

THE
STREAMING NETWORK

7 Ways to
**ENHANCE
YOUR WEBINAR
PROMOTIONS**





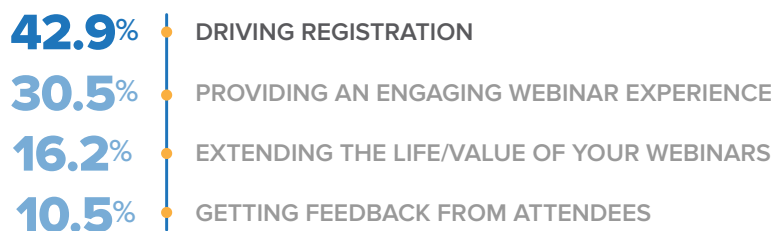
DRIVING REGISTRATION

THE KEY TO SUCCESSFUL WEBINARS

You've got a great topic. Your speaker is energetic and engaging. Your presentation is knock-it-out-of-the-park gorgeous. Now you just need one thing: an audience.

When we ask marketers what they consider the hardest part of delivering a successful webinar, the answer is clear:

WHAT HAS BEEN YOUR BIGGEST CHALLENGE TO DELIVERING A SUCCESSFUL WEBINAR?



Results: ON24 Benchmarks webinar poll

Driving registration is the biggest obstacle to webinar success. After all, any webinar's target audience is made up of people with busy schedules, who need a compelling reason to carve out a spare hour in the middle of the day. Getting more people to sign up for your webinar is achievable, but it requires catching them at a moment when they're receptive and hitting them with a message that resonates.

SOUNDS DOABLE, RIGHT? OF COURSE IT IS.

ONE LINE, ONE CHANCE

As marketers, we have to be really effective at capturing somebody's imagination in a single line. When it comes to webinars, you have two chances to do that:

WEBINAR TITLE

The best webinar titles solve problems and address pain-points, letting the prospect know they're getting useful, valuable advice that will help them solve specific problems. Here are a few examples of successful titles:

- "10 Common _____ Mistakes"
- "7 Keys to Successful _____"
- "5 Best Practices for _____"
- "How to Optimize _____"

TIP

NUMBERS IN THE TITLE (E.G., "5 TIPS FOR...") LET PEOPLE KNOW THAT THERE'S SUBSTANCE TO YOUR WEBINAR

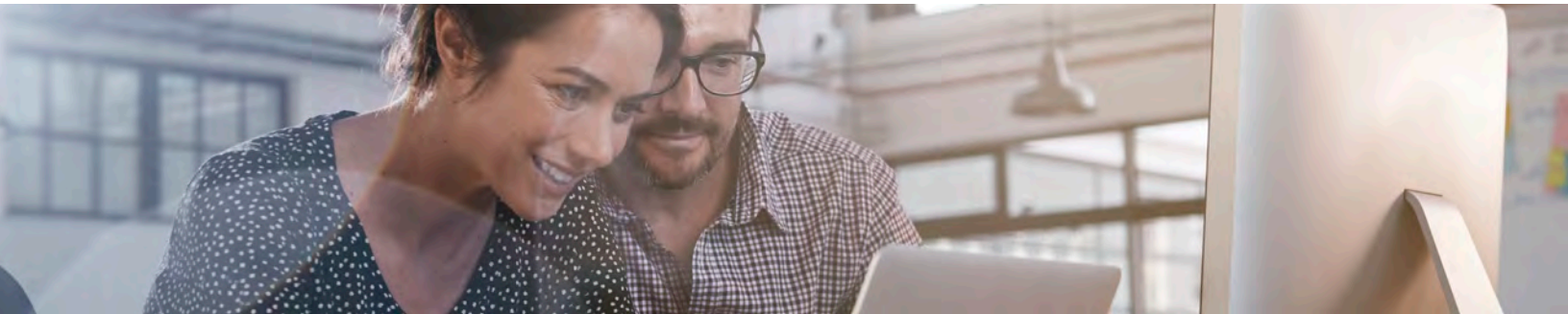
TIP

TRY EMAIL SUBJECT LINES THAT OFFER CHANGE OF THE STATUS QUO

EMAIL SUBJECT LINE

Great email subject lines either promise change or titillate the reader — or, even better, both. Most importantly, the best email subject lines are short, so they won't get cut off in the recipient's inbox. Here are some effective subject line strategies:

- **The compelling question**
"How effective is your _____?";
"Could you be getting more from _____?"
- **The webinar title**
"Webinar: 10 Tips for _____"
- **The bottom-line benefit**
"This email will help you _____";
"Keep reading to boost your _____"





GET YOUR BODY IN SHAPE

The body of your promotional email needs to be lean and mean: 1–2 paragraphs, a few hard-hitting bullets and a clear call to action. Many email clients, including Gmail and Outlook, let the recipient preview the opening line before they even open the email. You want to get heads nodding with your very first sentence. The rest of the body copy should be clear and compelling, and the bullets need to tease the webinar content so people can't wait to hear more.

When it comes to imagery, you want the title of the webinar and the "Register Now" button to pop. If you use photography in your masthead, try to avoid dull stock images that show up in other company's emails. If you include photos with your speaker bios, make sure the photos are recent.

Finally, a substantial chunk of your audience will be checking their email on iPhone (27 percent), iPad (12 percent) or Android (7 percent), so make sure that your HTML email templates are optimized for mobile viewing.¹

ANATOMY OF AN EMAIL

- **Clear title and strong graphic**
- **First line that grabs the reader**
- **Short and to-the-point message**
- **Bullets that tease webinar content**
- **CTA that shows value of attending**
- **Clear, easy-to-find "Register Now" button**

TIP

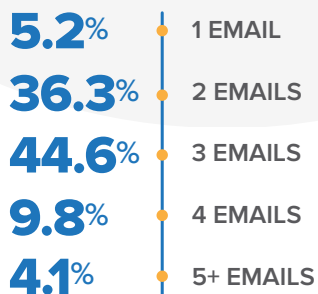
OPTIMIZE EMAILS FOR MOBILE VIEWING

¹Smart Insights, [Email marketing statistics 2015](#)

PROMOTE FROM DIFFERENT ANGLES

Sending the same message in the same format with the same subject line over and over is not an effective way to grab attention or drive registration. If you want to catch people in a moment of receptivity with a message that resonates, you'll have to try different things. Vary your language and try pitching your webinar from different angles. Since not everyone responds to the same formats, send both HTML and plaintext emails. Send emails on different days of the week at different times of day to have the best chance of catching them at the right moment.

HOW MANY EMAILS DO YOU TYPICALLY SEND OUT FOR EACH WEBINAR?



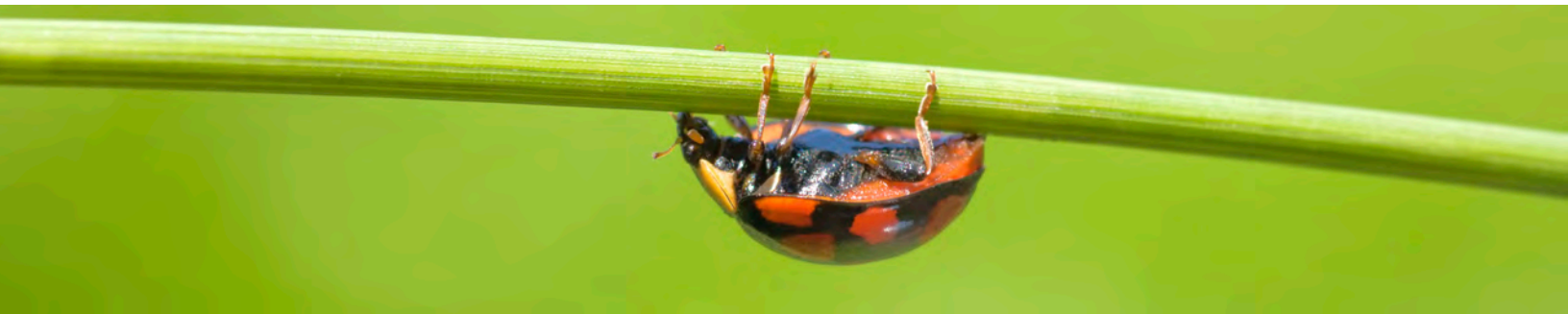
Data from 7 Ways to Enhance Your Webinar Promotions webinar, May 13, 2014

HTML EMAILS

When you want complete control over how an email looks, HTML is the way to go. A fully formatted HTML email can be beautiful and eye-catching, and it's a great way to incorporate your brand look and feel into an email.

PLAINTEXT EMAILS

Send a plaintext email when you want the recipient to feel like they're getting a personal message. Plaintext gives an email a more casual tone, which gives you an opportunity to talk about your event in a completely different way. A well-written plaintext email can make the reader think that you actually wrote them a personal email, which can be very effective.





GET PERSONAL

As marketers, we already have a lot of information about people in our CRM and marketing automation software. Why not put that data to work? Look at previous campaign responders and create custom emails that present your webinar as a next logical step in their communication with your company. You can also leverage information about contacts' titles or roles to create custom messages for various segments in your database.

Plaintext emails can be particularly effective when you're trying to appeal to a unique subset of your prospects. Since plaintext feels more personal, it makes the recipient feel like they're getting a custom experience in their relationship with your brand.

TIP

LEAN ON CONTACT HISTORY
(AND YOUR MARKETING
AUTOMATION SOFTWARE) TO
PERSONALIZE MESSAGES

GET SOCIAL

Today, social media only represents a small portion of webinar registration, but that percentage will improve as we get better at social media marketing and as our social footprints grow.

Social media can be an important tool for promoting our events; we just have to get more creative with it. Keep in mind that promotion on social media is not a once-and-done proposition. You have to promote over multiple days, using different messages every time, to get attention. Here are some other tricks for successful promotion on social media:

- **Get creative**

Don't just post the webinar title and a link. You can be as creative in tweets as you are in emails. Publish some funny posts, publish some direct posts, but whatever you do, don't use the same post more than once.

- **Use hashtags**

A hashtag helps people follow the conversation and subtly encourages them to join in. Pick a hashtag for your event and use it in all your social promotions. Then remind attendees of the hashtag during the webinar itself and encourage them to post with that tag throughout the event.

- **Shorten links**

If you aren't already, try Bitly or TinyURL to shorten your links. Short links look better in a tweet, they're easier for the audience to use and follow, and they give you additional options like custom links or link tracking.

- **Try different times**

If you posted on Monday morning, schedule your next post on a Tuesday afternoon. Spreading out the timing of your posts gives you a better chance to catch a larger audience.

Social media can also be used to enable new registrants to promote your event to their extended social networks. Add social media buttons to confirmation pages so people can share that they signed up — even if only a small number of registrants do it, you've extended the reach of your event.

TIP

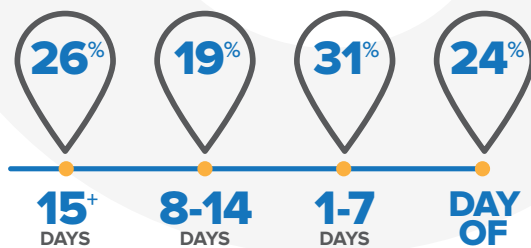
WHEN PROMOTING ON SOCIAL MEDIA, MIX UP TIMES AND MESSAGES



START EARLY AND FINISH STRONG

Most webinars are promoted for only 7–14 days. However, our benchmark data shows that over 26 percent of registration occurs more than two weeks before the event.² Promotion cycles that don't start until the week before or week of an event leave a lot of registrants on the table. If you only send two emails to promote your webinar, make sure that one of them drops the day of or the day before the event. If you send three emails, send the first one two or three weeks before the event.

PROMOTIONAL CYCLE



TIP

THE DAY OF THE EVENT IS THE BEST TIME TO DROP PROMOTIONAL EMAILS

When you're planning your promotion schedule, don't just think about what you're saying. Put aside some energy to think about when you're going to say it. A successful promotional cadence for a webinar might look something like this:

- **Email 1: Full list**
 - Format: HTML (A/B test on subject line)
 - Timing: 15 days before event
- **Email 2: Full list**
 - Format: plaintext
 - Timing: 7 days before event
- **Email 3: Contacts who have responded to other campaigns**
 - Format: plaintext
 - Timing: 7 days before event
- **Email 4: Full list**
 - Day of and day before event (split into two runs)
- **Other: Website, social media, sales referrals, etc.**

²ON24, Webinar Benchmarks Report, 2015 edition

CONSISTENT CREATIVE

You have less than 20 seconds to catch someone's attention with an email. But even if you do catch it, your job isn't quite done. A lot of companies, even ones with large and experienced marketing organizations, often send out gorgeous HTML emails that lead to generic registration forms. When the form doesn't match the email, it can confuse the recipient — and a confused recipient is much less likely to fill out your form or show up for your webinar.

All the components of your campaign, from email to registration form to confirmation page, should share a common look and feel. That means the logo, colors and imagery should be consistent from piece to piece and that the language should hit on common themes.

Of course that doesn't mean that when you send a plaintext email it should link to a text-only landing page. That would be a terrible user experience. Instead, make sure the copy of the plaintext email shares talking points with the rest of the campaign, and try to move recipients along to your stronger creative elements as soon as you can.

TIP

USE CONSISTENT CREATIVE
THROUGH ALL PROMOTIONAL
COMMUNICATIONS





CONCLUSION

People these days are invited to more webinars than ever, but your average B2B buyer might attend one webinar in a month — if that. With so much competition for viewing time, you may find yourself working harder to make your webinar promotion stand out.

Remember that the art of registration is reaching your audience at a moment of receptivity with a message that resonates. So get creative, think about your target audience and explore all the available possibilities for communicating your message. With that in mind, you'll build a promotional strategy that will drive more webinar registration and help you deliver more successful events.