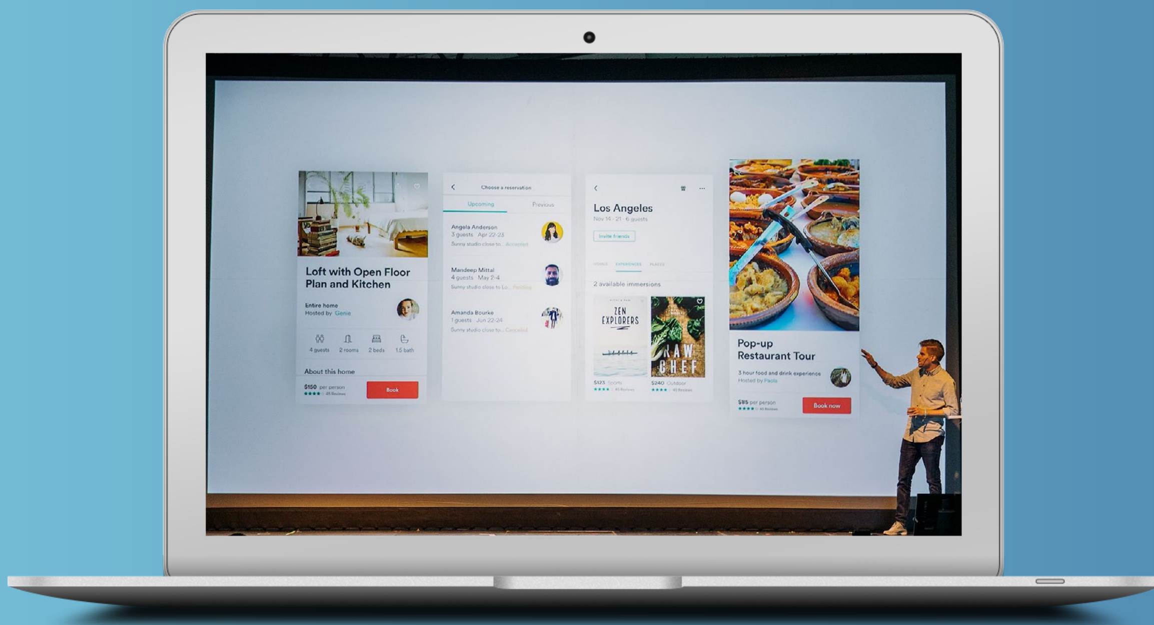
How to Produce Webinars Your Prospects and Sales Reps Will Love



GoToWebinar HubSpot

What’s Inside?

How do you produce webinars that actually drive the kind of leads and results your sales team will love? The key is sales and marketing alignment.

Marketing and sales should work hand in hand to:

- Determine webinar goals
- Identify topics and create content
- Plan pre and post-webinar communication

Doing so ensures your webinar will deliver the most relevant content to the right prospects. Sales will also be well informed and prepared to leverage the webinar and all its useful prospect data to help close more deals, faster.

In this ebook, we'll give you detailed tactics and tools so you can more effectively work with your sales team. You'll learn:

- Why webinars are one of the most effective marketing tactics
- How to gather sales insights to create a winning webinar strategy
- The workflows and tools you need to ensure sales participation and alignment
- What collateral your sales team needs to drive registrations and engage leads

Table of Contents

What's a webinar good for? Absolutely everything! According to InsideSales.com[1], 73% of marketing and sales leaders say webinars are one of the best ways to generate quality leads. Why? Here are the three main reasons:

1. They are highly engaging

According to the latest Big Book of Webinar Stats from GoToWebinar, the average webinar attendee viewing time is 61 minutes – what other type of content can do that? Webinars are an engaging way to connect with your audience on a more personal level. And not only do they hold your audience's attention, they are significantly cheaper than hosting (or even sometimes attending) a live event.

2. They work across the entire customer journey

Webinars come in all shapes and sizes depending on your goals. From thought-leadership panel discussions to weekly live demos, webinars are a dynamic and effective way to move prospects down the funnel from awareness to closed deals and beyond.

3. They generate high-quality leads for sales

Webinars come with a ton of information about your prospects you can use to identify high-quality, sales-ready leads. With each webinar registrant, you not only get basic lead data but their engagement ratings, poll and even survey answers. Sales teams can use this insight to initiate personalized outreach to quality prospects.

"We've found that prospects who attend one of our weekly live-demo webinars are 150% more likely to purchase than those who don't."

Amanda Morgan,
Marketing Manager at GoAnimate

Developing a Winning Strategy

Successful webinars can:

Generate Measurable Results

Deliver Value

Drive Action

The power of the webinar lies in its format. Webinars can be an immersive experience, filled with multimedia elements and personal interaction. Your prospects are more likely to spend 45 minutes watching and interacting on a webinar than reading written materials.

This gives marketers a unique opportunity to deliver highly compelling and educational content people can't find anywhere else.

But first, you have to have the right goal, webinar topic and format to achieve it.

A successful marketing webinar should accomplish three main things:

- **Generate measurable results:** Before you can think about topics, you need to understand your goals and KPIs. The most effective webinars have specific and measurable goals.
- **Deliver value to your attendees:** The best webinars aim to provide real value to their audience first and foremost. Cover topics your audience cares about and deliver it in a compelling format with visual and interactive elements.
- **Drive action:** Too often webinars are a dead end, with an obligatory CTA on the final slide. After you've established a clear goal and know how your webinar fits into the buyer's journey, you can drive webinar registrants to the next important action.

Getting the Inside Scoop from Sales

To produce these kinds of high-impact webinars, you need input from your sales team. Sales reps are an absolute goldmine of insight that too often goes untapped. It only takes a 30-minute meeting to find out what content will address prospects' biggest pain points, how to move prospects along the buying cycle and what type of results you should aim for that align with both sales and marketing goals.

Here's a meeting outline with specific questions to help guide the conversation.

Goal	Questions for Your Sales Reps
Set webinar objectives Ask questions to determine gaps in the marketing/sales funnel. Working with sales to set goals will also help invest them in the webinar's success, because they'll see how it helps them hit their quotas. Determine if the objective of your webinar is to: • Generate new leads • Nurture existing leads • Accelerate the sales cycle • Increase close rates	• "Where are prospects currently falling out of the funnel, and how can this be fixed?" • "What does marketing need to improve more: lead volume or lead quality?" • "Is there information your prospects aren't getting, or information you'd like them to have prior to a sales conversation?"

Choose a topic of real value Compile a list of relevant topics that would provide value to prospects and help drive your webinar objective. To help brainstorm, think about common webinar formats including: • Thought-leadership panels • Best practices tutorials • Live Q&As • Product demos Remember, once you have a topic, continue to work with sales, getting their feedback on the webinar outline and final presentation.	"Are there any core pain points or challenges we don't address with existing content?" "What do you explain over and over again to prospects?" "What do you think would be fun to teach in a webinar, where you have plenty of time and the benefit of audio, visual and interactive elements?"
Coordinate the CTA What's the next step you want webinar registrants to take, and how will your sales team help drive those actions? Example CTAs: • Download an eBook • Subscribe to your blog • Join the next webinar • Read this case study • Visit our FAQs page • Watch the demo video • Start a free trial • Request a demo • Request a quote/consultation	• "Is the CTA appropriate to the stage of the buyer journey?" • "What do you think is the most important next step for the prospects? • "What action are they most likely to complete?" • "What content do you think supports this webinar?" • "What content do you most often share with prospects at this stage?"

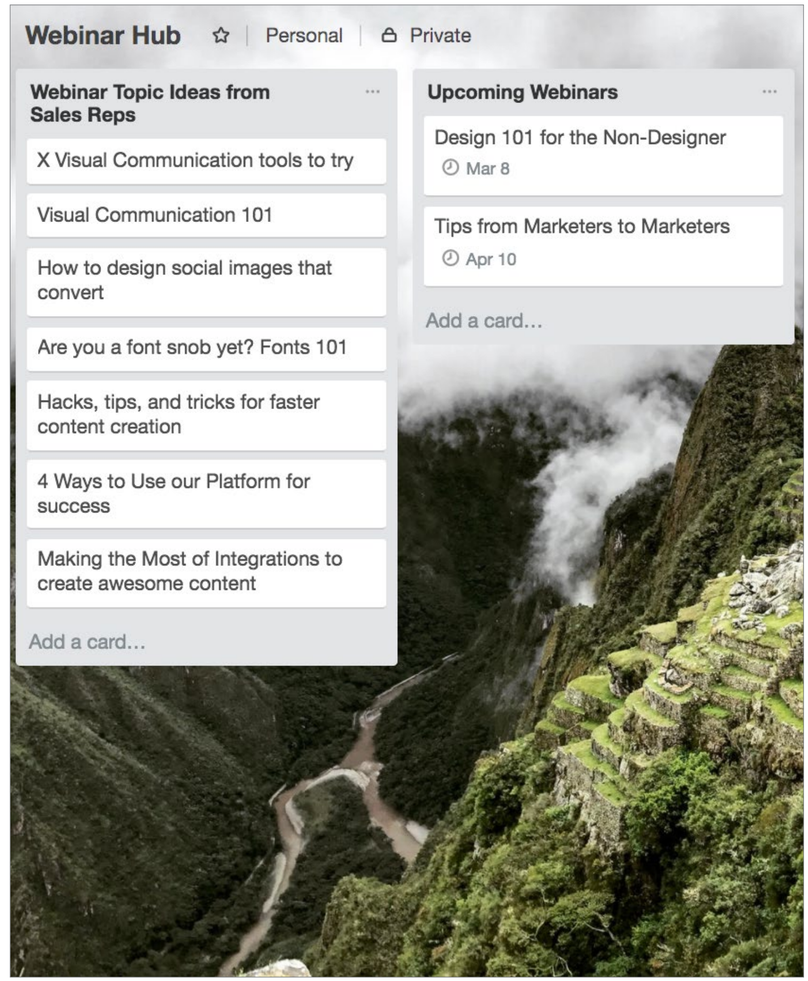
Creating a Webinar Hub

Sales reps are in a constant state of urgency. They don't have the bandwidth for things that don't directly support their sales quotas. As a marketer, it's important that your campaigns and efforts plug seamlessly into sales' world so they stay as efficient and effective as possible.

One of the best ways to make sure your sales team has the information and materials they need is to create a "webinar hub" – you may already have a similar hub for other content.

Your webinar hub is a resource for sales to find all webinar-related information. It's part depository and part workflow. Its purpose is to:

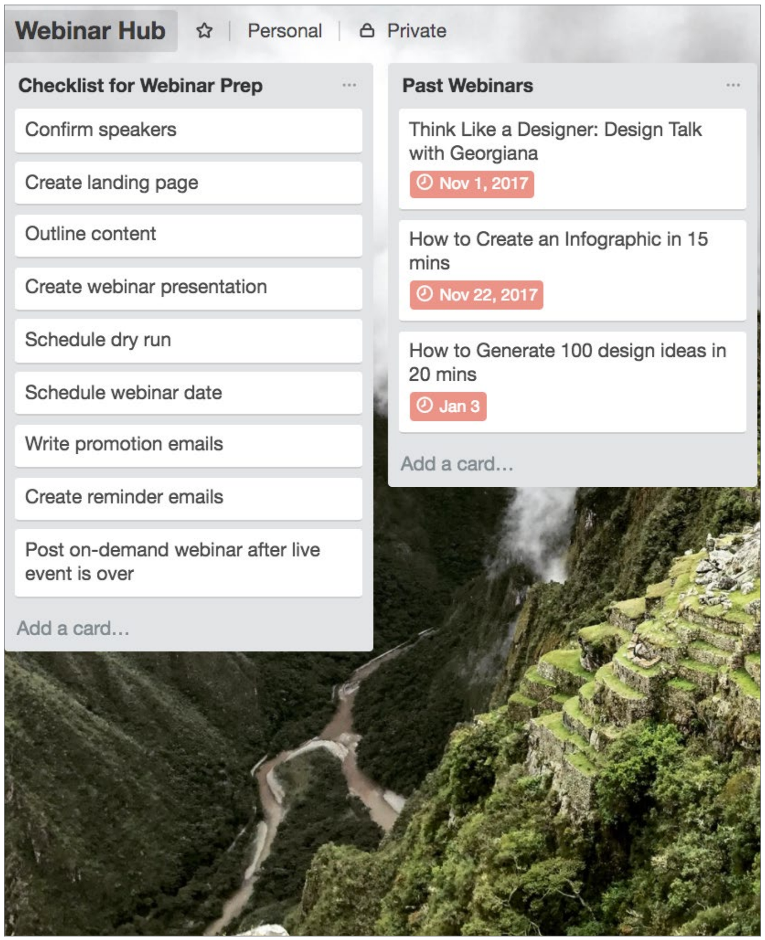
- Provide valuable webinar information
- House webinar documentation and collateral
- Update sales on upcoming webinars and other relevant information



Webinar Depository

Your webinar hub could be a sophisticated dashboard. Or it could be a well-organized file share or Trello board.

Determine the level of sophistication you need by the number of webinars you produce – one webinar per quarter doesn't really require a highly advanced hub. However, if marketing consistently produces new webinars for different personas and offerings each month, it may be worthwhile to create a robust, easy-to-use portal.



Here's what goes in your webinar hub:

- On-demand recordings of all webinars
- Calendar with past and future webinars
- Documentation that details the webinar's goal, title, target persona, funnel stage, key points, speakers and logistics
    - We recommend making a "webinar cheat sheet" with all this information
- Promotional and follow-up emails
- Collection of graphic and text CTAs sales reps can drop into their communications
- Mechanism to collect suggestions from sales reps where they can:
    - Request new webinar topics
    - Send feedback to marketing about webinars
    - Share prospect feedback

Repeatable Workflow

These are the email workflows we recommend you put in place to keep the sales team current on your webinar program. Send the sales team:

- Reminder emails the day of, and the day after, a webinar broadcast

- A regular email with upcoming webinars and a review of recent past webinars with target persona, buyer stage and key points

Teaming Up on Promotion

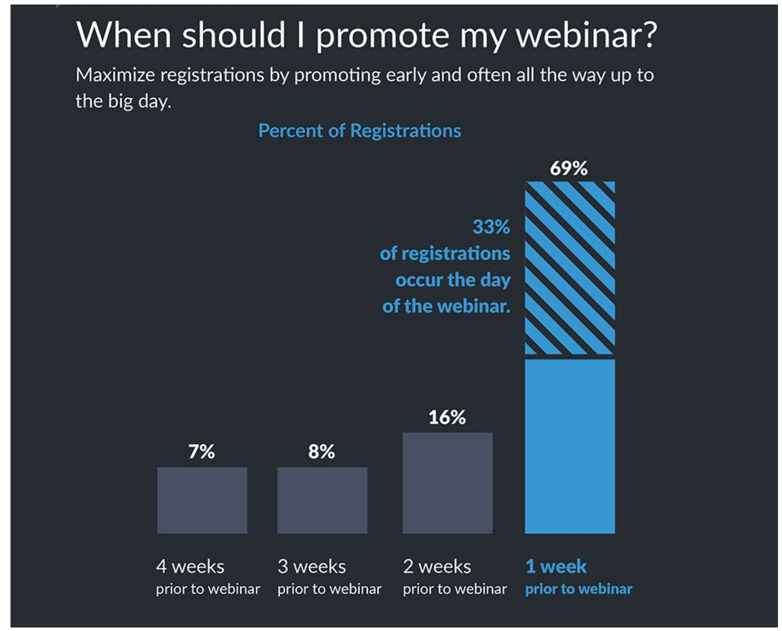
When it comes to a webinar's success, promotion is half the battle.

Whether promoting a live event or an on-demand webinar, involve your sales team and make it as easy as possible for them to get involved.

Sales reps should help spread the word online through their social networks and groups. They can even include a link to the registration in their email signature.

Did You Know?

According to research from LinkedIn, content shared by individual employees has two times more engagement than content shared by a company.[3]



According to research from GoToWebinar, you should start promoting your webinar at least four weeks in advance and keep promoting up to the big day.[2]

Webinar Cheat Sheet

Empower you sales team with the materials and information they need to share the webinar and personally invite their highest priority accounts. Provide sales with the following materials two weeks prior to the start of your promotions:

- Webinar cheat sheet (webinar goal, logistics, target personas and buyer stage, key points, speaker and CTA – as mentioned in the previous chapter)
- List of their customers and prospects to be invited
- Email templates for personal invitations and reminders (these can be sent to reps' top accounts)
- Sample social posts (with links and imagery) reps can copy and paste

With this information, sales can field questions from their customers and prospects and identify invitees that may not be on marketing's original email list.

Seamless Post-Webinar Communication

The webinar is over – now what? This is when things get interesting. People who show interest in and consume a webinar (live or on demand) are demonstrating a high level of interest and, as a result, are a valuable opportunity for sales, making the post-webinar communication extremely important.

First, analyze and distribute webinar data. Send an email to sales detailing the following:

- Leads who registered
- Leads who attended
- Leads who registered but didn't attend
- Leads who never registered
- New SQL leads from post-webinar lead scores

You can also add information including webinar poll responses, survey responses and questions asked during the webinar.

Keep in mind most of the following materials and sales communications rely on you having both webinar and marketing/CRM software! Most steps you can do manually, but the software makes the process much easier. Looking for a top-notch option for webinar software? Try GoToWebinar. Need a CRM? HubSpot CRM free includes every feature you need to generate leads and close deals.

Following Up with Prospects

All this information combined with lead data and previous marketing activity will give sales reps valuable insight into who their prospects are and what's most important to them. Using this insight, marketing and sales should work together to craft highly targeted follow-up communication.

Here's a simple four-step webinar follow-up plan:

1. Email reps with the above information.
2. Craft email template(s) for personal follow-up from reps – this may include more than one email.
3. Provide relevant content that reps may want to share in the weeks after the webinar. This could be complementary blog posts, infographics, ebooks or other content repurposed from the webinar.
4. Schedule and send all mass and personal email follow-ups. The first follow-up email should be sent within 24 hours of the webinar and include the webinar recording and slides.

Once the webinar is over, it's time to measure success. Be sure to track key performance indicators (KPIs) that align with your overall webinar goals. Common KPIs include:

- # New leads generated
- # Existing leads engaged
- Webinar engagement score
- # Opportunities/new SQLs
- Pipeline creation

Be sure to share these numbers with sales. They will not only appreciate the visibility into marketing's efforts, they'll also see the personal benefit and be more likely to help drive webinar success in the future.

Want to automate the process of informing your sales team about webinar activity?

HubSpot and GoToWebinar can seamlessly integrate to pass relevant data between your marketing and sales teams.

Hi there,

I saw you were registered for the New Age of SEO webinar we hosted. You can find the on-demand recording of the event here, and the featured HubSpot research post on pillar content here.

Best of luck with your content strategy endeavors!

All the best,

Juliana

Juliana Nicholson (@JB_Nicholson)
Sr. Marketing Manager, HubSpot

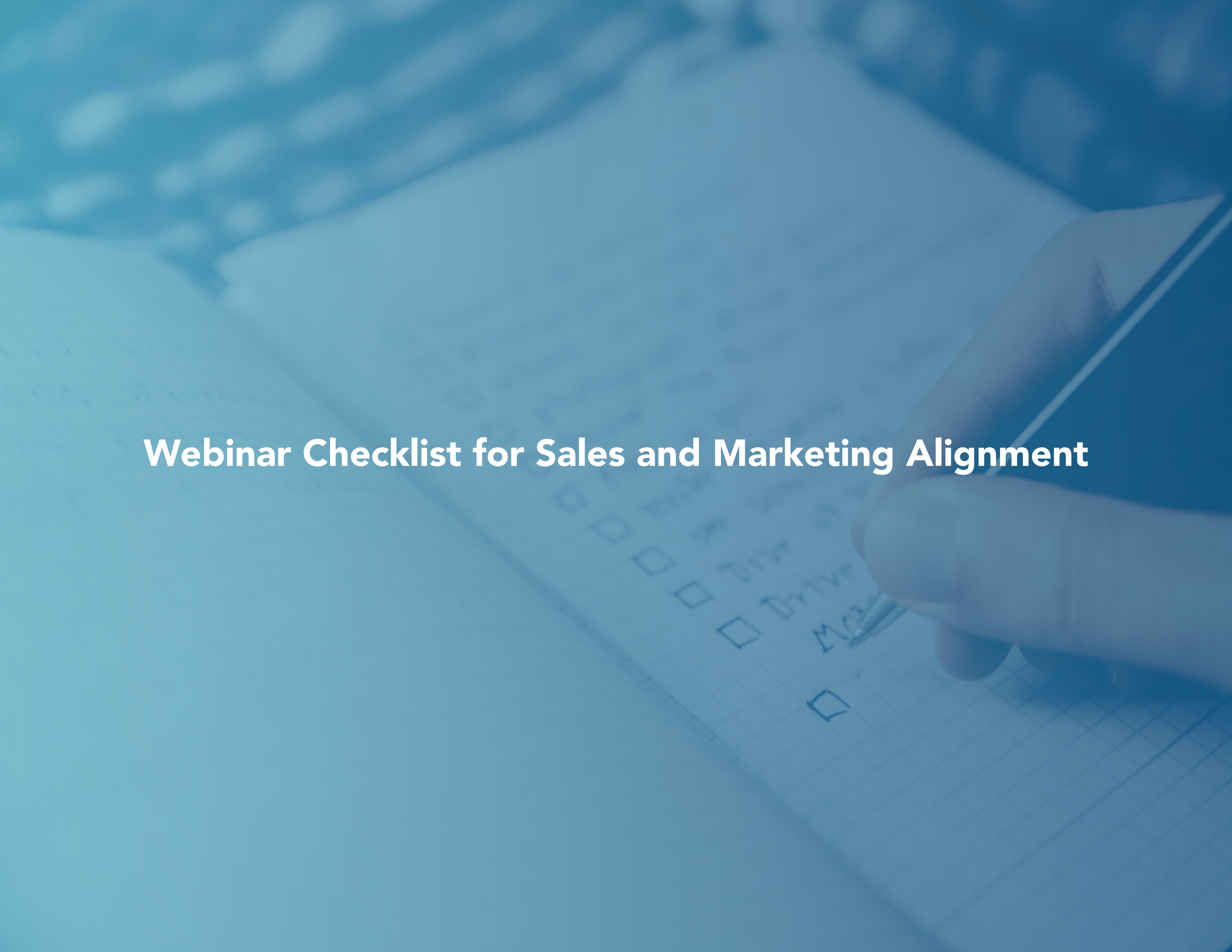
Wrapping It Up

Webinars aren't just effective marketing tools. They're also effective sales tools – if sales has the information, content and tools to use them to move prospects down the funnel and close deals. That translates into shorter sales processes and increased productivity out of your sales team.

Fortunately, marketing has the tools to create this content and automate its distribution to the sales team.

Sales can also support marketing by closing the feedback loop on what webinar topics resonate with prospects and customers and which topics are ripe for a webinar not yet created. Marketing can use this data from sales to develop webinars that are even more effective in attracting the right kind of prospect.

A well-executed webinar strategy thinks beyond any one webinar. It brings marketing and sales together to host webinars that positively impact every stage of the buyer's journey and the sales funnel. That means this sales/marketing alignment results in higher ROI on your company's webinar strategy and, ultimately, a lower cost of customer acquisition.



Webinar Checklist for Sales and Marketing Alignment

PRE WEBINAR

- Schedule a meeting with sales to cover:
  - Webinar goals
  - Webinar topics
  - Webinar CTA
- Begin content creation and webinar planning.
- Create a webinar cheat sheet for sales. Include:
  - Webinar title
  - Goal
  - Target persona/buyer stage
  - Key points
  - Speakers
  - Date, time
- Send each rep an email with:
  - The webinar cheat sheet
  - Sample social posts
  - List of their prospects to be invited

PROMOTION

- [ ] Create automated email reminders under each sales rep's name that will be sent to prospects who have been invited but not yet registered.
- [ ] Create manual email templates reps can send in their one-on-one communication with prospects.
- [ ] Sales Rep Notification Emails: Set up an automated email to notify reps when one of their prospects has registered.
- [ ] Webinar Reminder Emails: You can do this automatically through your webinar platform or marketing automation. Don't forget to send a same-day reminder.

POST WEBINAR

- [ ] Make sure your automated email to sales reps has the following information:
    - [ ] Leads who registered
    - [ ] Leads who attended
    - [ ] Leads who registered but didn’t attend
    - [ ] Leads who never registered
    - [ ] New SQL leads from post-webinar lead scores
    - [ ] Any other relevant webinar data
- [ ] Send email templates sales can use to send to leads based on their webinar behavior. Include other relevant content they can use to continue to nurture leads in the coming weeks.

Putting Muscle Behind Your Webinars

Integrate GoToWebinar and HubSpot CRM to help your sales team take business action with your marketing webinars.

Bring your webinar and sales world together in one powerful, integrated system.

Gain visibility into all of a contact's interactions with your company, pre and post webinar.

Inform your sales team of a lead's webinar attendance data so they can be better prepared to close more business.

Footnotes:

1. InsideSales.com, Optimal Lead Generation Methods
2. GoToWebinar, The 2017 Big Book of Webinar Stats
3. LinkedIn, 7 B2B Marketing Trends for 2017