

The L&D MARKETER'S Guide to WEBINARS

Webinars are a great way to demonstrate thought leadership and move prospects down the sales funnel, but what does it take to deliver an effective webinar?



UNDERSTAND THE AUDIENCE:

know their pain points and speak to them.



AVOID CLUTTER:

more slides with less content fuels engagement.



SEND "THANK YOU" CONTENT:

an infographic, job aid or report is a great first touch after the event.



UTILIZE ALL PLATFORM TOOLS:

increase interactivity between users and your brand through the use of the camera, poll, chat and audio/video capabilities.



NIX THE SALES PITCH:

grow your reputation as an expert to build brand confidence and loyalty.



REPURPOSE YOUR CONTENT:

link the gated on-demand recording through multiple channels and executions.

TrainingIndustry.com Webinar Benchmarks

30-40%

Attendance Rate



Average Registrants

550 PER LIVE WEBINAR



100

On-demand Views

