

WEBINAR 101

A child wearing a white hoodie with bear ears and grey pants stands with their back to the camera, looking over a concrete railing. The railing has several horizontal teal-colored bars. The background is a plain, light-colored wall. The overall scene is simple and contemplative.

The Beginner's Guide to Webinars



YOUR HOST TODAY

Daniel Waas

CHIEF WEBINAR WRANGLER

 GoToWebinar

IN THE NEXT **90** MINUTES

**#1 High average
Insights per
Minute**

**#2 Benchmarks
from 500,000+
Webinars**

**#3 Step-by-step
Guidance to
your 1st Webinar**

**#4 Free
Templates
to get started**



AGENDA



Why Do Webinars?

01



Are Webinars Right For You?

02



The Perfect Beginner Setup

03



Planning your 1st Webinar

04



Find a Magnetic Topic

05



Create a Stunning Deck

06



Promote your Webinar

07



Host an Engaging Event

08



Follow-up & convert

09

Why do
Webinars?



DANIEL WAAS

web seminar

Common educational tactics

Podcasts

Webinars

Courses

Conferences

Books

Workshops

Livestreams

Blogs

Email

Personable

Podcasts

Webinars

Courses

Conferences

Books

Workshops

Livestreams

Blogs

Email

Personable & Scalable

Podcasts

Webinars

Courses

Conferences

Books

Workshops

Livestreams

Blogs

Email

Personable, Scalable, & Live

Podcasts

Webinars

Courses

Conferences

Books

Workshops

Livestreams

Blogs

Email

Personable, Scalable, Live, & Results-Driven

Podcasts

Webinars

Courses

Conferences

Books

Workshops

Livestreams

Blogs

Email



“

Webinars

The only tactic combining the trust of live video with low cost, high reach, & a skew towards business results.

Webinars are great for



bridging
a distance



educating
an audience



reducing
cost



generating
results



building
trust &
authority

**„Trust“ is actually
a point of differentiation.**

Mark Schaefer



How we build & keep trust

Relationship



Be invested in the relationship

Competence



Get the job done well

Consistency



Follow through on commitments



Amy Porterfield

Online Marketing Expert

There is NOTHING more powerful, leverageable or exponentially more profitable for you and your business than a well executed webinar strategy.

BUSINESS
INSIDER

Entrepreneur

Forbes

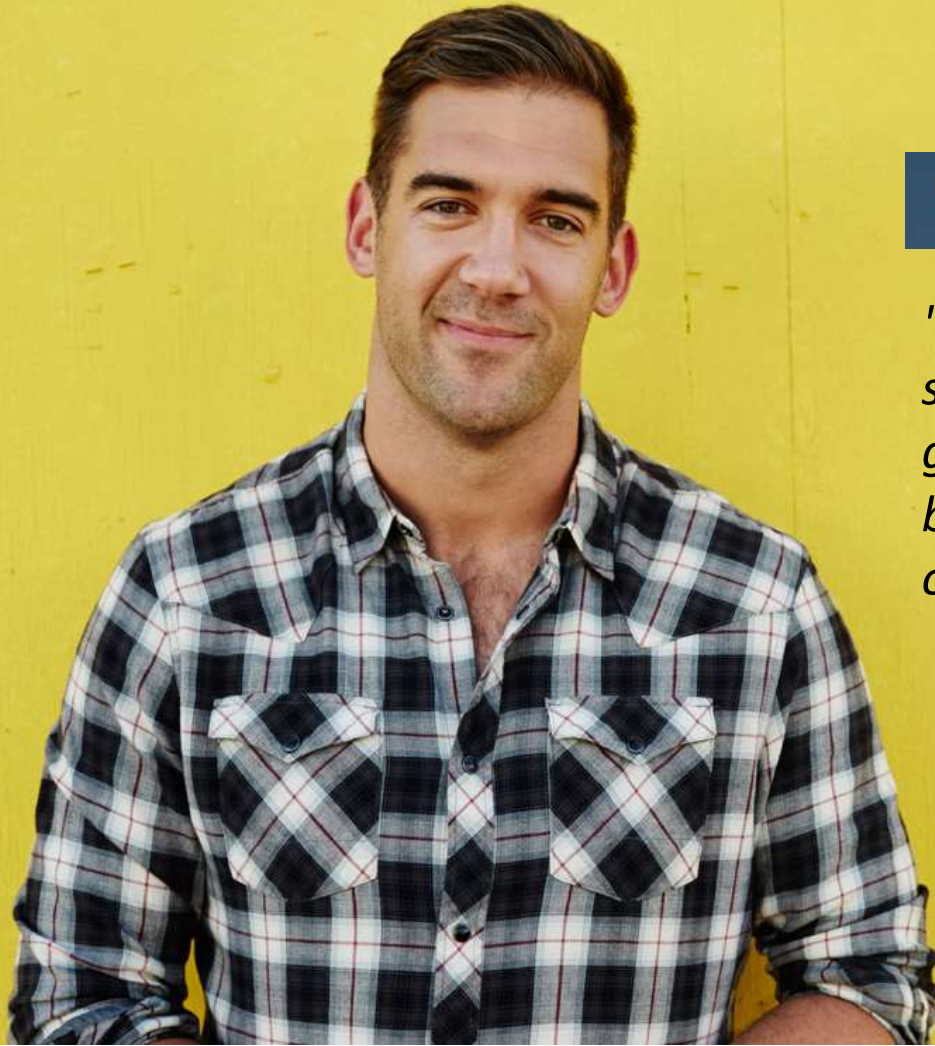
FASTCOMPANY

Mashable

MSNBC

 SocialMedia
Examiner

DANIEL WAAS



LEWIS HOWES

"I use webinars as my #1 launch strategy. Using webinars is how I've grown multiple 6 and 7 figure online businesses, because more than any other launch method, webinars WORK."

DANIEL WAAS

NEILPATEL



"I generated 518,399
Visitors and 16,394
Leads from 77
Webinars."

DANIEL WAAS



At GoToWebinar we generated **\$1.5 million** in touched pipeline and **\$227,000** in direct bookings from 20 webinars.

DANIEL WAAS



Are Webinars
a fit for you?

DANIEL WAAS

1.

**Educate
with the
Goal of
learning**

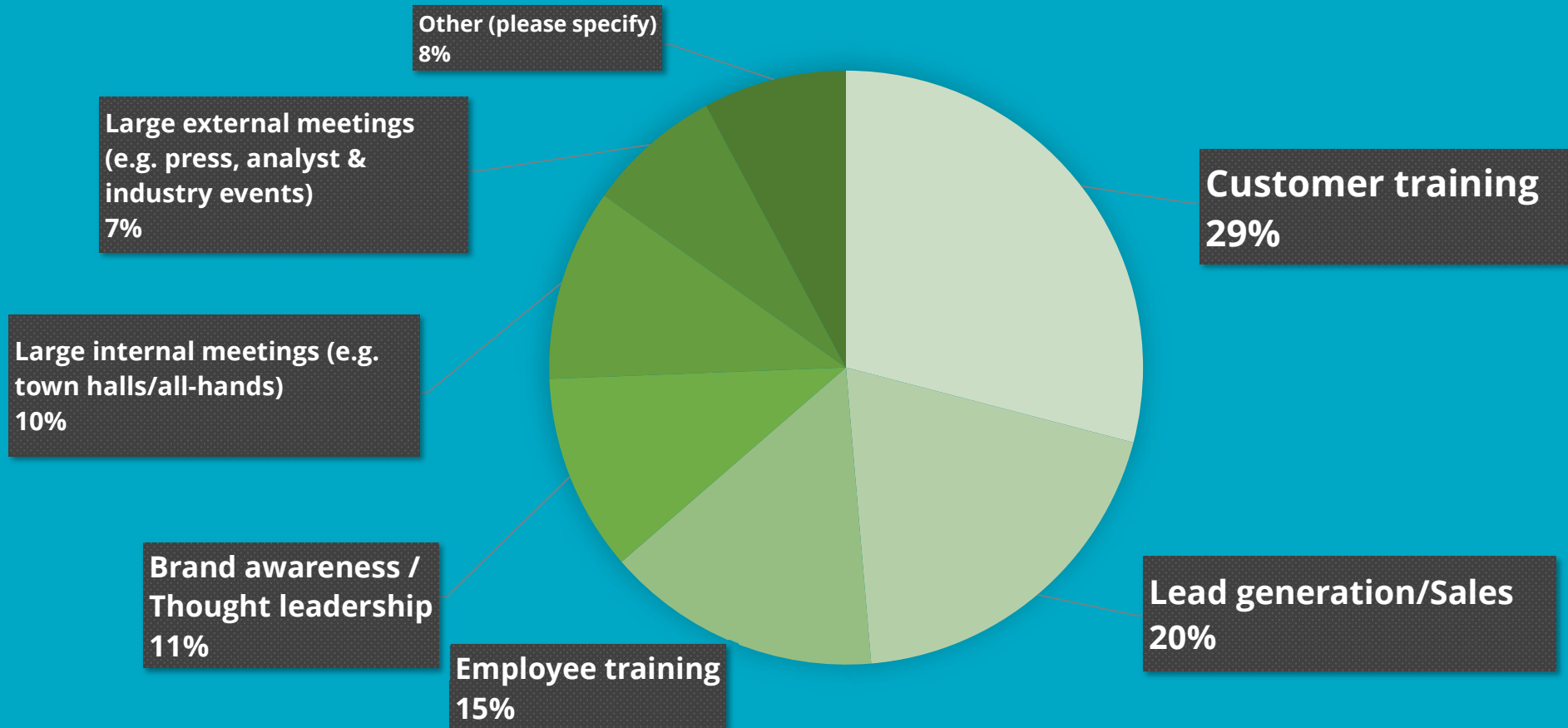
2.

**Educate
with the
goal of
driving
action**

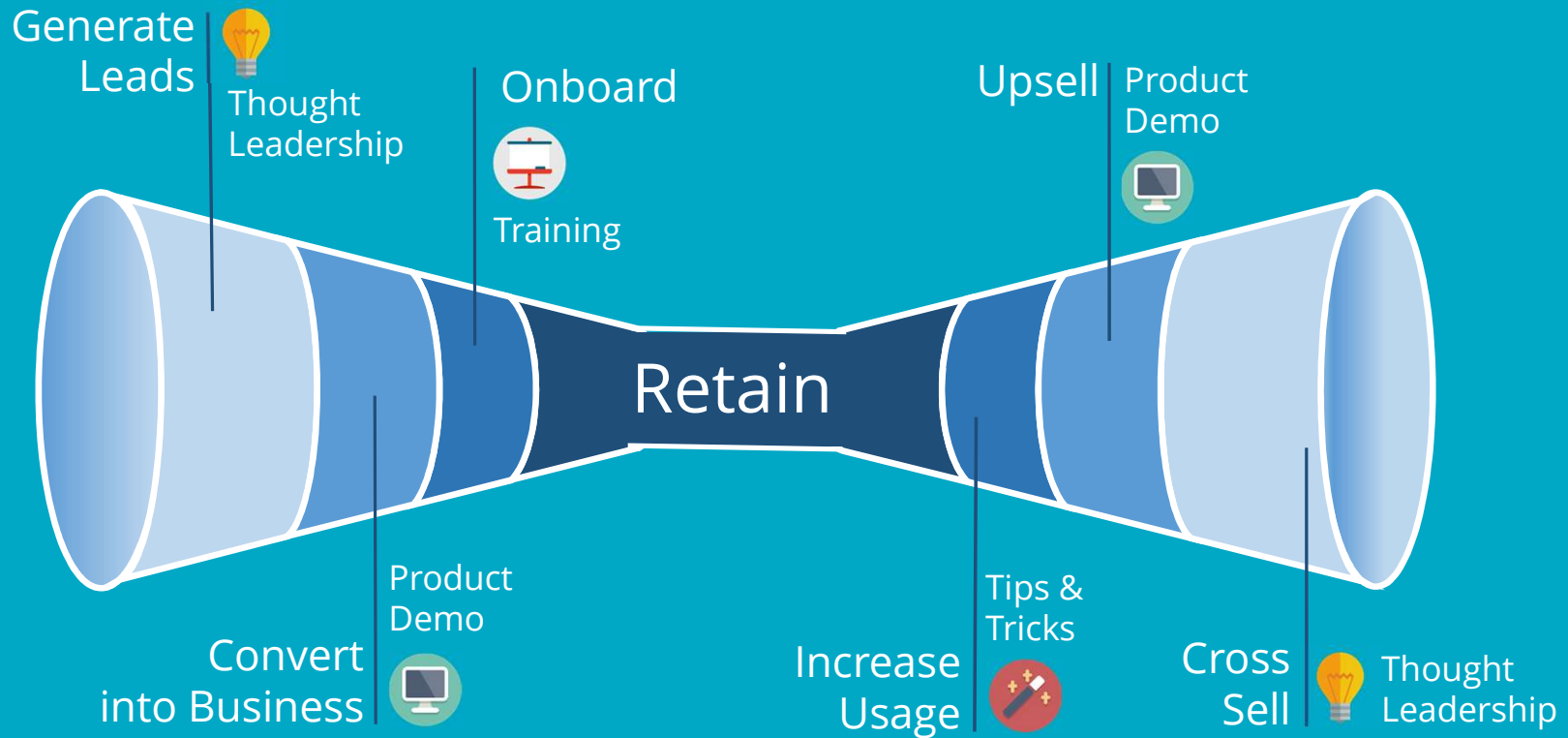
3 ■ !

**Educate
with goal of
influencing
behavior**

Most prevalent Webinar Use Cases

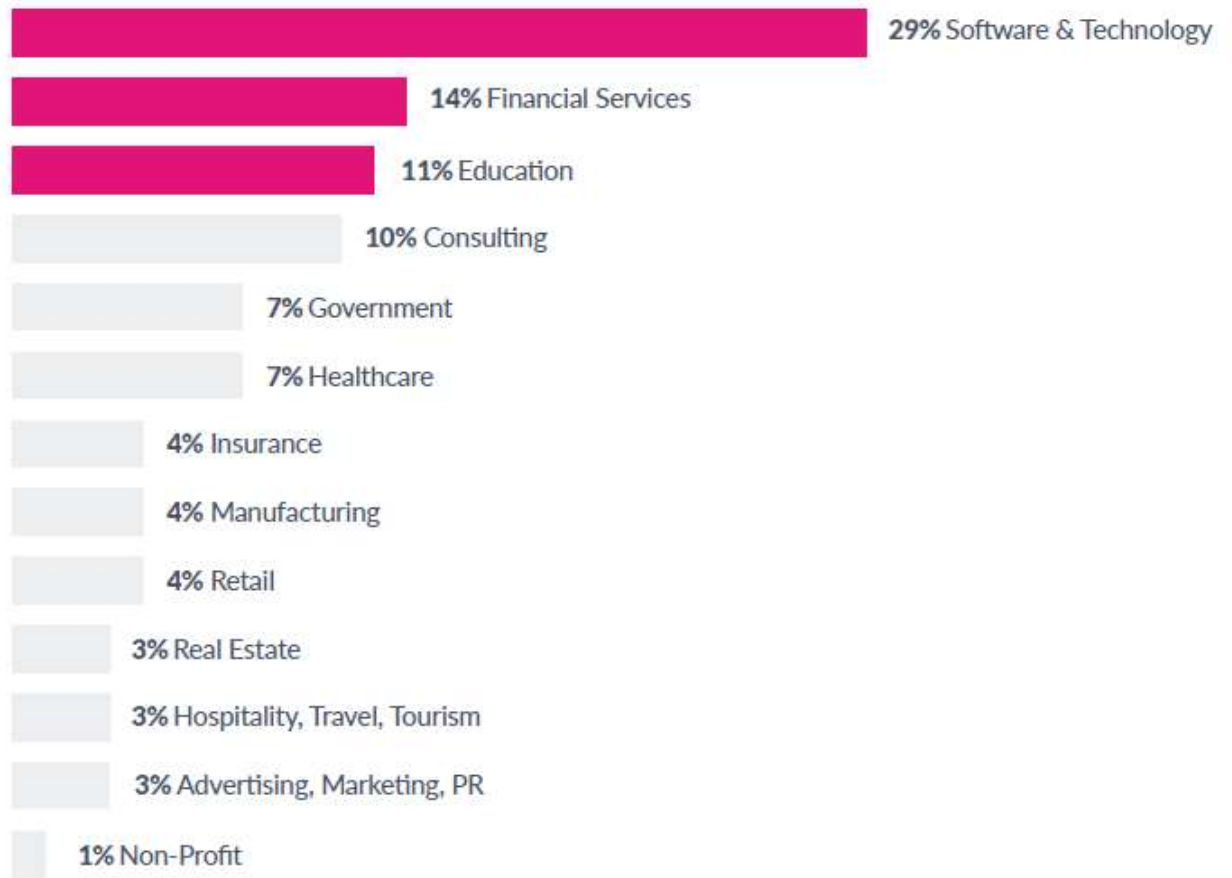


Marketing & Customer Success use Webinars along the Customer Journey





The Industries That Produce the Most Webinars?



Source: Analysis of 250,000 events hosted on GoToWebinar

Webinars are right for you if

6 Indicators Webinars are right for you

The more of these statements are true in your situation the better a fit webinars are for your organization.



You have a need to educate prospects, customers, or employees



You have high costs from onsite events



You need to build relationships across a wide geographical area



You need to convince your audience & drive action



You work in Marketing, Customer Success, or Internal Communication



You are primarily targeting B2B / organizational buyers



Common fears
We don't have a
confident speaker

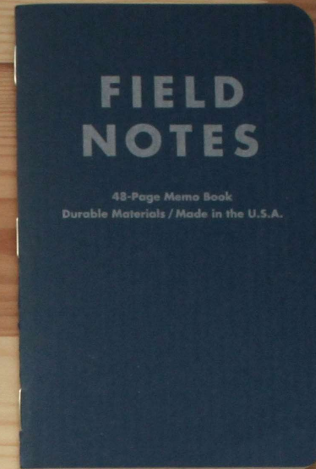
A person wearing a blue suit jacket, a white shirt, and a black tie is shown from the chest up. They are adjusting the buttons of their jacket. The background is a plain, light gray color.

Common fears
We're in a very boring
& traditional space

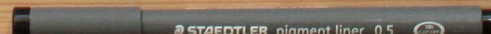


Common fears
We don't have the
time and resources

The perfect Beginner Setup



DANIEL WAAS



Here's what you'll need

#1 Computer.
Easy 😊

**#2 USB
headset**

**#3 A USB
webcam**

**#4 Quiet place
to host**



A great starter set

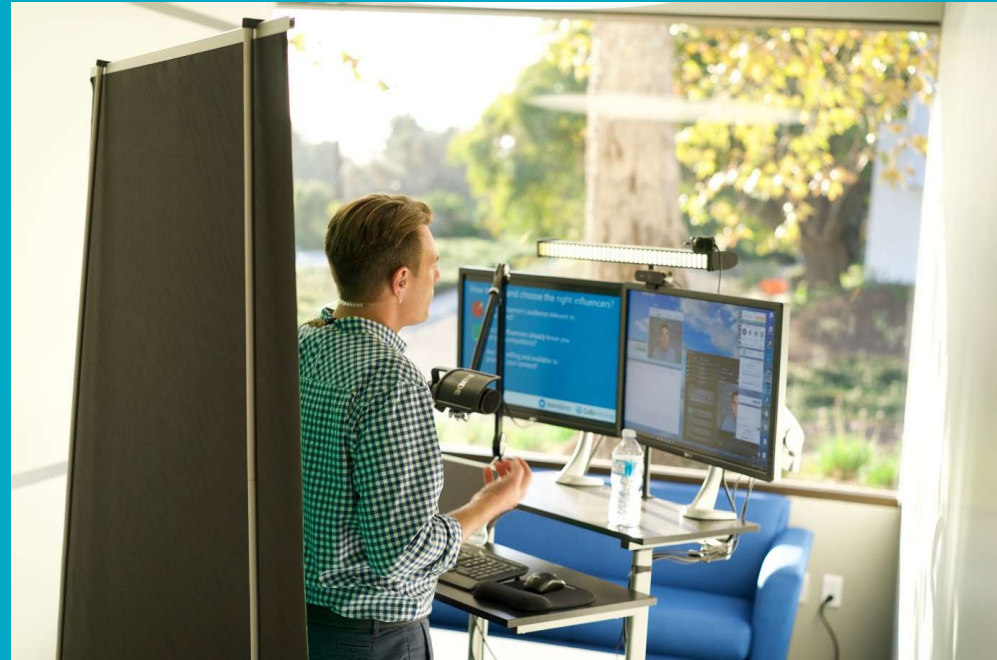


Plantronics HW251N



Logitech C930e

If you want to take it to the next level



<http://bit.ly/UltimateWebinarSetup>

DANIEL WAAS

Select the Right Webinar Software



Get a subscription.
Those actually work &
won't embarrass you.



Ease-of-use is key.
You'll want to focus
on presenting.



Test the tool. Can
attendees join, hear,
& see reliably?



Make sure it's easy to
integrate with your
other software tools.



Go for 24/7 local
chat & phone support.
Stuff will go wrong.



Make sure the
attendee experience
is dead simple.

Planning your first Webinar



DANIEL WAAS

THE WEBINAR PROCESS



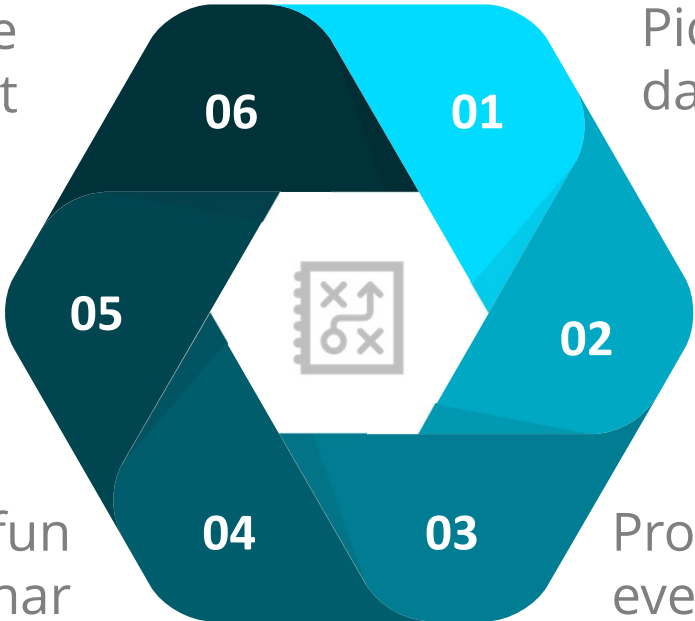
Repurpose the content



Follow up afterwards



Host a fun webinar



Pick the right date & time



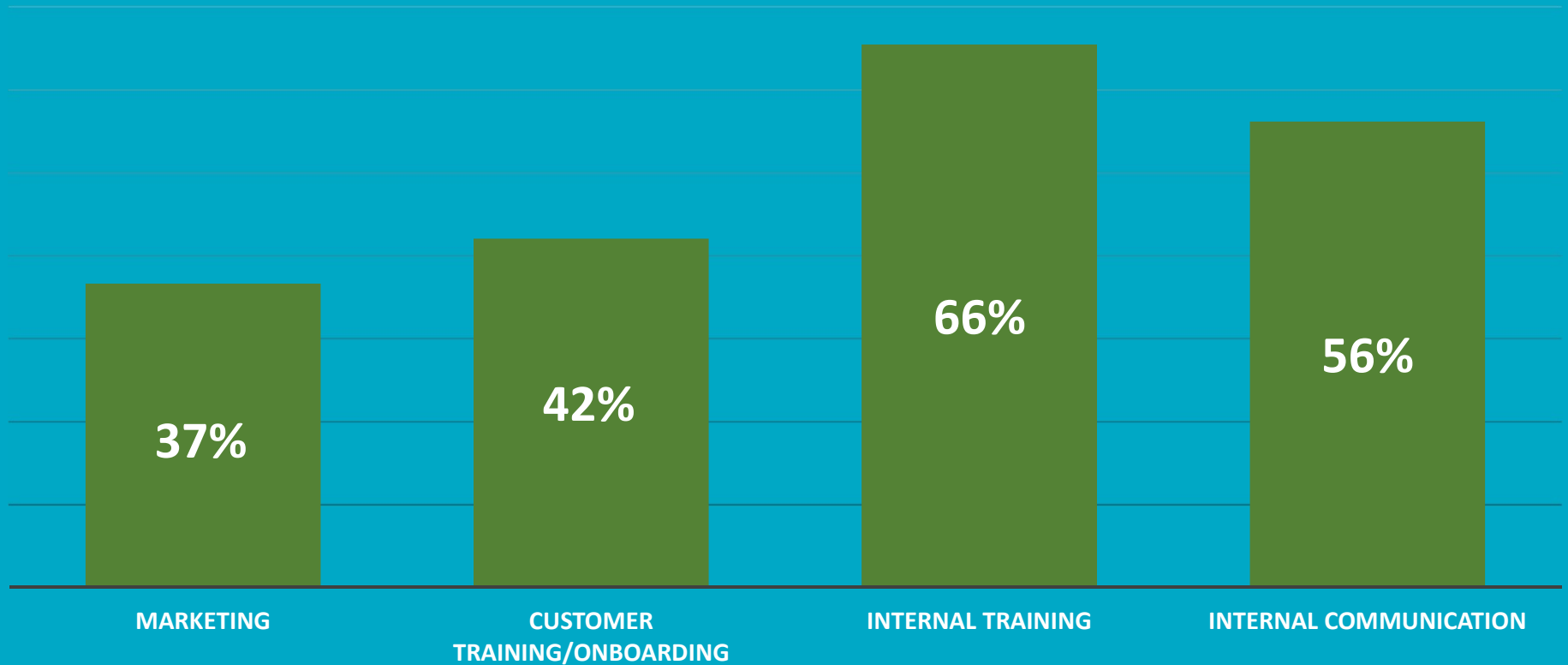
Find a magnetic topic & speaker



Promote your event



Average attendance rate by use case



2017 Analysis of 350,890 Events run on GoToWebinar – Attendance Rate by Webinar Use Case



Many registrants will not attend your webinar

Simply because people are busy

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	21	22	23	24	25
	Jim PTO; Jim Somers			Work on Benchmark Guide	
7 AM					
8		Global Monthly Manager's Call Register for webinar below Bill Wagner		Global Marketing All Register for the Webir Sean Ford	
9	Benchmark Guide	Block for Sales Work: Prospect Palooza Kick		(REQUIRED) Sync up http://gotomeet.me/joncho Jon Cho	Final Benchmark Guide Check-in tbd Daniel Waas
10		GTW Add-on Bookings Update https://www.gotomeet.me/davidvillegas David Villegas	INBOUND weekly catch-up meeting; gotomeet.me/gotor	Project Stage Domain Discussion; www.gotomeet.me/danielwaas	GoToStage Interim D
11		Stage: Channel & Watch Now initiative review SB room (18U) & gotomeet.me/dronov Victor Dronov	Extended G2WTi Offering Team Meeting (GetGo) Santa Barbara - Saturn + https://global.gotomeet.me/brianhelmski Brian Helmski	Hubspot Partnership; Daniel; Daniel Waas	
12 PM	Daniel Waas: Lead Gen 101 (Pizza Lunch will be at Neptune) or http://gotomeet.me/careycaulfield		Stage Prep for Battles Saturn (Bld 2) Brian Helmski	[HOLD] Prep for executive offsite; www.gotomeet.me/gotor	[C&C] Bi-weekly Extended Marketing Team Meeting (Bos320 4th Floor - Oxford Circus CR) / gotomeet.me/jimsomers Jim Somers
1		GoToWebinar Upsell Blitz Briefing; http://gotomeet.me/toddl		GoToWebinar analysis; gotomeet.me/jenmath Jennifer Mathews	Sync up on Stage Homepage http://gotomeet.me/joncho Jon Cho
2	Benchmark Guide	Todd/Daniel; Daniel's office Todd Lewis	Meet with Jon Daniel Waas		Roger-Daniel www.gotomeet.me/rogercourville ; Roger Courville
3	Review Survey	Initiative Rev (GetGo) Santa Barbara Brian Helm	Simulative & C (Santa Barbara) Monica Mil		Webinar Report eBook and infographic; gotomeet.me/gotor
4	Informal review of Channel & Watch Now Live SB room (TBD) & gotomeet.me/dronov Victor Dronov	Benchmark Guide	Project Stage www.gotomeet.me/christyneedels Christy Needels	1:1; Daniel's cubicle or http://gotomeet.me/danielwaas	
5	Huddle Deck My desk Daniel Waas		Work in GoAnimate deck		

Best Days to host a Webinar



Your best bet

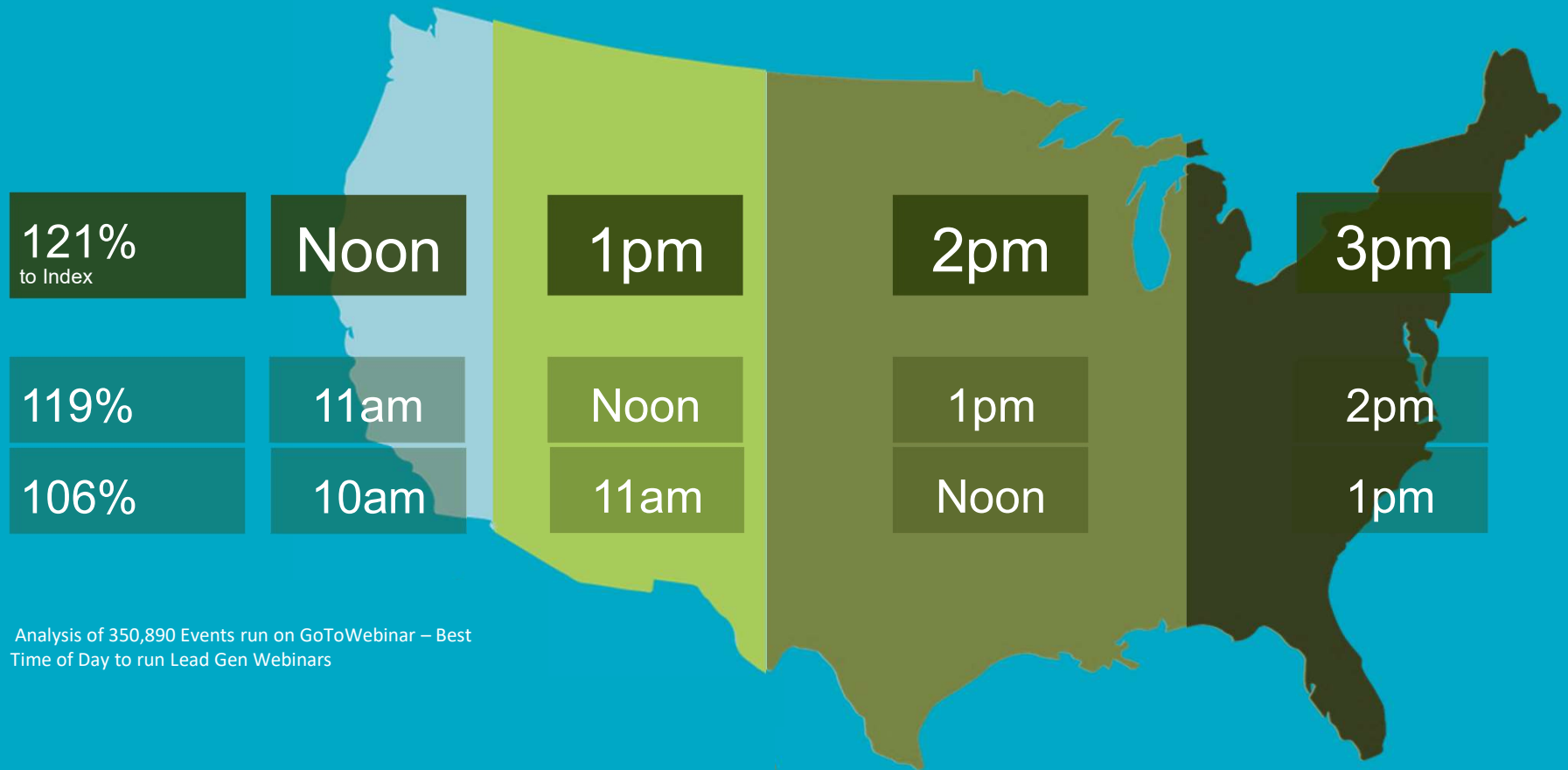


Pick the best day



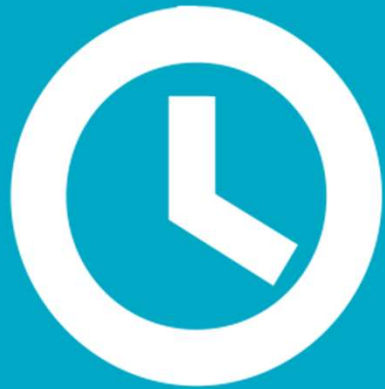
Pick the best time

Optimal time to maximize registrations



Analysis of 350,890 Events run on GoToWebinar – Best Time of Day to run Lead Gen Webinars

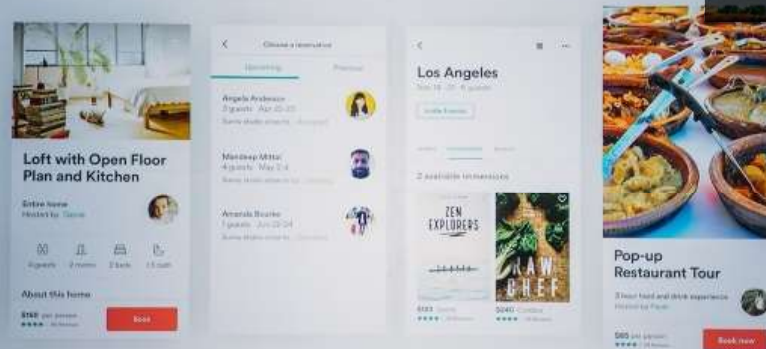
Best Time to host a Webinar for one timezone



11am



Find a magnetic topic



DANIEL WAAS

Consumer's motivations for consuming content



Content Moments Study, AOL, 2017

B2B motivations for consuming content



To learn new
knowledge or skills

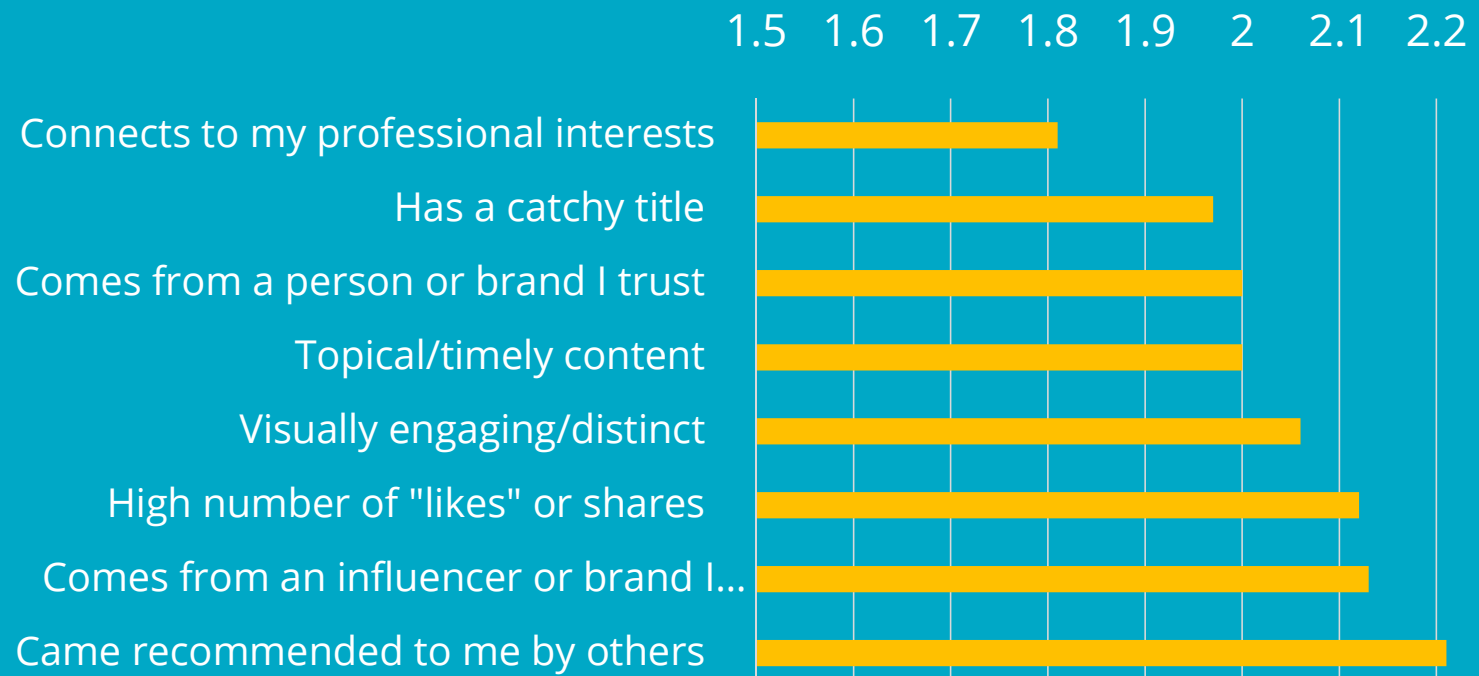


To stay up-to-date
with industry trends



To get fresh ideas

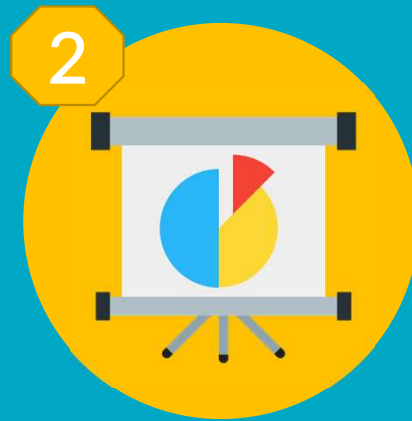
The #1 content trait (by far): relevancy



Most valuable topics (B2B)



1
Best Practices /
Educational Topics



2
Stats & research
findings



3
Industry news

The cardinal sins of poor content

1. Too promotional
2. Too wordy
3. Too high-level
4. Not actionable
5. Poor format/design
6. Poor writing/delivery
7. Does not deliver on promise

What is your promise?

Fill in this blank...

An attendee was asked after your webinar - "What did you learn?", they said: _____.

Use those answers to shape your webinar promise.



Uncover & develop magnetic Content



Source ideas from

- conference agendas
- industry blogs
- customer community



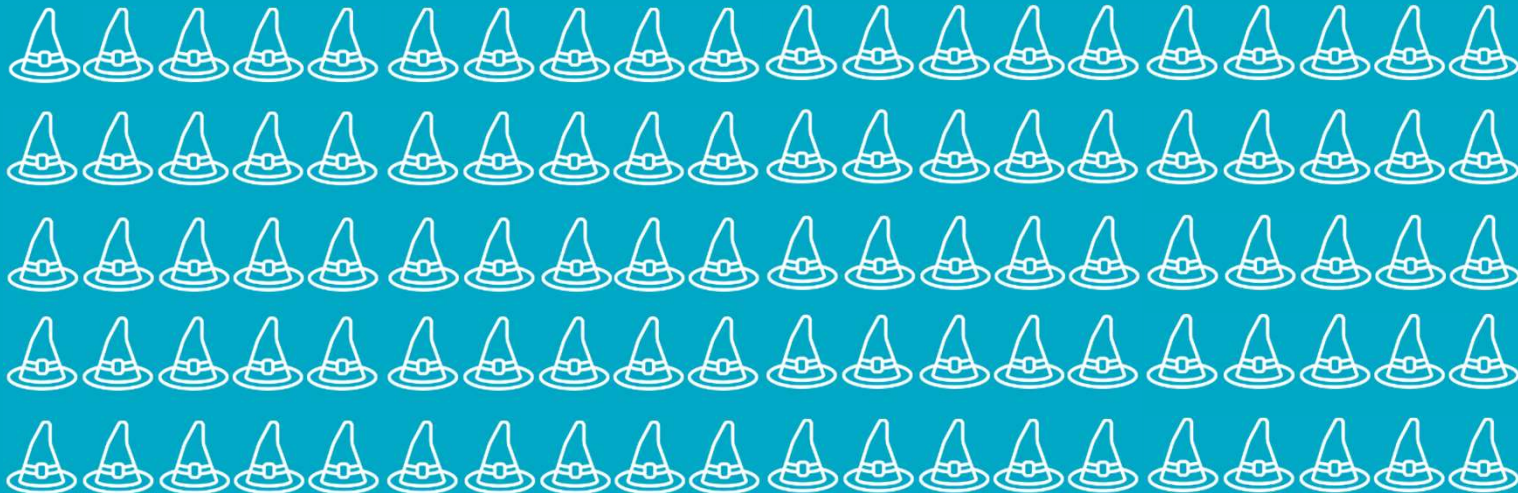
Develop content that is

- highly targeted
- immediately actionable
- truly authentic



Finding a
catchy title

Elective Course Choice



Let's assume the average Hogwarts elective Course
is attended by 100 aspiring Wizards & Witches

Don't

bore students with factual titles

COMMON PRACTICES IN POTION MAKING

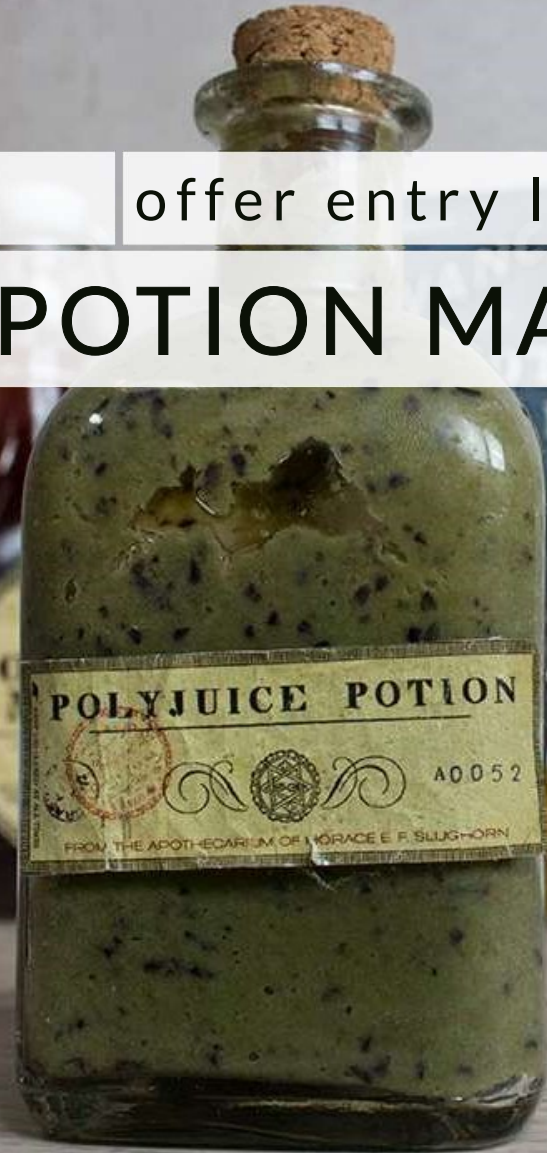


-19 

Do

offer entry level courses

POTION MAKING 101



+31 

Do

include the words „How to“

LEARN HOW TO MAKE AMAZING POTIONS IN JUST ONE DAY

+36 



Do

use lists in your titles

19 CREATIVE WAYS TO USE POLYJUICE POTION TO PRANK YOUR FRIENDS

(Number 7 will blow you away!)

+43 





Create a
stunning deck

DANIEL WAAS

Three Steps to Stunning Slides

ONE IDEA / SLIDE



Try to reduce your slides as much as you can. Rule of thumb: One idea / slide. It's ok to have many slides.

LARGE FONT



Anything under 32pt is too small. This text box is only 24pt. Do you wish it were larger?

GREAT VISUALS



Go for full-size images. Avoid stock. Go for „real“ images that transport a key idea.

One Idea
per Slide



DANIEL WAAS

Ab

Ab

Ab

Ab

Ab

Ab

Ab

Ab

12pt

18pt

24pt

32pt

36pt

44pt

54pt

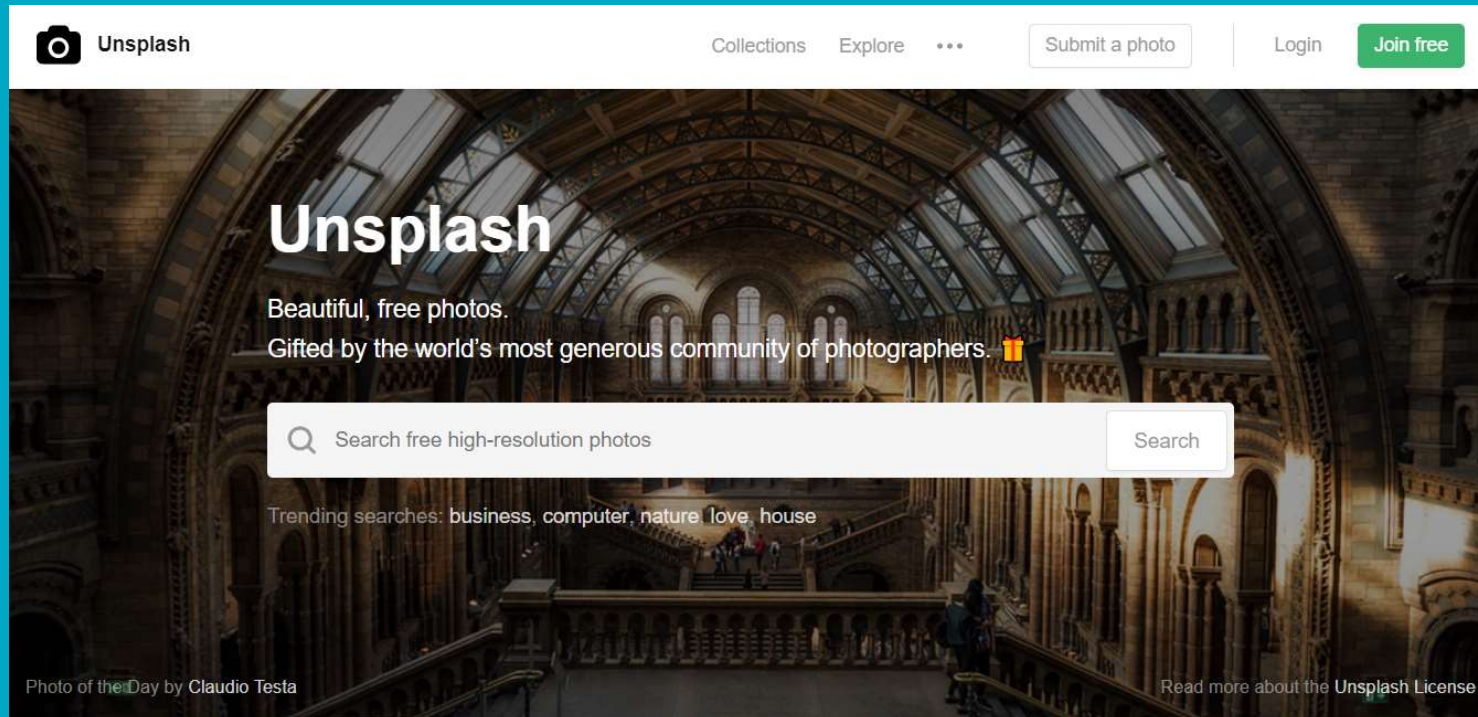
60pt

Useful Tools



DANIEL WAAS

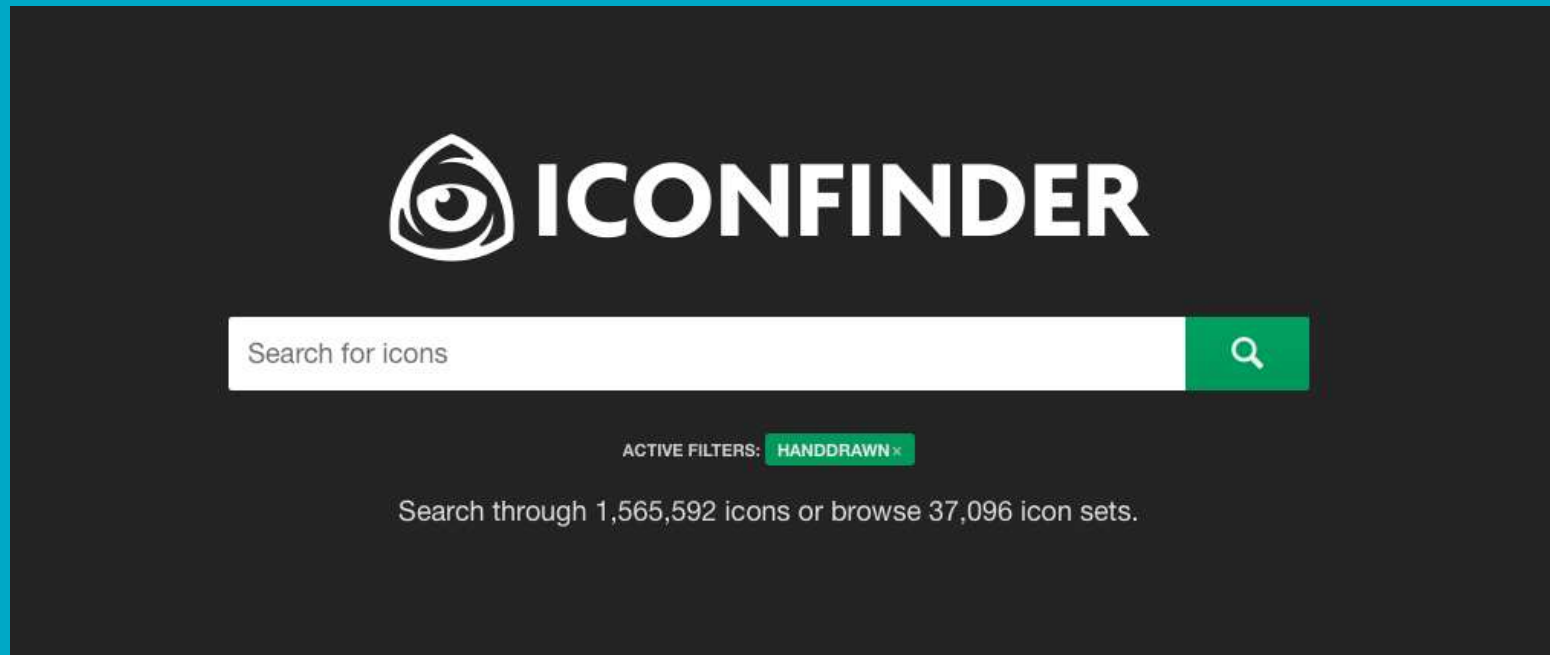
Free stock photos



www.unsplash.com

DANIEL WAAS

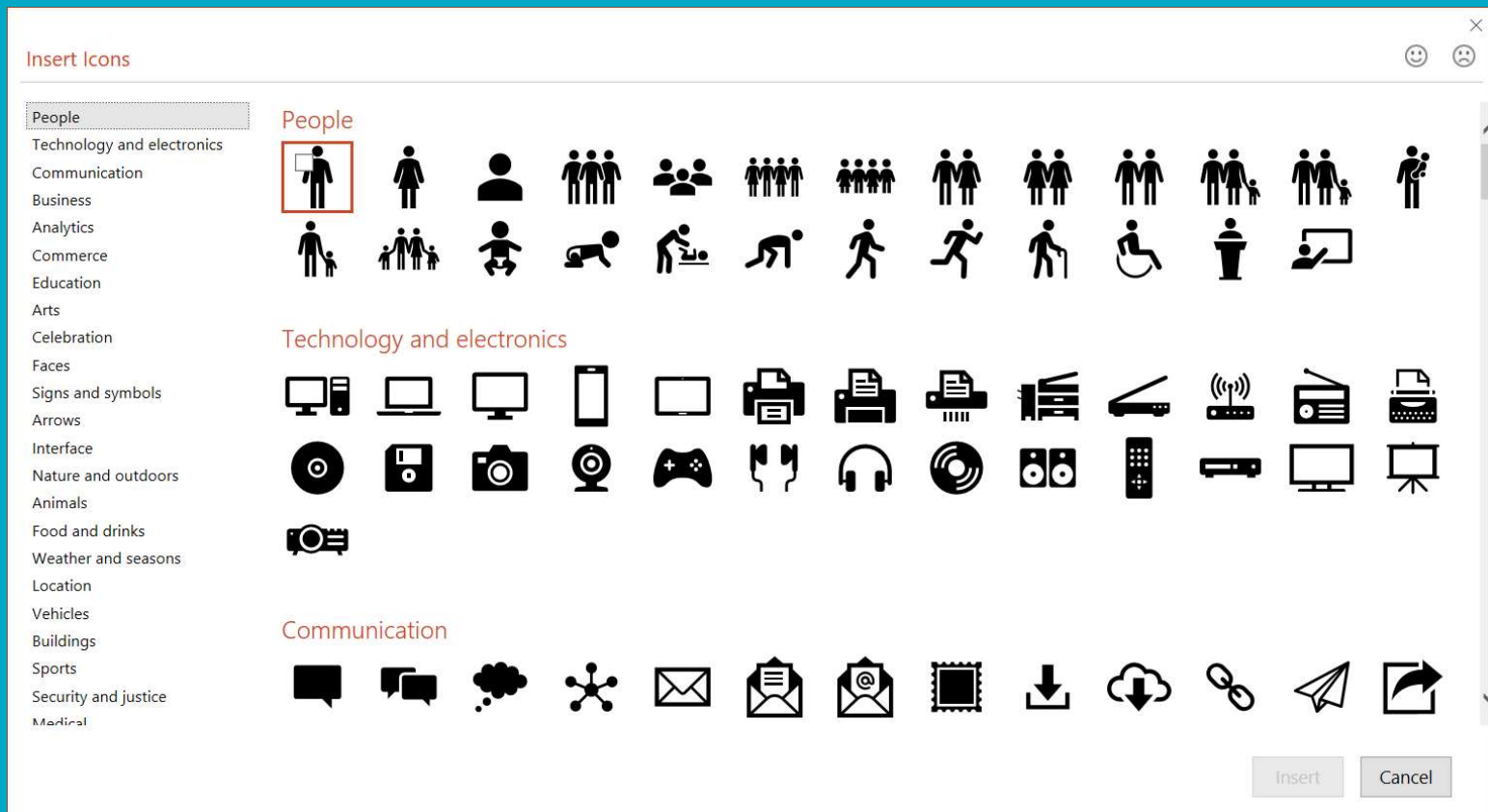
Icons to illustrate a story



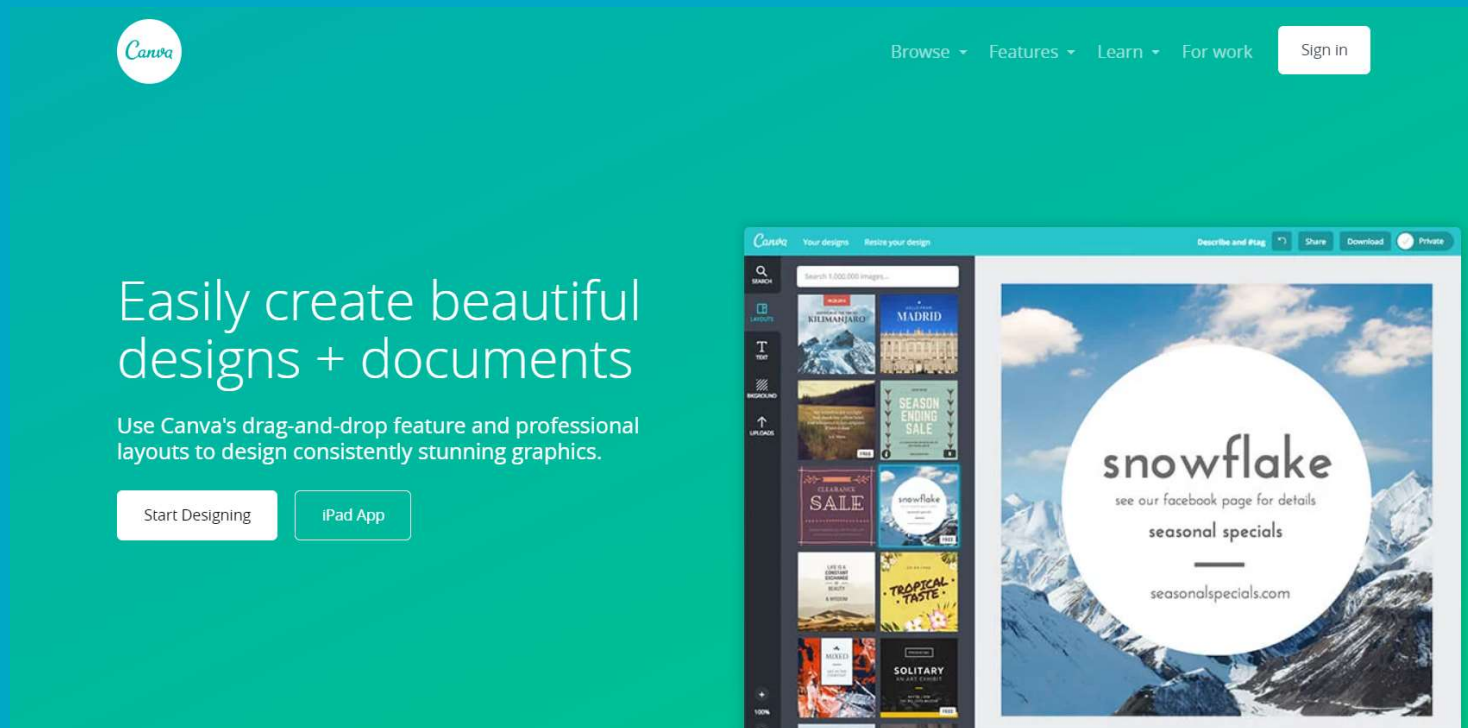
www.iconfinder.com

DANIEL WAAS

Powerpoint icon library



Canva for inspiration



The screenshot shows the Canva website interface. At the top left is the Canva logo. The top right navigation bar includes links for 'Browse', 'Features', 'Learn', 'For work', and a 'Sign in' button. The main content area features the headline 'Easily create beautiful designs + documents' and a sub-headline 'Use Canva's drag-and-drop feature and professional layouts to design consistently stunning graphics.' Below this are two buttons: 'Start Designing' and 'iPad App'. On the right side of the interface, there is a search bar with the text 'Search 1,000,000 images...'. Below the search bar is a grid of design templates, including 'KILIMANJARO', 'MADRID', 'SEASON ENDING SALE', 'TROPICAL TASTE', and 'SOLITARY'. A large preview window on the right shows a design for 'snowflake' with the text 'see our facebook page for details', 'seasonal specials', and 'seasonalspecials.com' overlaid on a background of snow-capped mountains.

www.canva.com

DANIEL WAAS



Promoting your Webinar

DANIEL WAAS

Set realistic expectations

Average
of Attendees
by Webinar Type

56 attendees

Marketing

39 attendees

Training

40 attendees

Corporate Comms

Source: Analysis of 250,000 events hosted on GoToWebinar

1.

**You're influence
on the attendance
rate is minimal**

2.

**Even among the
top 100 webinars
42% have a poor
attendance rate**

3.

**Focus on what
you can
control:
promotion**

Create a simple landing page

DANIEL WAAS

Webinar 101 - The Beginner's Guide to Webinars

Tue, Apr 23, 2019 10:00 AM - 11:30 AM PDT

[Show in My Time Zone](#)

A little apprehensive about webinars? Not to worry. This 90-minute intensive workshop will teach you the simple, repeatable process for delivering engaging webinars that drive results.

This comprehensive beginner workshop covers all the webinar basics and gives you a step-by-step guide to success. You will learn...
- When & how to use Webinars for Best Effect
- The Insider Tips to Planning ... [More](#)

*Required field

First Name*

Last Name*

Email Address*

128

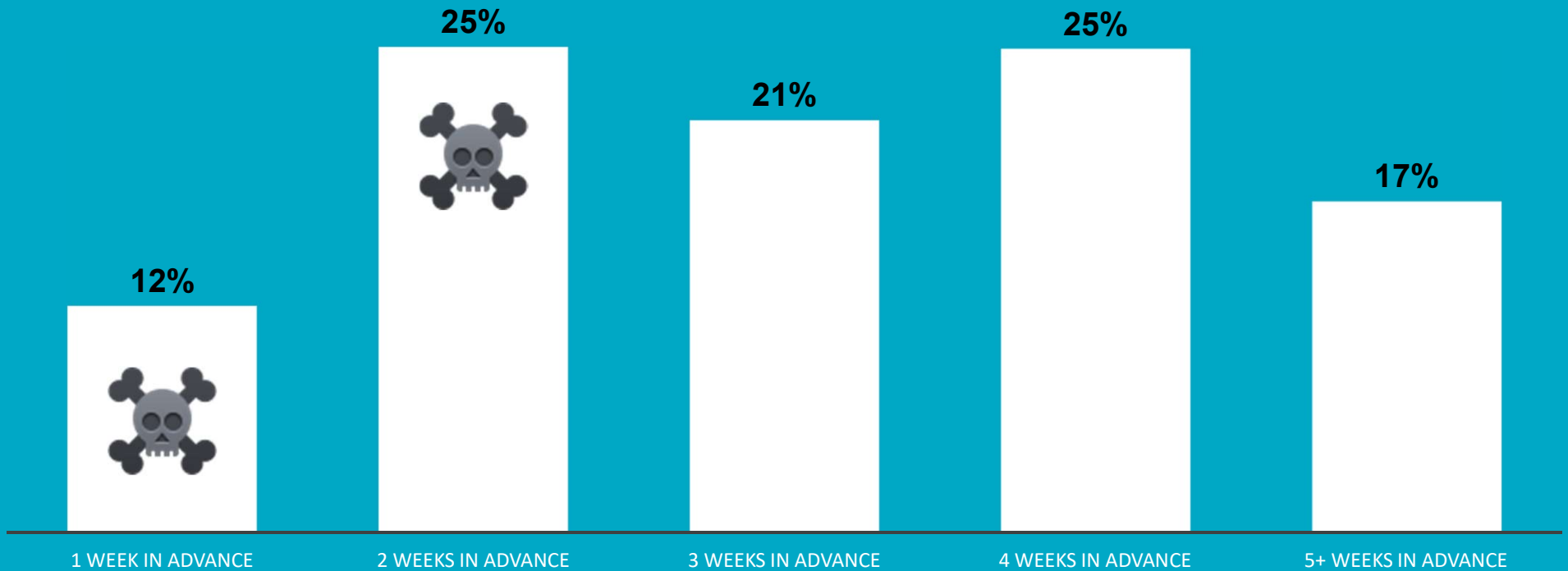
By clicking this button, you submit your information to the webinar organizer, who will use it to communicate with you regarding this event and their other services.

Register

- Your vendor's built-in landing page gets the basics right
- With a compelling topic & title you've won half the battle
- Keep the copy short and minimize the form fields

DANIEL WAAS

Start promoting as soon as possible



GoToWebinar Customer Survey "About how far in advance do you start promoting your webinars?"

DANIEL WAAS

Promoting your Webinar

Website & Lists

- Website
- Blog
- Social Profiles
- Email List

Sharing

- Mentions
- Shares
- Reposts
- Reviews
- Partnerships

Advertising

- Email
- Search
- Display Ads
- Retargeting
- Paid Partnerships
- Paid Social





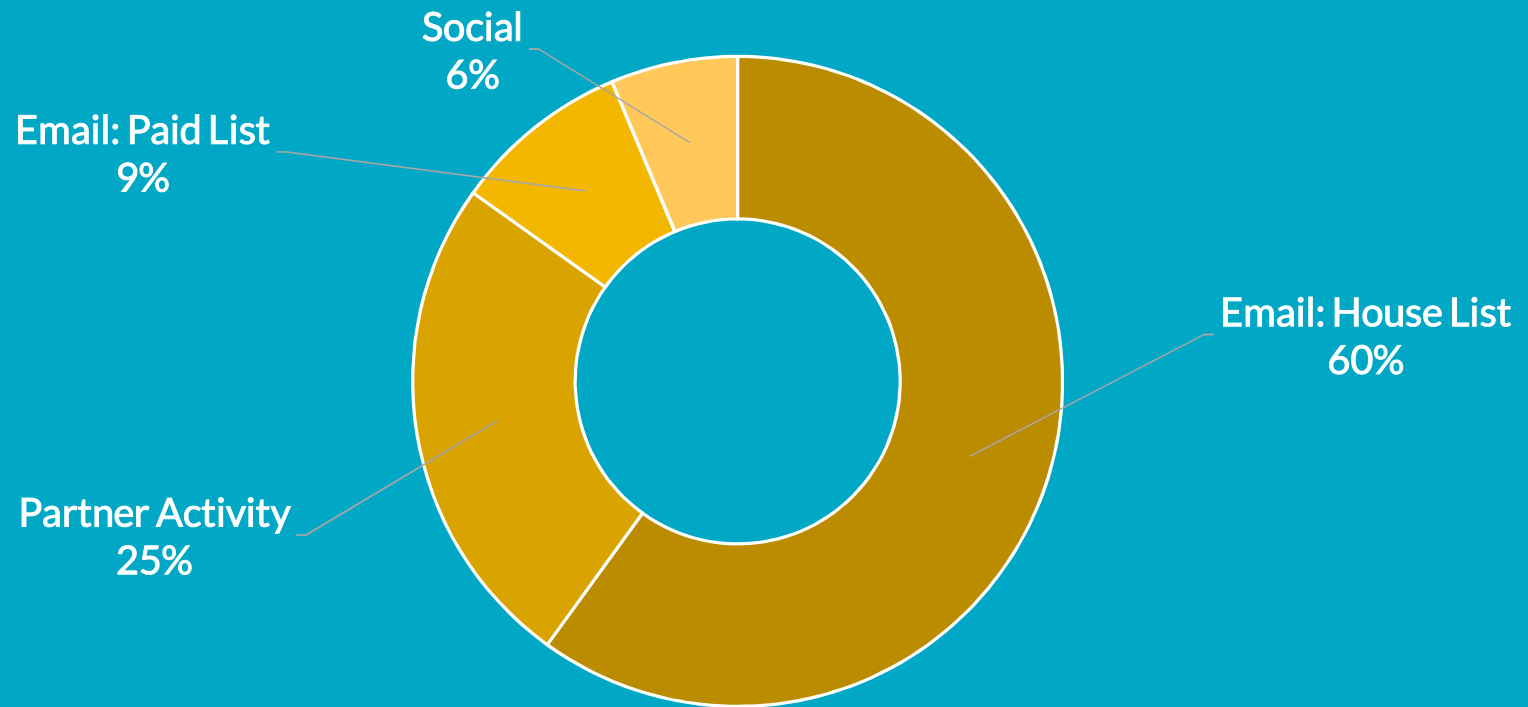
“

70% of all our
webinar registrations
come via our
invitation emails.”



Georgiana Laudis
SaaS Marketing Consultant &
former VP Marketing at Unbounce

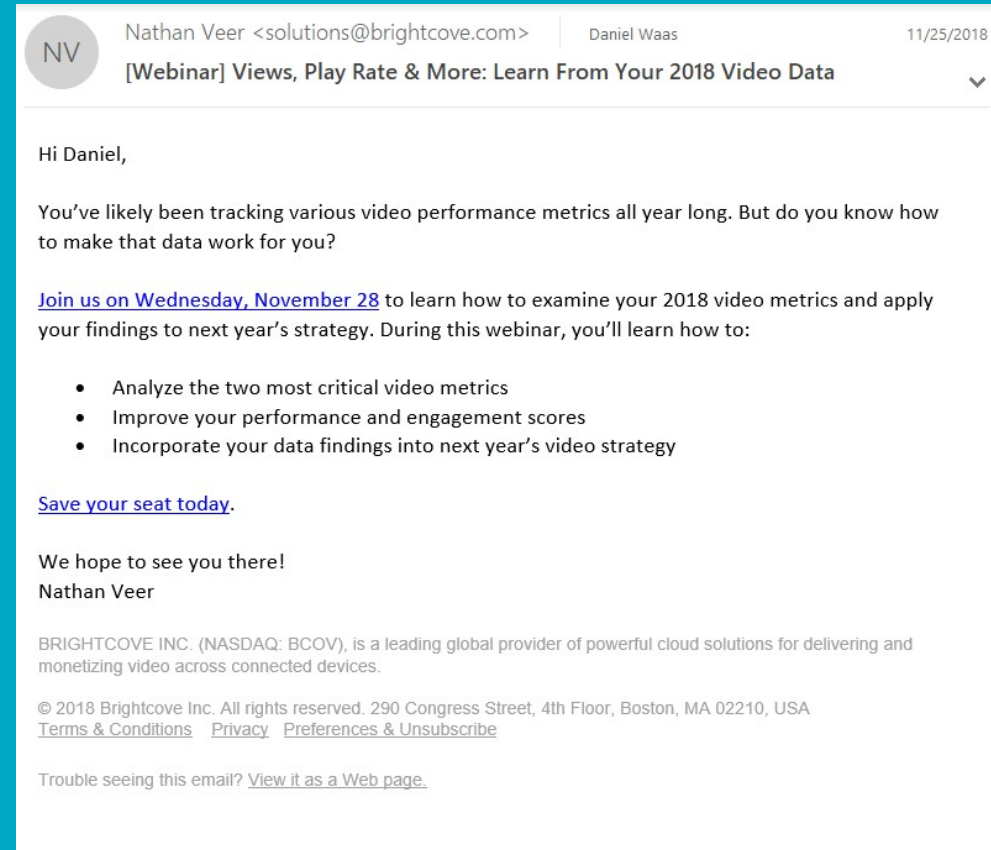
Promotion: this is what works



Actual results from my own Webinars

Email Invite: K.I.S.S.

- A simple text invite works great
- Write like it is to one person.
- Have just one call-to-action



DANIEL WAAS

An aerial photograph of a water park. The central feature is a long, multi-lane slide with a rainbow-colored track. To the left, there are several looping slides in pink and green. At the top, a large, colorful structure resembling a hot air balloon or a large slide funnel is visible. The park is surrounded by paved walkways, small trees, and a building with a grey roof in the bottom right corner.

Host an
engaging Event

DANIEL WAAS

Rehearse,
rehearse,
rehearse



DANIEL WAAS



How Long Attendees Stay In-Session by Webinar Type

52 minutes

Marketing Webinars

55 minutes

Corporate Communication Webinars

61 minutes

Training Webinars

Source: Analysis of 250,000 events hosted on GoToWebinar

Don't forget the basics





Include an
icebreaker

DANIEL WAAS

What's the show you've
binged on the most, ever?
C'mon, be honest ;-)



Getting your Audience to lean in



Encourage
Q&A all
throughout

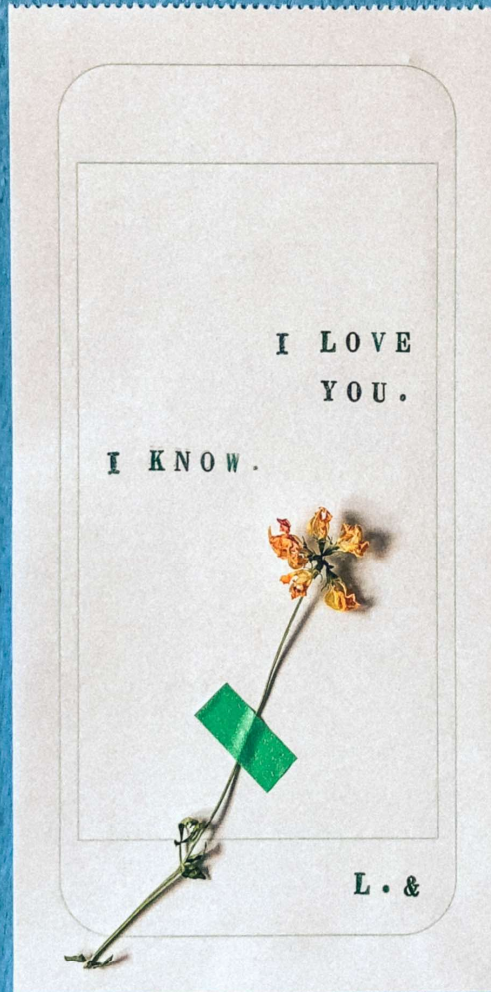


Get on camera.
83% say it's
engaging!



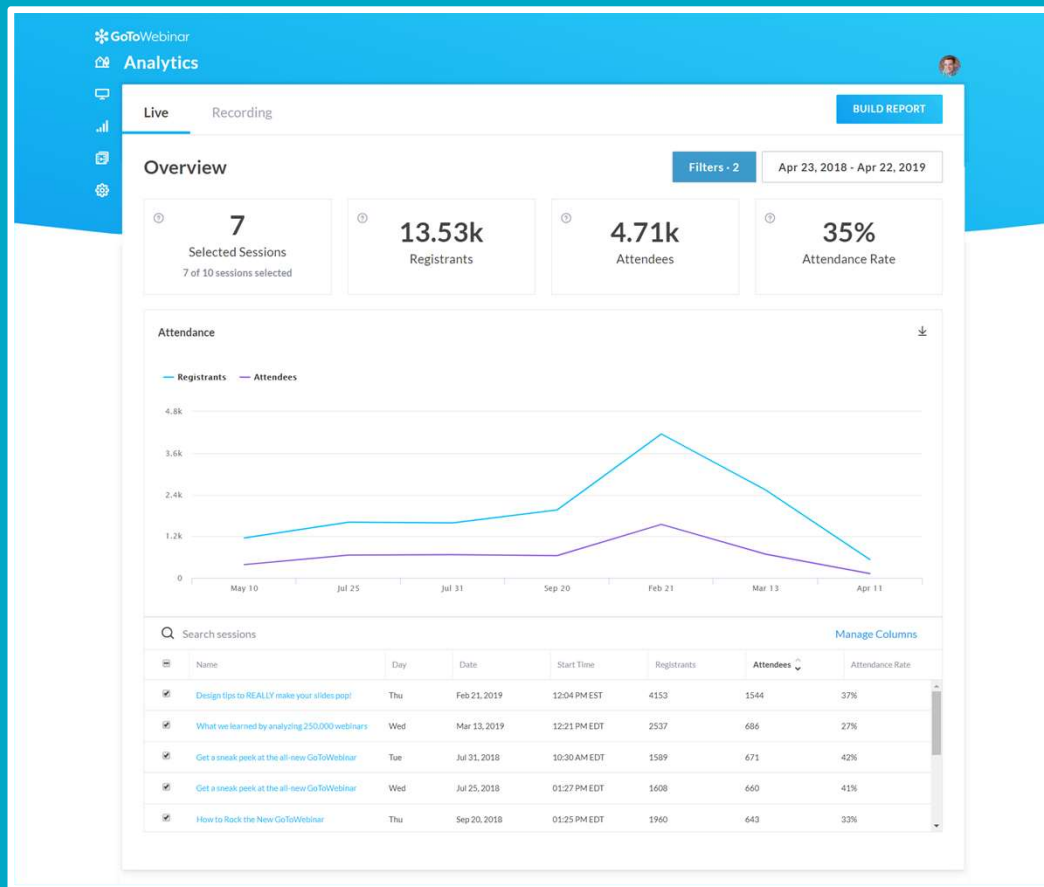
Use polls to
drive
interaction

Following up



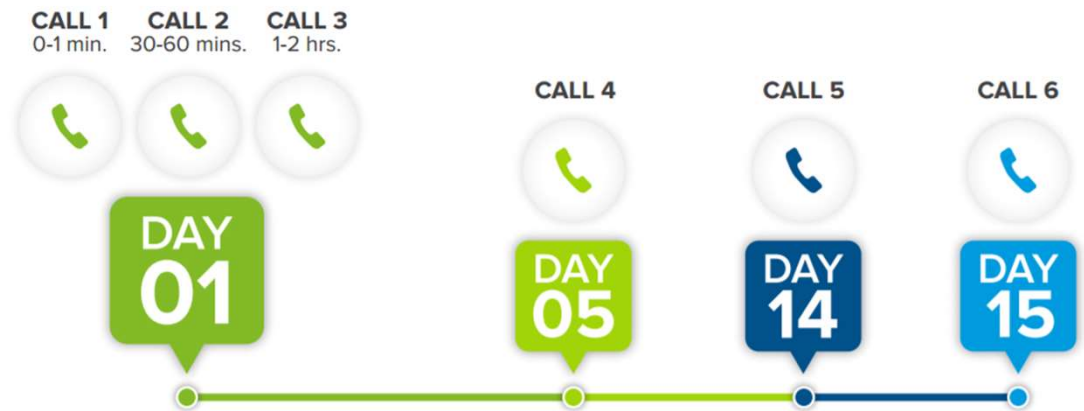
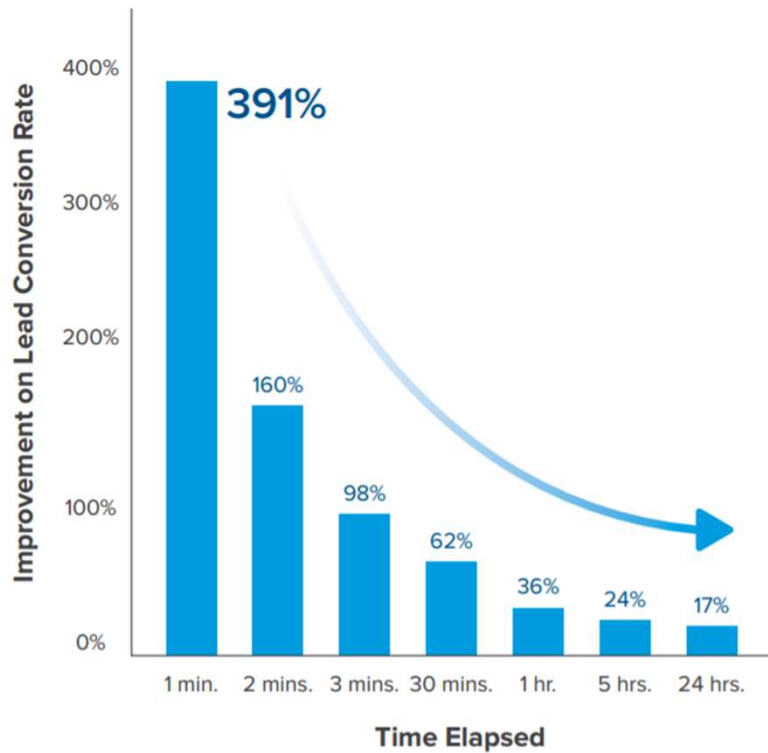
DANIEL WAAS

Analyze the webinar



- Watch registration and attendance trend
- Ask for a rating & monitor the trend
- Monitor attendance, Q&A interaction, poll, & survey results
- Keep track of business impact

Strike while the iron is hot



Source: Velocity

DANIEL WAAS

Integrate with Marketing Automation & CRM



- Track registered/attended/not attended
- Automate email follow-up in your custom branding
- Build scoring & routing rules to ensure timely sales follow-up

Go on-demand or lose 26% of viewers

Watched
live



67%

Watched
on-demand



26%

Watched
both



7%

Actual results from my own webinars

DANIEL WAAS

Showcase your webinars on-demand

- Keep a handy library of your past webinars
- Easy to access from your website
- Easy to integrate into email nurtures

The screenshot displays the GoToStage website interface. At the top, there is a search bar with the text "Search for videos" and a magnifying glass icon. Below the search bar is a large banner with the text "become an eLearning ROCKSTAR" and a woman's face. The main content area features the "eLearning Brothers" logo and a description: "We create eLearning awesomeness by providing the broadest and deepest eLearning template and asset library on the planet. We also create eLearning awesomeness by delighting our customers with deeply immersive and visually explosive eLearning experiences." Below this is the website URL "http://elearningbrothers.com/" and social media sharing icons for Facebook, LinkedIn, Twitter, and YouTube. A "HELP" button is also visible. The "Featured Videos" section displays three video thumbnails: "QuickConvert™" (27:30), "NOW INTRODUCING Learning Strategy and Organizational Development Services" (59:44), and "HOW TO GET THE BEST FREE ELEARNING ASSETS" (17:32). At the bottom, there are four more video thumbnails: "AWARD-WINNING PROJECTS" (37:32), "MICRO-LEARNING and the Learning Life Cycle" (47:25), "NOW INTRODUCING Learning Strategy and Organizational Development Services" (59:44), and "BEST PRACTICES FOR SETTING UP CAPTIVATE PROJECTS" (35:31).

DANIEL WAAS

Repurposing Webinars



Share via social &
video sharing sites



Turn into a Whitepaper



Chunk up into blog posts

Over to you. Time to plan your webinar.



Pick a date 4-6 weeks from now. Between Tuesday & Thursday at 10am PST/1pm EST,



Define the topic & title based on what you learned today. Use a simple landing page.



Invite people with a simple text email, & engage them with 10x content & interactivity

Q&A



@DanielWaas



/danielwaas

