HACKING WEBINAR MARKETING

TIPS TO MAXIMIZE RESULTS, MINIMIZE RESOURCES

ON24

NetLine
CORPORATION

CONTENTS

QUICK AND EASY WEBINAR FORMATS YOU CAN USE RIGHT NOW

The webinar's primary purpose is to convey useful information to the viewer. If done well, it's a format that can do wonders for engaging customers, but stick with the same formula and you run the risk of switching them off completely.

However, some types of webinar can take a lot of time to produce—particularly if you're still learning the best practices. But if you're looking to take a scrappy approach to your marketing, you want to drive results quickly. So what formats work well and require less effort than others?

Here are four webinar formats you can quickly pull together to start getting results quickly.

RUN A PANEL DISCUSSION

What it is: A discussion among about three subject experts, moderated by the presenter.

How to do it: Find a few favorite contacts who are reliable, knowledgeable and great at communicating. They might be clients of the company or industry experts. The presenter, although moderating the discussion, should also be well-versed in discussion topics so that they can guide discussion and think of different angles on the fly.

The discussion will be more lively and could yield more interesting insights, including offering several different approaches to a single problem, if the panelists have differing opinions. A diverse panel will make for a greater depth of discussion and have broader appeal.

Before going live, create a list of discussion topics to keep things moving and on track. Let the panel know in advance so they can prepare for the questions you'll be asking.

For more information, read our tips for running better panel webinars.

SCHEDULE A PRODUCT DEMO

What it is: A look at how certain features of your product work, presented by an expert.

If your customers have a common problem that can be solved by your product, a product demo could show them how to solve that problem, while showcasing your product to a clutch of new potential customers.

How to do it: Base the webinar around a particular, concrete, problem that the solution can help users solve, rather than giving a whistlestop tour of the product, which might come off as a pitch. This approach will also help the webinar sell itself, as offer of how to solve a problem is a far more compelling proposition than a generic tour. The approach may also alert potential customers to problems they might not even know they had.

Find someone on your team who knows the product back to front, can clearly communicate complicated concepts and who won't be thrown by unexpected questions from the audience.

At ON24, we call these kinds of webinars, 'a deminar.' Taking this approach allows you to have a conversation as you present and therefore act as great bottom-of-funnel webinars.

Webinars like these have great simulive potential— that is, you can run them again and again as live ensuring that new customers also get to see them. And by putting your sales team on Q&A duty, you can have them engage in real-time even when you aren't actually presenting.

For accounting firm Sage, their daily "Coffee Break Demo" sees more than 20 sign-ups a day on average—meaning they generate as many opportunities from this automated session as all their other webinars combined.

INTERVIEW YOUR BOSS, A CO-WORKER OR A CLIENT

What it is: A chat with one of the company's highest-ranking personnel, such as the CEO or Chief Product Officer, or with one of the company's clients. Remember, this can be recorded in advance.

How to do it: Recruit a member of your team who is comfortable in front of the camera and may have some interviewing experience.

Draft a set of about 10 questions to put to your interviewee—you won't need to ask all of these, in fact, you'll probably only have time to ask more than in 45 minutes, but 10 gives you some room for maneuver. You might talk to a client about how they've used your product or service, or a member of your C-suite about upcoming opportunities, threats and trends in the industry. Make sure to engage the audience too and field their questions as much as possible.

Share these with the interviewee in advance so that they can prepare and make any suggestions— as they're experts, they may have great ideas for discussion you may have missed. Read our article on interview webinar tips for more guidance.

DO A CONTENT RECAP OR REVISIT

What it is: A new look at an old subject which may have been rendered relevant with recent events, such as a change in legislation.

How to do it: Bring together all the material from the old webinar, including slides, audience data and ad creative. Update anything that has gone out of date.

You've got a head start on promotion here—target all those who watched the webinar last time and refresh the ad creative that worked best if you decide to take the paid social route.

ON24 TIP

MAKE YOUR WEBINARS INTERNATIONAL BY BRINGING IN PANELISTS FROM ACROSS THE WORLD.

If you're running a panel webinar, consider reaching out for speakers and panelists in other countries and getting them to join via a multipresenter bridge. Without the hassles of travel, you may get a guest that otherwise wouldn't have spoken at an in-person event. To see how ON24 runs panel webinars—and even got a panelist to speak from the middle of the Pacific Ocean—tune into the Insight50 Session on Simplifying International Marketing.

WAYS TO DRIVE WEBINAR REGISTRATIONS AT SPEED

With so much competition for your audience's attention, driving webinar registrations is becoming even more challenging. How do you convince people to spend an hour of their working day with you? You're going to need a compelling proposition, as well as a kick-ass promotion strategy.

Let's say you have a great webinar idea that's super topical, so you need to get it out there, fast. You know that generally, the longer the promotion cycle, the better, but what if you don't have time? Here are some scrappy ways to drive webinar sign-ups at speed.

USE EMAIL MARKETING TO DRIVE SIGN-UPS AHEAD OF TIME

Still one of the biggest drivers of webinar registrations, it's important to get email marketing right. But how do you accelerate the process while retaining effectiveness?

As detailed in our guide on webinar promotions, it's usually best to send at least three emails in a webinar promo cycle—the first at least two weeks before the webinar, another one week before and a final one on the day (or on the day before). With a shorter window for promotion, however, you're

going to have to keep things interesting so that your audience doesn't fatigue.

Pull out different angles of interest for each email that follows the first, perhaps personalizing the messaging and creative to different segments of the email list. Alternatively, emphasize the appearance of one of your panel members, according to who the segment would be most interested in.

ENGAGE IN PARTNER MARKETING TO INCREASE YOUR REACH

Striking up a strategic partnership with a business with similar customers to yours—but that crucially, does not have a competing offering—can significantly extend your reach.

With more brains behind the campaign and a wider audience to target, you'll make a greater impact. You can also take advantage of each other's strengths—for example, if they're great at content, have them take the reins on creating assets for the campaign, while you get busy with SEO, if that's your thing.

As a case in point, this scrappy marketing series is a partnership between NetLine and ON24—so you're reading an example of this in action!

USE YOUR SALES TEAM—AND INCENTIVIZE THEM

When you have a webinar to promote and at speed, it's got to be all hands on deck. This is where the assets you create to promote the campaign really come into their own. Share them with your sales team, along with some email messaging that they can send to their prospects. Sales will have a nose for who will be most interested in the webinar, so get them involved as soon as possible.

Also consider using your marketing budget towards sales bonuses for driving registrations. That way they will have even more of a reason to reach out.

PROMOTE VIA PAID SOCIAL

When time is of the essence, it may be necessary to take the paid route. First up, you need to know where your customers like to hang out. Are they more of a LinkedIn, or a Twitter crowd?

Consider sponsoring organic posts on LinkedIn so that they will be shown to a wider audience. Choose those that have already been performing well to give them an extra push. The platform also lets you target ads to specific audiences based on demographic information, job type, or what skills they've declared. These ads will appear in the sidebar when the user logs into LinkedIn.

Driving webinar registrations on the double requires creating a sense of urgency. In your creative, use images that include people (bonus if their gaze appears to be in the direction of the call to action),

as well as the name of the webinar, the date and the time it will take place.

If you do decide to promote your webinar on LinkedIn, consider taking advantage of lead gen forms so that when a user clicks the call to action on an ad or sponsored post, the form they need to fill to register for the webinar has already been filled with information from their LinkedIn profile—easier for the user and more accurate information for you.

Facebook also offers lead ads and also lets marketers build custom audiences so that you can target ads to prospects who, say, may have attended past webinars, or have visited a few pages on your website about the webinar topic.

USE DISPLAY NETWORKS TO REACH PROSPECTS ACROSS THE WEB

For access to the widest audience the web can offer, turn to ad networks. Google Display Network as an example, which reaches more than 90% of people on the internet, lets advertisers serve relevant ads to prospects while they're browsing websites, checking their Gmail or—which could be very useful while promoting a webinar—when they're watching a video on YouTube.

The network also lets you target existing customers or find new ones by placing ads on sites that you have chosen and that are relevant to the customer. It also lets you retarget customers who might have expressed an interest in the webinar, for example, by visiting its landing page but not signing up.

NETLINE TIP

USE PERFORMANCE-BASED SYNDICATION TO QUICKLY DRIVE LEADS FROM ACROSS THE WEB.

If you're looking to accelerate registrations beyond your network, NetLine provides on-demand scale and hyper-filtering capabilities to reach new audiences. There's even a self-service option so you can get started now. Find out more about NetLine.

HOW TO BUILD AN IMPROVISED WEBINAR STUDIO

Webinars can be run using potentially very little equipment, potentially with no more than a computer with a microphone or even just a phone dial-in for guests.

If you're new to using webinars, there's plenty of information on how to host webinars on our Webinar Best Practices series which will help you get started.

But if you're looking to ramp up the number of webinars you hold, want to lift the experience for attendees, or want to save yourself time when it comes to setting them up, building an improvised webinar studio can help you become more effective even with a scrappy marketing budget.

Such an approach has been taken by car sales site AutoTrader, as the team looked to replace in-person meetings with live webinars. As described by AutoTrader's insight director (which you can hear about on-demand), their path to running webinars took an incremental approach, starting by adding just a cheap webcam to their sessions, before eventually investing in a dedicated studio with top-notch hardware.

So what are the steps to help putting a basic studio in place? Below are a few suggestions that you can action.

FIND A QUIET ROOM TO COMMANDEER

To help set up an improvised studio, look around to see if there is a spare room you can set up to help run these sessions. This will allow you to leave any decorations or equipment you have in one place, saving you valuable time as you prepare each session. For wherever you choose, make sure it's quiet enough that your attendees won't have to hear any background noise.

If you can't get exclusive use of such a room, look at ways you can store any hardware or decorations in there. Get a small cabinet (ideally with a lock and key) so you can quickly bring out what you need.

GET A WIRED CONNECTION IN PLACE

In busy offices, Wi-Fi can frequently drop out, leaving your audience with a potentially sub-par experience.

Look to ensure there is a wired connection available in any room you choose. If there are any ports free on the wall, check that they work, as you may have to ask IT or building services to activate them.

A wired connection will give you the fastest and most stable speeds, minimizing the risk of any mishaps that could happen during a session.

MAKE A 'DO NOT DISTURB' SIGN

Whether or not you've repurposed a room, you don't want anyone walking in while you're running a session.

Make sure you have a sign that you can put on the front of your door to make sure no one walks in unannounced. It doesn't need to be fancy—even a simple piece of paper will do the job.

GET A DEDICATED CAMERA—OR AT LEAST RAISE YOUR LAPTOP

The latest Webinar Benchmarks Report showed that the use of video is up among marketers. It's proven to increase engagement and help you form a stronger connection with your audience.

Getting a separate camera can help you deliver video that is better than that of a laptop's webcam. Even with a cheap model, a camera can be set at a level that means you're not hunched over and looking down at a screen, which might be the case if you're relying on a laptop.

If you can't get a webcam, try putting the laptop you're using on a stand to bring it closer to eye level. At the very least, it will avoid the likelihood of making it look like you have a double chin.

DECORATE ON THE CHEAP

If you're going to appear on camera, it makes sense for where you present to look as good as it can. But it doesn't need to be expensive.

If you have any pop-up banners that you use at tradeshows, these can act as a good-looking backdrop to any session. Likewise, any other subtle decorations such as pot plants or side tables can liven up what otherwise might be meeting room that isn't the most photogenic.

If you have a television screen on the wall, this can also help improve visuals. You don't even need to put any slides on it—just a logo might help lift the visuals in your session.

IMPROVE THE LIGHTING

Once you've got a basic set up in place, you may wish to improve the lighting to further lift the quality of your sessions.

There are a wide range of lighting solutions now available that are surprisingly low cost. LEDs and softboxes range from the basic to professional levels.

If you are looking for an even scrappier approach, try adding greaseproof paper to desklamps to add diffuse lighting.

GET BETTER SOUND WITH DEDICATED MICROPHONES

Almost any microphone—even those on most laptops—will sound better than using a low bitrate phone line. But if you're not very close, it can pay dividends to get a dedicated microphone.

Many types are available at a wide range of price points. From USB microphones used for podcasting, to lavalier mics that you can wear, to boom mics that are either standalone or attached to a camera, all can help improve the sound quality and lead to a more engaging session.

EXPERIMENT AND IMPROVE

Whatever you start with when building an improvised webinar studio, don't worry about starting small. Running webinars frequently will help you figure out what works and what doesn't and allow you to make gradual improvements that lead to becoming a webimaster.

ON24 TIP

TAKE GRADUAL STEPS TO OPTIMIZE YOUR WEBINARS.

Becoming a webinerd doesn't happen overnight, but that shouldn't hold you back from making each webinar better than the last. To find out more about how to wake up your webinars, register for our Webinar Best Practices Series.

HOW TO MARKET YOUR WEBINAR AFTER IT'S FINISHED

Let's say you just ran a webinar and it was great. Your speakers knocked it out of the park, the discussion was lively and informative and your audience asked some inspired questions. What now? Do you just shelve the project and move on? After all that work?

The lifecycle of a webinar doesn't have to end with its broadcast date. Below we suggest some scrappy ways of extending the life of your latest webinar by six months and beyond by making it into an on-demand webinar.

UP TO 48 HOURS

After the stream is stopped, the panel has been thanked and the mics are packed away, the first thing you need to do is send out a link to the recording of the webinar—not just to those who attended, but to anyone who registered who may not have shown.

Don't worry about those streaming your webinar having a lesser experience—most interactive tools, such as chat, polls and CTAs—will still work on an on-demand webinar. Your on-demand viewers will still get answers to their questions, they just won't be in real time.

ONE WEEK

Even though the webinar is over, it's important to keep promoting it and social is a great way to keep the momentum going. Post links to your webinar with the call to action 'Watch now' along with some eye-catching imagery on Facebook, LinkedIn and Twitter. It's fine to keep it informal—that's what we expect on social media.

Change up the message by drawing out different topics of the webinar and giving these their own social campaigns—say, SEO this week, paid search next week—so it doesn't go stale and that you can capture different audiences.

SIX MONTHS... AND BEYOND

Even when the webinar is well and truly in its long tail stage of popularity, you can continue to put it to work by making sure it's always on. In fact, you can continue to promote the webinar by creating the following pieces of content that can point back to the on-demand webinar. Some ideas include:

- **Tweets**—Was there an interesting poll result during the webinar? Tweet it out with a link to the webinar page.

- **Blogs**—Write a blog post, perhaps a round-up of what was discussed in the webinar, or a series of blogs, each based around one of the webinar's themes. Drop a link to the webinar in the sidebar.

- **Slides**—If you have permission, post the webinar slides on SlideShare to reach a larger audience.

- **White paper**—A longer piece of content, this could draw and expand on the themes raised in the webinar. Keep it relatively short.

- **Infographic**—This could sum up everything that the webinar covered on a single screen. If you don't have a design team, hire a freelancer to create this for you.

- **Put it in other webinars**—Use the resources section of your webinar platform to link back to previous sessions. By doing so, you can encourage the type of 'webinar bingeing' that makes it easier for your audience to further their buyer journey.

- **Syndicate on other sites**—To get new leads from a new audience, try syndicating your webinars on third-party sites and publishers. One bonus is that if you're using a performance-based model for syndication, you'll only pay for the leads that sign up.

Finally, as the original air date of the webinar draws further away, you might start to consider running it again as a simulive event, say, after about six months. This will allow you to reach a different audience and build on the insights offered by the webinar on its first airing.

ON24 TIP

MAKE ALL YOUR WEBINARS 'ALWAYS-ON' BY DEFAULT.

Not everyone will be available to attend your live webinar sessions—in fact, ON24 data shows that 35% of all webinar viewers watch on-demand to fit around their schedules. To find out more about how you can make your webinars deliver results for longer, check out our Always-On Marketing Playbook.

HOW TO PASS OFF AN OLD WEBINAR AS BRAND NEW
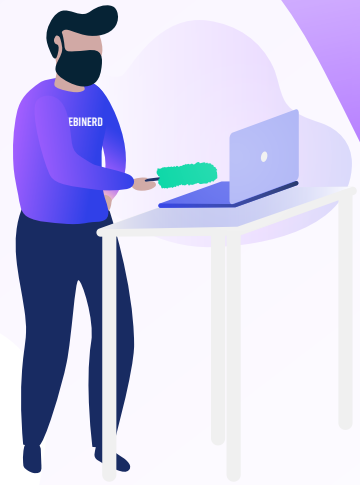
Do you have a webinar in your archive which could do with being promoted again, or that you just think deserves a wider audience? Have you thought about rerunning it, as if it were brand new? How would that even work?

The good news is that your old webinars are likely to be a treasure trove of content that can help get you results. The hard work has been done and as scrappy marketing is about doing more with less, refreshing your previous content can be a key pillar of a scrappy program.

There are a number of different approaches you can take in repurposing your old webinars. Some ideas include:

- **Running a new webinar with existing content.** This is where you take your notes, slides, promotional material and other assets but run the session completely new. This can be particularly valuable if you think a tweak of the title might bring in more viewers, but want to use your content again.

- **Running an old webinar as simulive.** For this type of session, it's easy—your recording from the previous session is presented as if it were a live, scheduled event. There's no material difference between running a webinar live or

simulive. All of the interactivity offered by polls and chat and are retained and it still 'feels' live, although you should check it first to make sure that there is nothing to impact the experience. Product demos work particularly well as simulive, especially as you can have your sales team on hand for chat and typed Q&A.

- **Mixing old recordings with live content.** There are two different ways you can blend this approach. The first is to take video recordings from your previous webinars and put them in as video clips and run a live webinar session either before or after these clips. This can be valuable if you've had a speaker that can't present again, but you still want to use their words and presenting. The other method is to run what ON24 calls a "Sim-2-Live" session—this is where you run a simulive webinar, complete with all functionality, before rolling over to a live audio feed.

- **Promoting pre-recorded webinars as an "always-on" session.** This is where you take your old webinars and host them for people to view whenever they are available. This can be particularly useful in building out evergreen content, syndicating them on third-party sites and serving customers in different time zones.

Whichever approach you take, here are the stages you should go through to make your refreshed webinar a success.

REVIEW YOUR OLD WEBINAR ALONG WITH ANY RELATED MATERIALS

Before you promote your old webinar, watch the recording and review any related assets.

> **THIS IS PARTICULARLY IMPORTANT IF YOU PLAN TO RUN YOUR OLD SESSION AS SIMULIVE OR SIM-2-LIVE.**

In this case, keep a careful eye out for dates and times. Check any slides don't have a date on them that is in the past. If you happened to do a screenshare, check that there is no giveaway date or time in the menu bar.

For an "always-on" webinar, these dates are not as important, but you may want to reconsider their use on slides going forward to keep them as evergreen content.

If you're running a brand new webinar using old content, have a quick look over your materials to see if anything needs a refresh.

SET UP YOUR WEBINAR SO IT'S READY TO GO

Whatever type of webinar you will look to run with, make sure you get everything set up ready to capture registrations.

Use your webinar console to set a date and time for your session, or to publish it as an always-on asset.

For practical guidance on this, the Webinar Best Practices series can show you everything you need to do.

DRUM UP INTEREST ON THE TOPIC THROUGH SOCIAL MEDIA AND OTHER CHANNELS

Start posting existing content that's related to the webinar, such as blog posts, to social media. Look at using other tactics to start driving traffic and building authority.

Taking such an approach helps you achieve two things: firstly, it renews interest in the subject of your webinar and secondly, it allows you to gauge the level of interest. This can help you decide which of your old webinars you will look to promote the most, which can be particularly important if you have limited budget or resources.

FOR LIVE AND SIMULIVE SESSIONS, START PROMOTION AT LEAST TWO WEEKS OUT

It's best to promote your webinar over a longer period, ramping up intensity as the date of broadcast draws nearer. We suggest starting promotion at least two weeks before the day it's due to go out, based on data in our Webinar Benchmarks Report.

If you want to take the paid route, take advantage of retargeting tools and lead gen forms offered by both LinkedIn and Facebook, which you can integrate using a platform like Zapier. Retargeting tools let you target those who have demonstrated interest in your content before, while pre-filled lead gen forms reduce the friction of signing up to the webinar, through whatever device.

You can also syndicate your webinar through demand generation platforms and third-party sites. Services like NetLine can automatically connect with your webinar and marketing automation platforms, making sure you get accurate data and a great experience for registrants.

REAP THE RESULTS

If you have your webinar as "always-on," your efforts will now start yielding registrants. Check how your promotional efforts are going and make any tweaks to keep the stream running.

For new recordings, simulive or Sim-2-Live, the date and time of the session will be the proof of your efforts. Assess how it's worked and use that insight for your next revived webinar.

There's no reason you can't repeat this cycle again for any of your webinars to save you time and drive results.

ON24 TIP

UPDATING CONTENT IS QUICKER THAN CREATING IT FROM SCRATCH.

When you're pressed for time or ideas, look through your historical content to see what you can refresh and repurpose. For more tips, make sure to watch ON24's webinar on How to Bring Your Webinars Back From the Dead.

HOW TO MAKE SCRAPPY MARKETING A HABIT

In this e-book, we've covered a number of ways on how to put scrappy marketing into place—from brainstorming for ideas through to promoting your webinar after it's finished.

However, like all good habits, the long-term benefits only come from a consistent approach. So how can you make sure your efforts stick and last over time?

Here are a few ideas you can put into practice to keep results high.

TURN YOUR CONTENT ALWAYS-ON

There are a lot of ways to get the most of your content after it's gone live.

Make sure any assets you have can be easily found online. A common mistake is to build standalone landing pages to feature content, but not making these pages easily accessible to visitors that might be browsing your site or elsewhere on the web. Your visitors should be able to access all of your content as it suits them.

As for webinars, while old sessions can be passed off as brand new, before even doing this you can simply make sure that each webinar you produce is available to access as an always-on session.

The latest stats from ON24's Webinar Benchmarks Report show that more than one-third (36 percent) of attendees only watch always-on sessions, with the majority of this group signing up a week after the webinar ends.

With many people working either non-standard hours or across time zones, the timing of a live webinar will never work for absolutely everyone. By making sure that each webinar is available as

an always-on session, you can encourage both viewers to binge-watch your webinars and provide a place to experiment with scrappy approaches to driving always-on sign-ups.

BUILD IN REMINDERS AND ROUTINES

Earlier we covered how you can make your marketing team more agile, getting them to buy into the scrappy mindset. Following those steps will help remove barriers to productivity, get them to experiment and work at speed.

However, keeping this up requires habits and processes. Productivity guru James Clear mentions that habits (whether good or bad) typically follow the same process—a cue triggers a desire to take action, which leads to a response and a reward.

As such, you should look at what cues and reminders you can set up as triggers for routines. For example:

- On a certain day of the week, you publish content covering a particular theme.

- When a blog article is published, your team members promote it on social media.

- When a webinar is scheduled, your sales team gets notified so they can send it to prospects.

The reward in each case should be tied to your goals—but you may also wish to incentivize your team to drive further success.

TAKE ADVANTAGE OF REUSABLE, REPEATABLE FORMATS

There will inevitably be days when members of your team aren't feeling as productive as they would like or have a lot of other priorities depleting their mental energy.

Trying to reinvent the wheel each time will simply lead to reduced performance. Instead, you should look at what reusable and repeatable formats you can run that follow a given formula. The formula should be structured enough that it requires minimal effort to put things into place.

Furthermore, if you schedule these reusable formats, it makes planning your demand generation and marketing activity (and predicting results) far easier, leaving you with more time to experiment on different approaches.

While running webinars initially may take more time than other marketing approaches such as sending out an email newsletter or posting something on social media, there are also webinar formats that are quick to run—such as panel sessions, demos and interviews.

But an important point—make sure to experiment within these regular formats. Always be looking for interesting ways to liven them up or novel approaches to generate better results.

MAKE SCRAPPY MARKETING PART OF YOUR IDENTITY

Once you are doing scrappy marketing regularly, it should become part of the way you generate results for your business. But there's always the risk that outside pressures might make you revert to old ways.

As marketing is always evolving, failing to experiment and try things out—particularly with limited resources—will eventually make you less effective.

Being proud to be a scrappy marketer will help you maintain that curious and energetic edge that will give you a lead over others. When things inevitably change, your scrappy mindset will help you make the most of the situation, reaping rewards when others fail.

ON24 TIP

USE SIMULIVE WEBINARS AS A REGULAR PART OF YOUR MARKETING ACTIVITY.

Some of the most effective webinar campaigns are regularly run simulive sessions. This can be particularly useful when targeting prospects outside of your normal working hours. To find out more, read how ON24 uses simulive for demand generation.

HOW TO MEASURE WEBINAR SUCCESS

Marketers are always asked to report on their performance, regardless of what approach you are taking. But in the context of scrappy marketing—and, in particular, when you're running webinars—what numbers will you use to measure your performance? How do you know you're successful? And what data points might provide inspiration for driving further results?

To help you, we've put together a few questions you either might get asked, or might ask yourself. Each guiding question has several points you can use to help find an answer suitable to you—as well as some suggestions on where scrappy approaches could help turn the dial.

HOW ARE WEBINARS CONTRIBUTING TO MARKETING'S GOAL?

Different marketing teams often work on different goals. But ultimately, most marketing is measured by how it impacts sales performance.

As such, here are a few areas to look at when assessing the impact of your marketing campaigns. If you haven't yet connected your CRM or marketing automation platform to your webinar software, you should! ON24 Connect can help you do that seamlessly.

Chances are there are other channels that go into the touches for each prospect. To get a clearer picture, use your marketing automation or CRM to investigate what touches buyers went through in their journey. Even if you don't have a full attribution model in place this data will give you a good indication of how you are performing.

- **Marketing-generated opportunities by both volume, total amount and weighted pipeline value.** Your company's CRM will likely be the place to turn to for opportunity information. If you don't already mark opportunity records as marketing-generated, export the list of opportunities your sales team is working on (including closed, lost and open) and look to match these against your campaigns and webinars. Email addresses can often be an easy way of matching records.

- **Webinar-influenced sales-accepted leads (SALs).** Assess which of the leads accepted by the sales team were influenced by a webinar.

- **Webinar-influenced marketing-qualified leads (MQLs).** Look at the data within your marketing automation platform to understand how webinars are contributing to your MQL numbers.

Some scrappy ideas for influencing the above include:

- **Run scrappy campaigns against large target accounts.** If you can open a large opportunity through webinars, this will help increase marketing's contribution to pipeline. More information is in the Webinerd's Guide to Account-Based Marketing.

- **Run scrappy webinars to further qualify leads—and get sales to join the session.** If you need to influence the number of leads that sales is accepting, find out what information causes them to disqualify prospects (e.g. budget) and run webinars to screen for those attributes. Use both registration fields and poll questions to collect this data—and invite your sales team to answer Q&A in the background so they will be happy to pick up those leads directly.

- **Test calls-to-action in your webinars that boost lead score.** While it's tempting to adjust your lead scoring to boost MQL numbers, that tactic won't do anyone any favors. Instead, try to increase engagement during your webinars in a way that contributes to building a prospect's lead score—so more of them become MQLs.

HOW ARE WEBINARS ENGAGING OUR PROSPECTS?

There are many ways to measure webinar engagement—from simple figures such as attendee count, through to more granular metrics such as drop-off rate. Here are a few to assess.

- **Attendees and qualified attendees.** This is a simple number—how many people watched your webinar? How many of those were qualified and fit your target prospect profile? But a word of warning—be careful that this number doesn't become used as a vanity metric.

- **Engagement score.** ON24 provides a simple to understand engagement score that uses participation, engagement and use of webinar features. This number can give you a benchmark to further drive performance.

- **Resource use.** How many assets did your prospects engage within the webinar console?

- **Average viewing time.** How long did your prospects stay tuned into your session?

- **Attendee feedback.** Don't forget about qualitative metrics. What do attendees say about your webinars? You can also poll them for this information.

- **Repeat viewers.** How many of your prospects have viewed more than one webinar?

- **Account coverage.** For your target accounts, how many decision makers have tuned into your webinars?

Many of these figures can be found within the ON24 Intelligence console—as shown below. Looking at the data, we can see that while average viewing time was strong, the engagement score could be improved—as well as running some marketing to increase on-demand viewing.

The good news with all these tactics, there are scrappy ways to amplify success—many of which only require small tweaks. To drive up your engagement score, look at increasing the number of engagement options within the session or try different presenters. Put more resources on your webinar console and signpost them during the session. Take polls, but hang on to the answers to increase average viewing time. Ask for feedback in the Q&A. Tell attendees to sign up to the next webinar, or watch an always-on session. Run campaigns for specific accounts.

HOW SUCCESSFUL IS OUR WEBINAR PROMOTION?

As well as the success of the webinars directly, look for webinar metrics connected to influence sign-up and attendance rate. Figures to look at include:

- **Registrations and qualified registrations.** How many people signed up? Of those, which registrants fit your target profile?

- **Attendee conversion rate.** How many of those registering actually showed up?

- **Cost-per-registration / cost-per-lead.** If you paid to drive registrations, what was the average cost?

- **Registration page conversion rate.** What percentage of people are converting on the registration page?
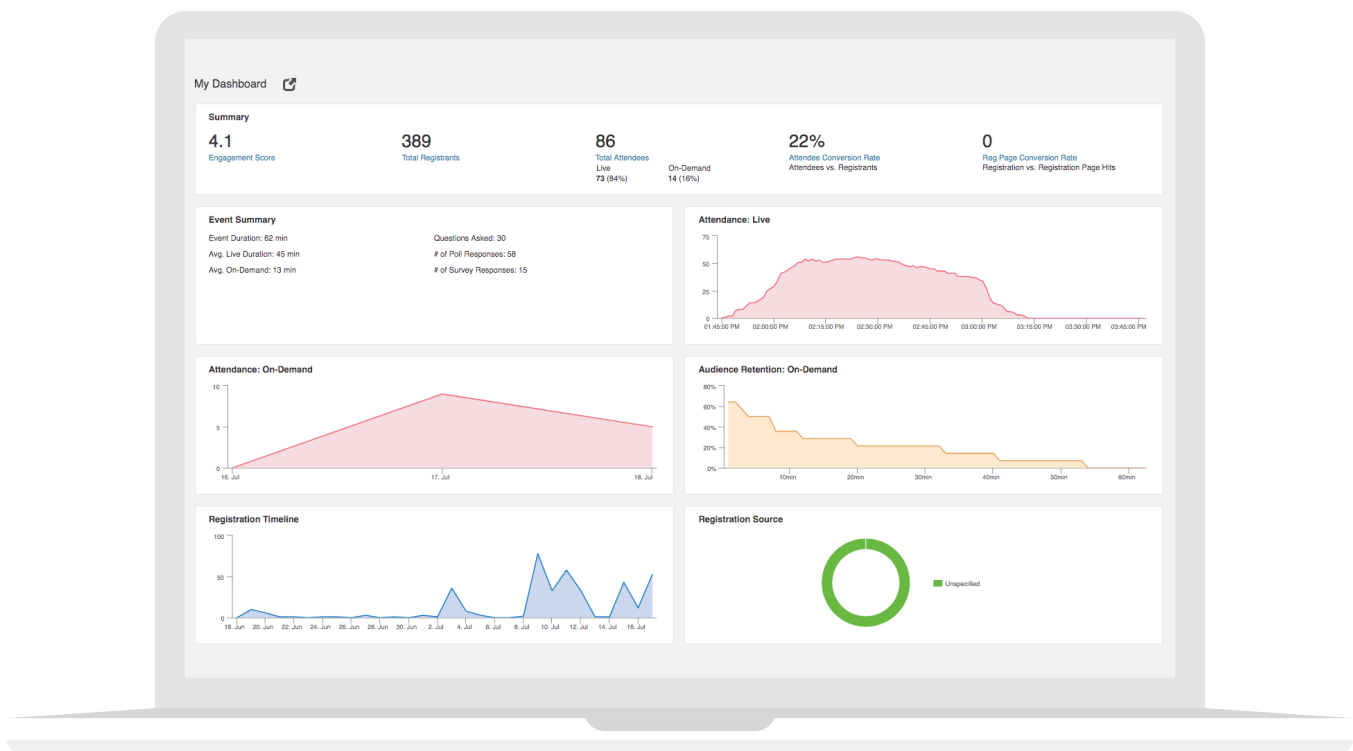
- **Conversion rate from channels.** Which channels are performing better than others?

Taking a scrappy approach to improve these could include:

- **Making use of third-party sites and syndication to boost registration counts.** If you need more people signing up, working with a partner that has a large audience can help.

- **Experimenting with landing page copy.** What could you do to make signing up irresistible? Feel free to experiment and do something new.

- **Try different channels.** If you're stuck on using just email, change things up. Add social

promotion, incentivize your sales team, get your friends to share it! As an example, Twilio used Facebook ads to boost its audience by 30%—a channel overlooked by many B2B marketers.

HOW WILL YOU USE THIS DATA?

This isn't a question that demands numbers, but highlights a key aspect of success with any marketing. You need to find out what works and how well it's working to close the loop on your efforts and make next time even more successful.

The quicker you can get this data and change your approach, the faster you will see improved results.

ON24 TIP

BENCHMARK YOUR OWN WEBINAR PERFORMANCE WITH OUR ASSESSMENT TOOL.

Want to see how your webinar practices stack up? ON24 has an assessment tool which will score your practices and give you actionable tips, whether you're a webi-newbie or an all-star webinerd. Take ON24's Webinar Assessment today!

THE LEAN WEBINAR: THREE STEPS TO IMPROVING YOUR WEBINARS OVER TIME

One of the most talked about business books in recent times has been *The Lean Startup* by Eric Ries. The book looks to address a key problem for young companies and new initiatives—that too much time is spent on ideas and products before they get feedback from customers:

> "Too many startups begin with an idea for a product that they think people want. They then spend months, sometimes years, perfecting that product without ever showing the product, even in a very rudimentary form, to the prospective customer. When they fail to reach broad uptake from customers, it is often because they never spoke to prospective customers and determined whether or not the product was interesting."

The same could be said for marketing. Too often in the past, teams have spent hours or days arguing over copy, finessing messages and creative, cycling through a process of revisions and feedback that makes campaigns take too long to get to market.

But today, change happens too quickly. Instead, marketers should be taking an iterative approach, putting more value on getting results and feedback over making things 'perfect.'

This is one of the key benefits of scrappy marketing. By getting more done in less time, you'll get more data on what works and what doesn't. This can be then be fed back into future campaigns and activity. Over time, each cycle of your marketing activity will become better.

So as you go forward with your scrappy marketing journey, we'd like to make the case for The Lean Webinar. It's what many ON24 customers have been doing instinctively over time and feeds into how they progress through four stages—from webi-newbie, to webi-basic, to webi-pro and webinerd.

Summing up the content from this e-book, here are the three steps you should follow to progress your journey.

1. BUILD YOUR WEBINARS FAST

Earlier we covered how you can get quick campaign ideas, accelerate your marketing and webinar formats that are quick and easy.

You should put these steps together to make sure you can get webinars out to your audience at pace. If you're still struggling for time, see if there are any old webinars you can repurpose. Delegate more to your team and give them the freedom to experiment.

To get attendees, revisit tactics to drive webinar registrations at speed and make sure to use third-party sites and syndication partners.

2. MEASURE YOUR RESULTS

Once you've run your webinars, look at their performance to find out how you performed against your goals. Our checklist for content marketing brainstorming has guidance here, along with our section on how to measure webinar success.

The good thing about running webinars is that they will collect a range of metrics that you can use to assess your performance.

3. LEARN AND APPLY

Once you have your results, review the figures and ask where there may be opportunities to drive further performance. This should become a regular marketing habit.

Taking a scrappy approach means that you don't have to look to overhaul your entire campaign if it's performing in certain areas. Instead, look for quick tweaks where you can improve performance.

Some ideas you might want to explore include improving webinar engagement, turning your webinar into a podcast, or driving always-on webinar viewing. You can also look to make your webinars better by building an improvised webinar studio.

In isolation, each of these changes might not initially add up to much. But put together, these incremental steps will help build results over time.

Good luck with your journey to becoming a scrappy webinerd!

ON24 TIP

LEARN FROM OTHER WEBINERDS AT WEBINAR WORLD.

When it's possible, it's great to meet people face-to-face. That's why ON24 holds in-person events across the globe through Webinar World. To get news of the next event, register your interest for Webinar World 2020.