help learn about your audience's interests, always ask on the landing page, "What would you like learn from the webinar?" @WebinarReady

60

Your landing page conversions predict both registration and attendance outcomes.

@WebinarReady

61

Use pre-registration intelligence to analyze if your messaging & topic align with your audience, & tweak & align as necessary.

@WebinarReady

62

Always track your daily stats, and use metrics to measure & benchmark how you're meeting your registration goals.
@WebinarReady

63

Of all the prospects who clicked your registration link, chances are only 25%, or 1 out of 4, will actually register.

@WebinarReady

64

You should convert between 20%-25% of people who click on your landing page and register. @WebinarReady

65

Converting <20% of people who click on your landing page suggests the messaging is not aligning with your topic's value prop.
@WebinarReady

66

Converting >25% of people who click on your landing page suggests the messaging & topic resonates with your target audience.
@WebinarReady

67

Converting >35% of people who click on your landing page suggests you are going to have strong registration and attendance.

@WebinarReady

Section III: Engaging Your Audience

Section III

Engaging Your Audience

68

The best way to engage your audience is to have great speakers excited to deliver what the webinar invitation promised.

@WebinarReady

69

Win over your audience by “giving to get” with great information, rather than expecting to “get a sales lead, then give.”

@WebinarReady

70

Stimulate your audience's intellectual curiosity so they'll want to have a conversation with you after the webinar.

@WebinarReady

71

The webinar invitation is the framework to build the structure, content, and flow for coaching speakers what to focus on.

@WebinarReady

72

Conduct a Table Read with your speakers to brainstorm on prioritizing the webinar invitation's guarantee to tell a story.
@WebinarReady

73

Polished webinars will employ a minimum of two dress rehearsals, including a timed read. @WebinarReady

74

Dress rehearsals help you bond with your speaker(s) so they find their passion, tweak messaging, practice transitions, etc. @WebinarReady

75

Share life cycle intel you've gathered during registration with the speakers to help them understand the audience's interests.

@WebinarReady

76

A typical 1 hour webinar has about 35 minutes of talk time, including 2 Polls, 20 minutes of Q/A, & the rest for housekeeping. @WebinarReady

77

Turn your speakers into rock stars: let them shine by helping them deliver great content, not worrying about the technology.

@WebinarReady

78

Audiences appreciate authenticity and want to learn from your experiences. Remember, it's about connection, not perfection.

@WebinarReady

79

Coach your webinar speakers to share their passion, which will motivate and inspire the audience to want to engage and learn.

@WebinarReady

80

The job of the webinar speaker is to inspire, motivate, enthuse, and excite the audience, but not to sell products. @WebinarReady

81

To connect authentically, coach your webinar speakers to have a conversation, rather than lecture the audience. @WebinarReady

82

Encourage your webinar speakers to use visuals and tell a story, rather than read text-heavy slides. @WebinarReady

83

Consider using a moderator to create a conversation with one or more speakers. It will be more natural & helpful. @WebinarReady

84

Don't suffer your audience with Death by PowerPoint. Use visuals over text to make your point. @WebinarReady

85

Your voice is the key instrument for connecting with the audience; if they can't hear you clearly, they'll tune out.

@WebinarReady

86

Do multiple sound checks to listen for clarity & vocal strength. @WebinarReady

87

Use a standalone microphone or USB headset for VoIP, or a telephone headset if you connect via landline. @WebinarReady

88

To engage your audience, think like a broadcaster & confidently project enthusiasm so they'll lean in and want to learn more. @WebinarReady

89

Speakers will appreciate you being direct and supportive. Best to handle any sensitive issues before webinar day. @WebinarReady

90

A skilled moderator knows how to welcome the audience and facilitate all of the moving parts. It shows your audience you care. @WebinarReady

91

Silence all cell phones, turn off ringers and printers, and put a “do not disturb” sign on your office door. @WebinarReady

92

Start and end on time, welcome your audience, quickly get to the content, close with a clear call to action, and have fun!

@WebinarReady

93

A 15 - 20 minute Q/A session is a great time for the audience to ask the experts questions, and provides great feedback.

@WebinarReady

94

Prepare a final set of data captured before, during, & after the webinar to begin segmenting attendees for nurturing, etc.

@WebinarReady

95

Extend the shelf life of your webinar by recording it and posting to your website and other social channels. @WebinarReady

Section IV: Converting the Audience

Section IV

Converting the Audience -
Measuring How Webinars
Influence the Sales Cycle

96

Did you achieve your goals, success factors, and outcomes for the webinar? What worked and what could you have done better? @WebinarReady

97

Three ways webinars influence the sales cycle: New deals, Converting prospects to customers, & Upselling to existing base. @WebinarReady

98

Webinars also help you reach new markets
and geographies, resulting in pipeline
growth. @WebinarReady

99

One of the criteria in measuring your webinar's success is if it enabled you to cross-sell to your existing base.

@WebinarReady

100

Inspire attendees to have a 1:1 conversation after the webinar by providing great content that is relevant to their use case.

@WebinarReady

101

One of the criteria in measuring your webinar's success is that it should have increased your sales pipeline.

@WebinarReady

102

Track the number of conversations your sales team made post-webinar to check if it increased your sales pipeline.

@WebinarReady

103

The shelf life of your webinar can be prolonged through social media, blog creation, and other marketing activities.
@WebinarReady

104

A successful webinar's outcome will leverage your thought leadership, and put you on the map as a viable player.

@WebinarReady

105

One of the criteria in measuring your webinar's success is that you should have reached new markets and geographies.

@WebinarReady

106

A webinar helps a business in the playing field because it can reach across different geographies and time zones easily.
@WebinarReady

107

If you educate attendees, invite them at the end to take a short survey to measure their satisfaction & intent to learn more.

@WebinarReady

108

Harvest the life cycle intelligence before, during, & after the webinar to engage & qualify attendee sales readiness.

@WebinarReady

Section V: Top 23 Webinar Blunders to Avoid at All Costs

Section V

Top 23 Webinar Blunders
to Avoid at All Costs

109

Blunder #1 - One of the biggest webinar mistakes B2B organizations make is not taking sufficient time to plan.

@WebinarReady

110

Blunder #2 - Not having a clear call to action for your audience to follow after the webinar. @WebinarReady

111

Blunder #3 - Not having a clear call to action for the producer to execute post-webinar. @WebinarReady

112

Blunder #4 - Not putting all your energy into making your audience the focus for receiving value from your webinar. @WebinarReady

113

Blunder #5 - Failing to provide a compelling must-have topic. If you received an invite for your webinar, would you attend?
@WebinarReady

114

Blunder #6 - Not gathering & mining life cycle intelligence before, during, or after the webinar on your attendees. @WebinarReady

115

Blunder #7 - Not creating an audience profile aligned to the webinar value proposition to attract the right audience.
@WebinarReady

116

Blunder #8 - Not executing your email marketing at least 2.5 - 3 weeks before go live date, producing disappointing results.
@WebinarReady

117

Blunder #9 - Not planning for at least four touchpoints for the email marketing campaign, will depress registration goals.
@WebinarReady

118

Blunder #10 - Not having crisp email subject lines, diminishing people from opening your webinar invite. @WebinarReady

119

Blunder #11 - Not bothering to change your email subject lines for each touchpoint.

@WebinarReady

120

Blunder #12 - Not measuring daily tracking metrics of the Click Thru Ratio for landing page conversions to registrations.

@WebinarReady

121

Blunder #13 - Not using A/B testing to optimize registration outcomes.

@WebinarReady

122

Blunder #14 - Not making real time tweaks early to the invite, subject line, or landing page to achieve registration goals.

@WebinarReady

123

Blunder #15 - Not conducting frequent sound checks on all speakers to optimize their ability for audience connection.
@WebinarReady

124

Blunder #16 - Not coaching speakers to deliver content as promised in the webinar invitation. @WebinarReady

125

Blunder #17 - Not coaching speakers to deliver their content with passion and enthusiasm. @WebinarReady

126

Blunder #18 - Not using “tough love” to coach your speakers to educate and inspire the audience, not sell. @WebinarReady

127

Blunder #19 - Not having your speakers participate in at least 2 dress rehearsals to practice timing & flow of their content. @WebinarReady

128

Blunder #20 - Not having a final sound check and runthrough an hour before the webinar goes live. @WebinarReady

129

Blunder #21 - Not starting your webinar on time and making the audience wait too long for the content to start. @WebinarReady

130

Blunder #22 - Not including at least 2 online polls to break the ice and engage the audience to weigh in on other topics. @WebinarReady

131

Blunder #23 - Not having a Plan B ready to go in case the technology acts up, etc.
@WebinarReady

132

Blunder #24 - Not budgeting at least 15 - 20 minutes for a live Q&A or Ask the Experts session. @WebinarReady

133

Blunder #25 - Not giving as the final call to action before the Q/A session how they can learn more. @WebinarReady

134

Blunder #26 - Not making a redundant recording of the webinar as a backup.
@WebinarReady

135

Blunder #27 - Not holding a quick 10 minute debrief after the webinar to thank the speakers and get feedback. @WebinarReady

136

Blunder #28 - Not sending out thank you emails & recording link to all no shows & attendees <48 hrs after the webinar is over.
@WebinarReady

137

Blunder #29 - Not reviewing & following up on final webinar analytics for segmenting leads into sales-ready & nurturing.
@WebinarReady

138

Blunder #30 - Not taking advantage of post-webinar surveys: What worked, what could have been done better? @WebinarReady

139

Blunder #31 - Not asking in the post-webinar survey what other topics would this audience find interesting to attend.

@WebinarReady

140

Blunder #32- Not looking at how you can leverage the webinar into a thought leadership series. @WebinarReady

About the Author



Mike Agron is a webinar demand generation expert, thought leader, and award-winning author of *WebinarReady™ - A Step-by-Step Guide to Hosting Successful Webinars*, co-sponsored by Citrix/GoToWebinar. After a successful career with such enterprise companies as Apple, Oracle, and MapInfo, he co-founded WebAttract in 2009. Mike's early work was with online publishers to create a repeatable model for delivering and monetizing sponsored webinars. He is currently the Executive Webinar Producer and Managing Principal at WebAttract.

Mike's approach is to treat each webinar as a mini theatrical event that will delight webinar audiences with an engaging experience, while meeting or exceeding his client's commercial goals. He is a sought-after speaker for both virtual and in-person events and has been featured at the Content Marketing World, Direct Marketing Association, InsideSales Virtual Summit, Niche Digital Conference, and many others. When he's not producing webinars, Mike is an avid road cyclist. Follow Mike on Twitter at [@WebinarReady](https://twitter.com/WebinarReady) and on LinkedIn's "WebAttract Thought Leadership Webinars & Webcasts" Group.

About WebAttract: WebAttract is a professional consulting and training organization of B2B webinar experts who are passionate in helping sales and marketing professionals and online/print publishers get better results from their demand generation efforts. They help clients attract, engage, and convert webinar participants into advocates and customers. Learn more at www.webattract.com.

About the Aha Amplifier™



Books in the Aha Amplifier are social media enabled eBooks comprised of 140 Ahas.

The Aha Amplifier helps you increase your influence by amplifying quality “Aha” moments! Each Aha is sharable via Twitter, LinkedIn, Facebook, and Google+, so you can easily share an important idea or statement with thousands (if not millions) of people. It’s a win-win-win: you benefit, your network benefits, the Aha author benefits.

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