

WAKE UP YOUR WEBINAR



10 Ways to Engage Your Virtual Audience

It's hard enough to get someone interested in attending your webinar. So how do you get someone to commit 45 minutes or more to the entire event?

Did you know that on average:



25%

of webinar attendees stay for **20-30 minutes**



30%

of webinar attendees stay for **30-60 minutes**



11%

of attendees stay over **60 minutes**

(B2B Content Preference Survey 2014, Demand Gen Report)

If you do get people engaged, **they stay, they learn and they become valuable leads to your company.** Webinars are, in fact, **the third most popular type of content for researching B2B purchasing decisions**, so creating engaging content is the key to marketing success.

(B2B Content Preference Survey 2014, Demand Gen Report)

Don't let your fear of being boring stop you from leveraging this powerful content marketing medium.

Follow these **10 steps** to wake up your webinar and engage your virtual audience.

1

62% say video is the most important part of a webcast.

(Aberdeen Group research, Best-in-Class Web Event Management)

The Power of Video

Use a webcam to present, and stream video clips during the presentation to tell your story.

Video Makes it Better

62% best-in-class content marketers use a webcam to present, compared to 50% industry average, 36% laggards.

69% best-in-class content marketers incorporate streaming, pre-recorded video into online events, compared to 57% industry average, 43% laggards.

(TalkPoint 2013 Webcasting Survey)

2

Partner up for Presentations

Leverage the expertise, following, insights or credibility of a third party presenter or panel of speakers.

3

Avoid Death by PowerPoint®

Make slides more visual with large fonts and images.

4

Big Data

Support your content with credible stats.

To improve content quality, **64%** strongly agree B2B marketers should use more data and research to support content.

(B2B Content Preference Survey 2014, Demand Gen Report)

5

Make It Interactive

Ask the audience questions with polls, surveys and live chat.

64% best-in-class content marketers use multiple polling types (polls, chat, annotation) to poll the audience, compared to 47% industry average, 50% laggards.

(Aberdeen Group research, Best-in-Class Web Event Management)

To improve content quality, **86%** somewhat or strongly agree B2B marketers should make it more interactive.

(B2B Content Preference Survey 2014, Demand Gen Report)

6

#Socialize

Give webinar attendees Twitter hashtags to follow and share.

69% best-in-class marketers integrate social media into online events, compared to 41% industry average, 13% laggards.

(Aberdeen Group research, Best-in-Class Web Event Management)

To improve content quality, **91%** somewhat or strongly agree B2B marketers should make it easier to share.

(B2B Content Preference Survey 2014, Demand Gen Report)

7

Master the Q&A

Wrap up with a Q&A, but always have seed questions at the ready.

Q&A

8

What's in It for Them

Offer attendees free trials, demos or more information before the webinar's over.

9

Send 'em Down the Funnel

Add content to thank you emails that engage attendees farther along in the buyer's journey.

10

Reuse, Recycle, ROI

Post on-demand webinars online and repurpose them for emails with prospects, short highlights or to generate other content assets.

48% strongly agree and **40%** somewhat agree they prefer more interactive and visual content that they can access on demand.

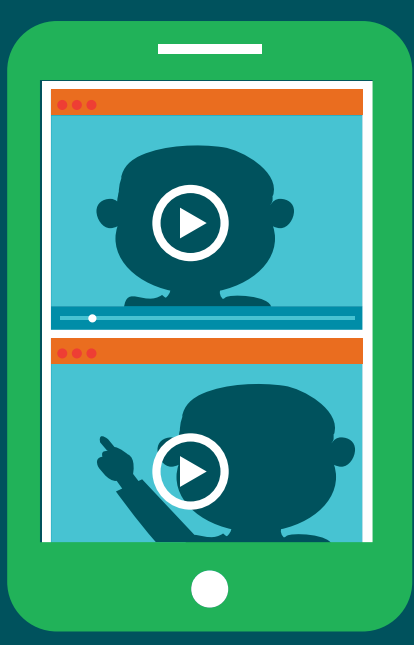
(B2B Content Preference Survey 2014, Demand Gen Report)

79% best-in-class companies reuse web event assets.

(Aberdeen Group research, Best-in-Class Web Event Management)

71% repurpose the content or recording into different mediums.

69% syndicate web event recordings across external websites.



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PGi [COLLABORATIVE ADVANTAGE]