

Webinars make a comeback in an age of remote working

Webinars have been around for a long time. And they have enhanced utility in today's remote working and learning environments.

Choosing topics relevant to your target audience is the first step in planning. What challenges and needs does your audience have, and how can a webinar address them?



WEBINARS

CHOOSING A PROVIDER

Price points and UX are key

Research is key: find a provider that fits your budget. Make sure there is a user interface that you and your audience can work with efficiently and effectively. Here are some popular webinar platforms to launch a search:

- **GoToWebinar**
- **Zoom**
- **WebinarJam**
- **Livestorm**
- **BusinessHangouts**
- **WebEx**
- **StartMeeting**

When choosing a provider, keep mobile in mind. And remember that only 16% of B2B customers prefer live webinars. Many people register for a webinar to get the recorded link and watch it on their own time.



There are many ways to make a webinar great, but among the most important tips are:

- Send at least four emails promoting the webinar and make the cost of participation clear.
- Use Bitly or Google to track which promotional tactic works best for your audience (social media, email, etc.).
- Note technical specs in the last reminder email. Mention if there is software to download or a microphone required.
- End the webinar with actionable advice. Have a clear call-to-action.
- Provide contact information for all speakers, as well as key contacts.
- Provide links for suggested websites, videos, social media, and other resources.
- Have someone familiar with the platform help manage/be available during the webinar so that presenters don't get distracted with technical issues.
- Ask attendees for input on the next webinar topic.

