

ON24

KEYS TO BUILDING A WEBINAR ON-DEMAND STRATEGY

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The Art of Extending the Life of Your Webinars

For most companies, webinars are one of the most important tools they have for communicating to prospects, customers, and partners. The evolution of webinar technology has made it possible to create engaging and interactive events that have value across the entire buying cycle. Unfortunately, once the initial live date of an event has passed, most webinars tend to simply fade away, never to be seen again.

On average, 35–45% of people who registered for a webinar will attend on the day it goes live. If there is an archived version of the webinar, an additional 20% or so will sign up to watch it on-demand. The vast majority of on-demand viewers typically watch the archived webinar within 2–3 weeks of the original live date. After that, on-demand viewership steadily declines until the webinar fades into obsolescence—unless you take action.

Registrant Activity

- 44% Viewed live
- 8% Viewed live and on-demand
- 22% Viewed on-demand

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Offering Your Webinars On-Demand

The days of webinars existing only as a moment in time are coming to an end. Most webinar platforms now include the ability to archive webinars as on-demand recordings, often as soon as the live event has finished. Links to the on-demand version of webinars are typically posted on company websites and made available for a few weeks or even months after the initial live presentation.

Despite being an archived recording of a live event, on-demand webinars can still deliver an engaging and interactive experience. Depending on the technology used to deliver the webinar, on-demand attendees may still be able to participate in polls, surveys, social media, and even Q&A (although the questions will be answered later, by email). You can also continue to offer content downloads from the webinar console which can be updated with new or refreshed content throughout the on-demand period.

As long as you can drive audiences to your on-demand webinar, it will continue to deliver value for both you and your attendees.

Don't Stop Promoting

The most common mistake companies make when it comes to their webinars is to stop all promotions after the live event is over. Your content, and your on-demand webinars, still have a lot of value, and your audience can still learn a lot from viewing them. Promotion of your on-demand webinars is the key—but you can't keep promoting the same event over and over again in the exact same way. A staggered

approach to promoting your archived events provides you the best opportunity to bring in new viewers.

Mix up your messaging to appeal to different audiences. Consider how you can link an on-demand webinar to ongoing awareness campaigns or other promotions. Put a great webinar on the back shelf, then bring it back a weeks or months later to attract a whole new audience. By switching the focus of your promotions from one on-demand webinar to another, you give yourself more flexibility and more chances to catch prospective viewers at a moment of receptivity.

Strategy

Keep the message fresh and stagger promotions of archived webinars

Syndicating Your Webinars

If you're going to drive viewers to archived webinars, those events must be easy to locate and access. Many webinar platforms now give you the ability to create online channels or portals to host your on-demand webinars and video content. These portals can also be embedded into blogs, partner sites, and forums, providing you the ability to promote your content to a highly targeted extended audience.

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Taking Your Content to the Masses

Syndicating your on-demand webinars to sites such as YouTube, Vimeo, and SlideShare can bring in additional viewers by making webinar content more searchable and accessible. You may want to publish full events as stand-alone videos, or break them into smaller chapters for serialized viewing. Some webinar platforms even offer the ability to edit and remix webinar content, creating a wide variety of new videos from past events. Publishing a mix of shortform snackable content and longer-format in-depth videos will help you attract a wider range of viewers. This content curation dramatically expands the value of each webinar presentation.

Using Webinar Results to Win New Viewers

Webinars provide a number of interactive tools for audience engagement, including polls, surveys, chat, group collaboration, and social media. These interactions are incredibly valuable in the live event, where they give you insight into the interests of your viewers. But you can use them to help promote your on-demand webinars to people who missed the initial broadcast. When you're planning promotional emails or social media campaigns for your on-demand webinars, mine the live event for statistics such as poll or survey results. You can use these fun factoids to entice new viewers who love learning more about the opinions of their peers. You may even want to turn these figures into infographics to promote your on-demand webinars.

Tweet Tweet

Tweet out an interesting webinar poll result with a link to your archived event

Cross-Promote from Other Webinars

Each new live webinar also presents an opportunity to promote your previously archived events. You can promote them live, during the event, or send a link to your on-demand portal as part of the follow-up for your latest webinar attendees. For marketers, this is a chance to expose your latest attendees to even more content and accelerate the buyer's journey.

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Case in Point: QASymphony Webinar Series

Summary

Within months of launching their webinar program with ON24®, QASymphony generated 40% more leads through on-demand webinar viewings, discovered on average 15–20% of webinar attendees were sales ready, and contributed to over \$150,000 in pipeline.

Challenge: Overcome Attendee Limits to Drive More Leads

QASymphony's number one priority was to continue to accelerate company growth. To counter a lack of industry-related resources for their target audience, QASymphony seized the opportunity to make thought leadership webinars a core part of their content marketing program and lead generation strategy. QASymphony kicked off their webinar program with an annual industry trends report, and they quickly ramped up to over 3,400 registrants. Surprisingly, this unearthed a major problem. With the huge demand, the current webinar tool, GoToWebinar, couldn't accommodate all the registrants without maxing out.

Solution: A Scalable Webinar Program

After careful research, QASymphony chose ON24. Since they planned to continue to host large webinars with 1,000+ attendees, maxing out the attendee cap was not an option. With ON24, they could host large webinars worry-free. And by combining ON24's on-demand functionality and a thoughtful post-webinar strategy, QASymphony continued to generate hundreds of leads long after the live webinar.

Results: Webinar Prospects Accelerated Through the Funnel

Not only did QASymphony consider their first webinar with ON24 a “homerun,” but as they scaled their program, the results continued to impress. With the help of ON24, they accelerated prospects through all levels of the funnel and generated 40% more leads with their comprehensive on-demand strategy. Their revised webinar program contributed to over \$150,000 in pipeline and converted lower-funnel prospects faster by identifying 15–20% sales-ready leads per webinar.

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The Ideal On-Demand Strategy

Webinars are invaluable when it comes to generating and qualifying high-value leads. By following the tips outlined in this guide and making your webinars available on demand, you can increase the value of your events long after the initial live date has passed. Promoting archived events can dramatically increase the number of people who are exposed to your messaging and content — and the return on your marketing investment.

Key Lessons

- Make archived versions of your webinars available, on-demand, within 48 hours of your live airing
- Continue to promote your on-demand webinars to your prospects
- Try a staggered approach to promoting on-demand events
- Build webinar channels and syndicate your content to partners' websites, blogs, social media, and forums
- Use the results of polls and surveys from your live webinar to entice future viewers
- Cross-promote your archived events from other webinars



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About ON24, Inc.

ON24 is on a mission to redefine how organizations engage with their audiences, powering interactive, data-rich webinars and content experiences that help people connect on a more human level and make smarter business decisions. Through the ON24 Engagement Platform, marketers can create live, on-demand and personalized webinars and digital content experiences that deliver actionable intelligence and integrate it across their operations. Informed by more than a billion engagement minutes -- including 12 million polls, 1.3 million surveys, 1.5 million conversations, and conversion of over 17 million resources -- marketers drive more revenue from ON24 Engagement than any other marketing channel. Headquartered in San Francisco, ON24 has a wide global footprint with eight offices in key regions, including London, Munich, Singapore, Stockholm and Sydney.

For more information, visit **ON24.com**.



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