

ON24

**ALWAYS-ON
MARKETING
PLAYBOOK**

FOREWORD

A message from Joe Hyland, CMO, ON24

Businesses today can scale their communications easier than ever before. There's no shortage of ways to push out another message, and that pressure to constantly churn out more and more content can quickly lead to diminishing returns. Not only does it strain internal resources, but too many irrelevant messages and generic interactions will leave your audience with no choice but to tune you out.

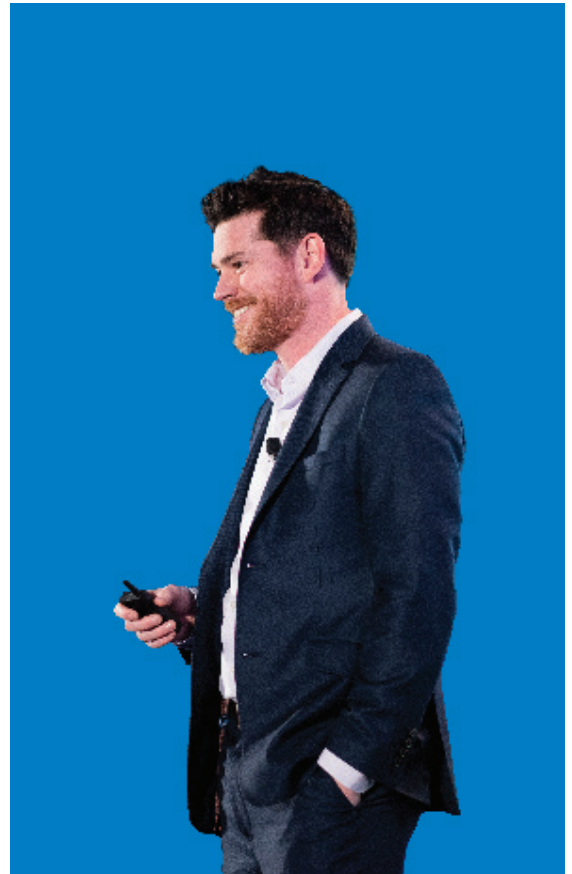
So, how do you engage your audience on their terms?

At ON24, we believe audience-centric brands are always-on -- making high quality, not necessarily high-quantity, content for their audiences to consume when they want, where they want, and how much they want.

Always-on marketing starts with dynamic webinars that enable you to have two-way conversations with your audience at scale, through features like polling, chatting, surveying, and more. It continues by extending the life of that webinar, and preserving all the interactivity by turning it into an on-demand experience. And, finally, it takes a new approach to sharing content, offering your audiences binge-able, on-demand hubs of curated content that they choose to consume.

Bottom line -- becoming an always-on marketing organization doesn't mean creating more content. It means creating content that's not bound by your own agenda, timeline or resources and puts your audience first.

— Joe Hyland, CMO, ON24



ALWAYS-ON MARKETING PLAYBOOK



Evolve your marketing from one-off tactics to always-on engagement

Marketing today is tough. It's hard enough to execute interesting, informative content that prospects actually want to consume and gives you enough information to generate a lead. Complicating matters is figuring out how to deliver that to the right person, at the right time, and in the right context. Now, imagine if you could create that compelling content fast, and not have to worry about getting the logistics right.

With a mix of live and on-demand webinars, it's possible to build compelling content experiences quickly and make them available to your audience, anytime, anywhere.

Sounds like a dream, but so did the idea of watching an entire season of *Friends* in a single night. Just as bingeing on Netflix has overtaken scheduled TV programming, the same is true with our professional content consumption habits.

So, we've built the ON24 Engagement Platform to make it easy for you to evolve your webinar program for the Netflix generation by:

- Automatically transforming your live events into on-demand webinars instantly available for replay.
- Enabling you to use the same URL for live and on-demand webinars.
- Keeping all the interactivity of live events in the same webinar console environment.
- Continuing to get insights into your audience with ongoing engagement analytics and reporting.
- Offering a digital destination to seamlessly publish and share your on-demand webinars through the ON24 Engagement Hub.

On demand is on the rise: since 2016, the number of on-demand webinar minutes increased 30% YoY.

Plan for content to be on-demand

ON24 automatically gives live webinars everlasting life by seamlessly providing an on-demand version after every event. By making the content within every webinar evergreen, you can instantly use the on-demand version to reach new audiences.

Give your audience options

Hands-down, the greatest benefit of on-demand webinars is the opportunity to increase your audience reach and size. Make sure your audience knows they have the option of attending your webinars either live or on demand by explaining that in your promotions.

Position your webinars as being available on demand in your promotions with calls-to-action like: "Can't attend live? Register to attend on demand and we'll send you the link after the webinar."

This approach encourages attendees with uncertain schedules to register and gives an insurance policy against last-minute conflicts.

Providing webinars on demand also offers you another chance to re-engage live attendees. Remind your live audience that the webinar remains available as a resource to return to and reference. At the end of your webinars and in your follow-up communications, encourage live attendees to share the registration link with their colleagues and peers.

Make webinar content evergreen

Don't give your webinars an expiration date by accident —avoid referencing specific holidays, year or time of day in webinar presentations. When you can, address your on-demand audience proactively, adding special instructions for those watching on demand to your regular webinar housekeeping script. Acknowledging your future on-demand audience adds authenticity to the live webinar and gives a subtle reminder to attendees that the on-demand version is available if they have to leave early or can't give their full attention.

Extend webinar content across borders

You can also take your webinars around the world in a single day with ON24. To make sure the content resonates across regions, avoid mentioning specific geographies while presenting.

Another important aspect for cross-border appeal is the language and tone your presenters use. Too much jargon or use of local idioms can easily get lost in translation. Keep content as clean and simple as possible so that anyone can understand your message.

Keep the conversation going

ON24 interactivity tools are the best way to sustain engagement beyond a single event. Through Q&A, polls, resources, and more, you can give your audience a chance to participate on their own terms.



We were able to expand our audience reach by 65% with ON24 On Demand Engagement."

BETH GIERSCH
SR. MANAGER
EQUINOX

Breathe new life into content with a few tweaks

On-demand webinars are an efficient way to reuse existing content to keep driving results. And, with a few modifications, you can easily create different experiences from the same webinar, personalized for a new audience.

Manage real-time Q&A, anytime

The ON24 Q&A interactivity tool gives attendees the opportunity to continue to interact with your company at any time. Configure your Q&A widget to send notifications of any on-demand questions to an email address, a distribution list or even an internal collaboration tool, such as Slack, with integration tools like Zapier. That way, you can immediately log into ON24 Webcast Elite and respond to questions in real time, anytime.

Through ON24, attendee questions are continually captured in engagement scores and profiles. This offers a renewable source of insights into what's top of your attendees' minds.

Reskin your console

Breathe new life into on-demand webinars by updating the console background. Because ON24 allows for customization post-event, you can easily update an already-recorded webinar with a new title and background that's tailored for different audiences.

This is an especially important tactic for account-based marketing programs targeting specific accounts, segments or industries with webinars. By personalizing the console background, you have an easy way to make one generic presentation work for several different audiences.

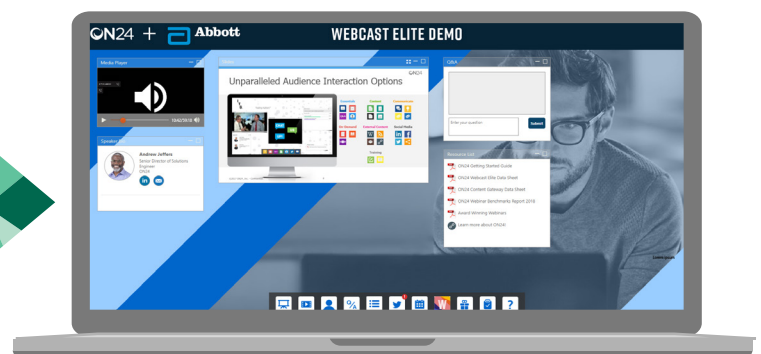
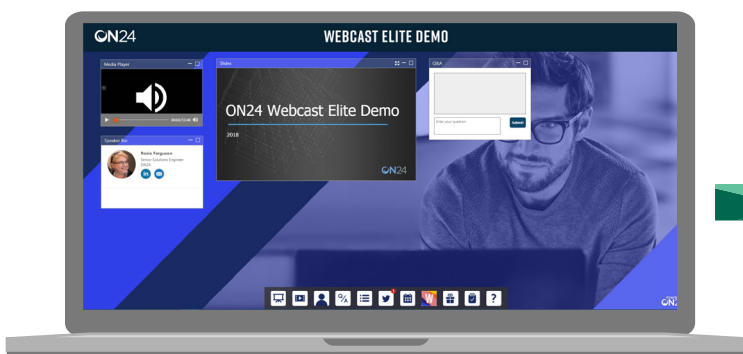
Change up your resources

Continue to offer new or more relevant content for download by updating the resources tool in the webinar console and optimizing that content for different audience segments.

Chapterize long-form webinars

For lengthy webinars, adding chapterization breaks the on-demand version into digestible segments enabling your audience to find and select the sections most relevant to them. And, for training or certification webinars, chapterization helps organize complex content into sub-topics for self-paced learning.

Create iterations of your most valuable webinars by changing the console background and widgets. Below, see how the ON24 marketing team adapts a generic product demo for a specific account by personalizing the background and adding a tailored list of resources and widgets.



Fuel ongoing webinar campaigns

Just like any other content, getting the most out of your on-demand webinars takes an active promotion strategy.

For webinar marketers, especially, that means integrating on-demand webinars as a high-value offer in existing outbound campaigns. With ON24, on-demand webinars offer a second powerful way to drive an inbound marketing strategy.

Always be promoting

A staggered approach to promoting your on-demand webinars provides you the best opportunity to bring in new viewers.

With each push, mix up your messaging, highlight different aspects of the content, and give the webinar a new title to appeal to different audiences. An efficient way to continually promote on-demand webinars is to pre-schedule a year's worth of social posts that use different messages and all point to the same on-demand webinar link.

Package up your webinars as a series

You can also repackage several stand-alone webinars centered on similar topics as a newly

branded, week-long series. Or, host an all-day virtual conference consisting of back-to-back replays of on-demand webinars.

Leverage live webinar momentum

Each new live webinar also presents an opportunity to promote your previously archived events. You can promote them live, during the event or as part of the follow-up for your latest webinar attendees.

Push and pull your audience


Live webinars are fuel to the outbound fire because every new webinar is another opportunity to attract and build an audience. With an on demand engagement strategy, it's possible to use webinars to both push and pull your audience to you.

That starts by creating a permanent digital destination for your audience to discover your webinars. To be clear, this does not mean putting webinars on YouTube. As soon as you take your webinars out of their native ON24 console environment, you lose all the valuable interactivity that it provides.

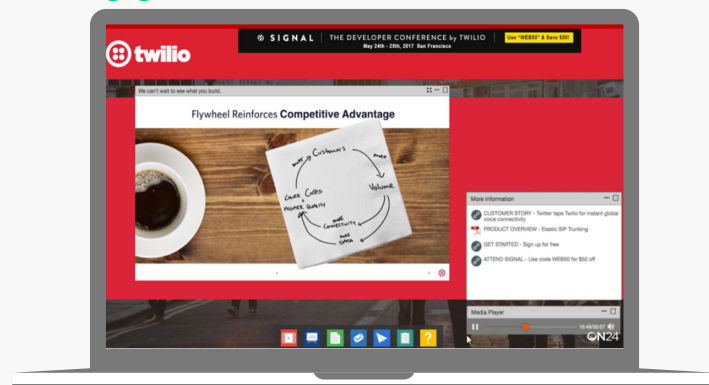
Instead, host webinars on your external or internal website using the ON24 on-demand webinar link, prompting your audience to register and engage with your content just as they do with a live webinar.

Twilio maximizes reach and interactivity with ON24 on-demand engagement

 **20%** Increase in on-demand attendance

 **2X** Increase in overall webinar attendance

 **#1** Source of MQLs and SQLs



Build Binge-able Content Experiences

To get the maximum value from your on-demand webinars, use ON24 Engagement Hub to create a centralized location where your audience can access, engage and binge on every webinar anytime, anywhere.

Through this branded online hub, you can publish, curate and share all of your webinars as a stand-alone web page, or embed it onto any website.

Most importantly, ON24 measures and analyzes all engagement within every on-demand webinar and the overall content hub, delivering insights into your audience's interests and relative content performance.

Easily organize and publish multimedia assets

ON24 Engagement Hub makes it easy to manage and publish your entire library of live and on-demand webinars directly from ON24 Webcast Elite. Once you have an event scheduled or the on-demand version is ready, you can immediately publish it to your Engagement Hub with just a few clicks. You can also

Why ON24 Engagement Hub?

- Organize your existing and upcoming webinars and content
- Gain an alternative to confusing and antiquated resource centers
- Encourage content consumption by reducing friction
- Develop, manage and control all of your webinar content from Webcast Elite
- Prioritize and share content based on the level of engagement

add a custom thumbnail, webinar description and organize webinars by topic.

ON24 also makes it possible to optimize your webinar content for search engines through meta-tagging.

Understand how your content measures up

ON24 analyzes engagement within every webinar and across your Engagement Hub, you can start to measure relative content performance. With this intelligence in place, you can understand what webinars are best for certain audiences and make data-driven decisions on future webinar content, creating a virtuous cycle of better results.

NVIDIA Gains Global Speed and Scale with ON24 Engagement Hub



28%

Increase in on-demand views



9K

Unique visitors to NVIDIA Engagement Hub in year one

