Webinar Best Practices
An Activation Playbook

LinkedIn Marketing Solutions
In these uncertain times, you may be considering how to adjust some business activities and stay connected to prioritize the safety and well-being of your employees, customers, partners and community.

Many organizations have started to look for alternatives to in-person gatherings. Virtual events help keep safety at the forefront while ensuring business activities can still run effectively.

In a “work from home” world, webinars are an essential tool for any business to talk to customers.

Engage customers
Stay in touch with key customers.

Help customers
See how you can help key customers.

Support customers
Support key customers along their journey.
Webinars are vital to your content strategy

Both B2B buyers and sellers say webinars play an important role in the buying process.

- 76% of B2B buyers have used webinars in the past 12 months to make a purchase decision.
- 61% of marketers use webinars as a tactic for their content marketing strategy.
- 73% of B2B marketers say a webinar is the best way to generate high-quality leads.

1 The 2017 Big Book of Webinar Stats
2 B2B Content Marketing Trends – Big Book of Webinar Stats 2019
3 Demand Gen Report 2017
Build a content strategy for your webinar

You bring the right ideas, the right content, and the right speakers.

**DRIVE REGISTRATIONS**
Drive awareness and sign-ups.
- Showcase value before sign up
- Tease content and provide webinar snippets/insights
- Put your event top of mind
- Highlight speakers/thought leaders
- Drive leads

**DRIVE ENGAGEMENT**
Own the conversation and create hype.
- Increase SOV and topic ownership
- Live hashtag tracking
- Connect with customers/prospects

**DRIVE THOUGHT LEADERSHIP**
Drive long-term thought leadership and business growth.
- Showcase long-term value
- Share how sought after your webinar is
- Continue the conversation with content recaps
Webinar best practices

Use these helpful tips for your virtual events.

- Webinars should be 30-45 minutes long
- Avg. number of fields on a webinar registration page should not exceed 5
- Always have an on-demand version of the webinar available after the event
- Mid-week days are the best days to host a webinar
- 10 a.m. or 11 a.m. are preferred times for webinars
- Consider hosting a LinkedIn Live webinar
- Have a backup plan for technical glitches

Allocate budget pre- and post-webinar to extend the value of your efforts

- **60%** PRE-EVENT of total budget
- **0%** DURING EVENT of total budget
- **40%** POST-EVENT of total budget
Webinar tips

Create urgency
FOMO (“Fear of missing out”) is an emotion that motivates action.

Create videos
Don’t be afraid to use video to promote your event – grab those eyeballs!

Use a hashtag
Help people find your content in a very clear and linear fashion.

#effiesritsonseries
Format: Sponsored Video
Location: Australia/UK

Give tips
Help your audience become more productive and successful.
Excellent example: 

- **Tap into a trending topic:**
  Talk about key events.
- **Highlight key speakers:**
  Put a face to key speakers.
- **Indicate date and time:**
  Make sure date and time are easily visible.
- **Use a clear CTA:**
  Make it obvious where to register.

Leverage Alumni who have achieved success after their graduation to show prospective students the caliber of careers available to them.

Excellent example:

- **Clearly structure the content:**
  Include headers to introduce each new topic.
- **Consider using multiple speakers:**
  Multiple voices change tempo and holds attention.
- **Leave ample time for the voice of customer:**
  Attendees will benefit from your answers to specific questions.
LinkedIn is a great webinar partner throughout the journey

Pre-event: promote and amplify

2-5 weeks before event
- Company page
- Sponsored content
- Sponsored InMail
- Video ads
- Text ads
- Carousel ads
- Lead gen forms
- Conversion tracking

During event: drive engagement

At the event
- Company page
- Sponsored content
- LIVE streaming of speaking engagements
- Carousel ads

Post-event: keep the conversation going

1-3 weeks after
- Company page
- Sponsored content
- Sponsored InMail inviting key target audience to view keynotes/speaker videos
- Video captured from conference
- Lead gen forms
- Conversion tracking
Good luck with your webinar.