

Tips for successful webinar marketing

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Webinars are powerful marketing channels that can significantly boost the conversion rate of any business. Research has shown that many people make buying decisions after attending webinars.

Webinars offer a great opportunity to share valuable information with your audience, thus building trust. When they begin seeing you as an expert in your field, they are more likely to be interested in what you have to offer.



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Here are some great tips for successful [webinar marketing](#):

1. Set your goals

Before you rush into hosting a webinar, you should first take time to decide what exactly you would want to achieve. [Proper planning](#) will enhance your chances of making a successful webinar. Some of the common goals for hosting webinars are as follows:

- Attracting new leads
- Building stronger relationships with customers and prospects
- Converting more leads into customers
- Get more subscribers on an email list
- Presenting oneself as a thought-leader in a subject

2. Think of a compelling subject

One of the best ways of deciding what subject to cover in your webinar is by getting feedback from customers and prospects. Find out what they would like to learn and come up with an appropriate topic. You could also use tools such as [BuzzSumo](#) to find out which topics are trending in your industry. However, to ensure high conversions, make sure the topic is directly related to what you are selling. This way, at the end of the webinar, participants will leave the webinar thinking of your product as the solution for their needs.

3. Identify an industry expert

Think of someone who is well-respected in your industry and ask them to be a guest speaker in your webinar. However, before such experts accept your invitation, they will want to know what's in it for them. You can lure them by explaining what marketing strategies you will be using to promote the webinar. Don't forget to mention the number of people that have registered and attended previous webinars. However, if your statistics are not impressive enough, it would be advisable to start by featuring an in-house expert.

4. Craft your marketing copy

The [marketing copy](#) for your webinar will be used on social media, email invites and landing pages. Be sure to come up with a compelling title that will grab the attention of your audience. You should then write a brief description which explains what exactly participants will learn from the webinar. If you have a guest speaker, introduce them in way that portrays them as an expert in the industry.

5. Promote your webinar

When [promoting your webinar](#), your first target should be your existing audience. This could be partners, subscribers, leads and customers. Since such people already have a relationship with you, there is a high chance that they will be interested in what you are offering. Share details about the webinar on your social media channels as well as your email newsletters. Don't forget to add call to action banners on your website and blogs. It would also be advisable to reach out to new audiences via paid ads on social media and online communities that would be interested in your topic.

6. Make the most of post-webinar promotion

The post-webinar period gives you a chance to reach an even greater audience. Share the webinar recording on your website, blog or social media pages. You could also break down the recording into blog posts, podcasts or email newsletters that can be shared in a series format. In addition, you could write a follow-up blog post which contains a summary of the key points that were discussed in the webinar.

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