



EXECUTIVE SUMMARY • MARCH 11, 2015

# Create a Winning Content Marketing Webinar Series Strategy

PRESENTER: Mike Agron, Co-Founder & Managing Principal, WebAttract, LLC

MODERATOR: Clare McDermott, Editor, *Chief Content Officer*

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## OVERVIEW

A webinar series is content marketing at its best. Through a series of webinars, marketers can engage potential customers in a conversation, educate them and increase their intent to purchase. When done right, a webinar series boosts demand generation in an efficient, cost-effective, measurable way.

Best practices for webinar series include offering relevant educational content, as opposed to selling; providing content that is particularly relevant for those in disruptive markets; involving third-party thought leaders to add credibility; focusing on great subject lines in the email invitation; following up after the webinar and measuring everything. By adopting these best practices and learning from others that have had success with webinar series, marketers can make webinar series an important part of their demand gen activities.

## CONTEXT

Webinar expert Mike Agron described the benefits of webinar series, presented three compelling case studies and shared lessons learned and best practices. He also answered numerous questions from webinar participants.

## KEY TAKEAWAYS

**A webinar series can play an important role in marketers' demand generation.**

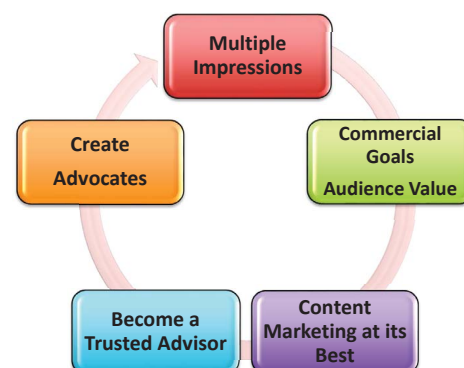
Webinars series provide an effective, inexpensive way for marketers to raise brand awareness, educate potential customers across all geographies, promote thought leadership and drive sales. Webinars can generate demand and engage customers in a relationship. They have a theatrical element, making them essentially a radio show with pictures, and provide a great way of telling stories.

While many marketers are already doing webinars, webinar series or content marketing series, among participants in this webinar, still about one third are not yet doing any webinars:

- 32% haven't yet done either a one-off webinar or a webinar series
- 22% do one-off webinars
- 16% are considering a content marketing series
- 14% do both one-off webinars and webinar series
- 14% already have a content marketing series

Benefits of a webinar series include the opportunity to make multiple impressions, and a series can provide value for the audience in educating them thoroughly about relevant topics. Through a webinar series, an organization can become a trusted advisor and create passionate advocates. A webinar series is content marketing at its very best.

## Benefits of a Winning Content Marketing Series Strategy over a "1-Off" Webinar



### Studying marketers already doing a webinar series yields important lessons.

Agron offered lessons learned from successful marketers that are conducting webinar series:

- **They provide relevant content.** The content focuses on specific problems the target audience is trying to solve and emphasizes “must have” as opposed to “nice to have.” Successful webinars and series are informative and educational, delivering real-world case studies, compelling stories, “how-to” tutorials and best practices, as opposed to sales pitches. Compelling content may come from industry analysts, clients and partners, or other industry experts, such as authors, editors and publishers.

#### Where Do You Find Great Content?



- **They embrace disruption.** Individuals in disruptive markets and industries are hungry for information to help them navigate the disruption. They don't want sound bites; they want in-depth information. This provides marketers an opportunity to highlight innovative solutions.
- **They provide credible thought leadership.** The best webinars and series involve presentations from credible experts, whose presence makes the entire event credible.
- **They have great subject lines in their email invitations.** Their email subject lines provide a compelling benefit that causes targeted recipients to want to attend because they know they will learn something valuable.

- **They realize buyers are on a journey.** Savvy B2B marketers know that the buying process is a journey that involves gathering information and developing trust. Effective marketers don't see a webinar or a series of webinars as a way of describing features and benefits or delivering pricing details. A webinar series is a way to engage with potential customers during their journey, providing valuable information and developing a relationship. Also, marketers know that a buyer's journey starts before the webinar and continues afterwards. Marketers gather information from buyers before and during the webinar, and then follow up afterwards to nurture the relationship.

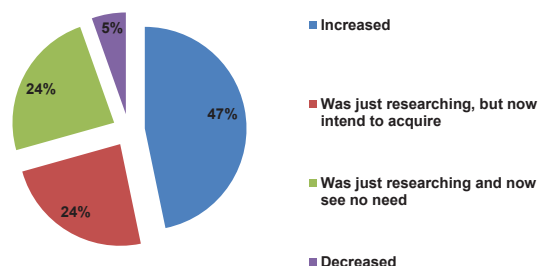
“The goal is you want to educate and engage them during the webinar and want to have a conversation with them afterwards.”

> Mike Agron

- **They measure everything.** Six key webinar metrics are click-through ratio (CTR), attendee ratio (AR), online polls, exit surveys (on topics such as satisfaction), audience retention (average session time) and number of on-demand viewings. The most important measure is whether the webinar and series affected the intent to purchase.

#### Did the Webinar Move Intent to Purchase?

Having attended today's Webinar, your plans to purchase or acquire products or services (26% Response):



## CASE STUDY #1: vAuto

**Situation:** This leading provider of advanced software tools for car dealers had experienced great success at its launch. The company's primary goal was to retain dealers.

**Purpose and Structure of Webinar Series:** The company saw a webinar series as a way to educate dealers, share success stories and aid retention. The company developed a series with three webinars, including two tutorials led by industry thought leaders, along with a dealer sharing his success story in the form of a case study.

**Results:** By scrutinizing its email subject lines and offering a clear benefit, vAuto achieved a 17% open rate. (Agron views an 8% open rate as decent and 17% as outstanding.) The webinar series produced 895 registrants and 459 attendees (51%). Among attendees, 93% were satisfied.

### Key Takeaways

This webinar series was successful because it:

- Focused on educating customers, rather than selling them.
- Delivered on what the invitation promised.
- Utilized well-known thought leaders, which built credibility and interest.
- Presented a credible case study with demonstrable outcomes.
- Created goodwill, advocates and new sales opportunities.



## CASE STUDY #2: Knovel

**Situation:** This web-based analytics firm provides information solutions for engineers. The company wants to be viewed by engineers as a trusted, credible resource.

**Purpose and Structure of Webinar Series:** The company saw a webinar series as a way to build visibility and educate engineers, while creating trust as an industry expert and a source of valuable information. Knovel also saw webinars as a way to feed its demand gen funnel.

Knovel launched a webinar series in 2010. Though 2014, Knovel has produced 18 webinars in three content areas: compliance and standards (8), professional development (7) and tutorials and case studies (3). For each webinar Knovel has a post-webinar follow-up program, with additional information.

**Results:** These webinars have generated about 7,000 registrants, almost 3,000 attendees and more than 2,300 on-demand viewings (which have generated more than 1,500 new sales leads).

### Key Takeaways

This webinar series was successful because it:

- Used thought leaders to educate and inform; the company did not promote its offerings.
- Focused the content on "must have" information versus "nice to have."
- Leveraged industry disruptions to attract and engage.
- Rotated themes among compliance, professional development and tutorials.
- Included a post-webinar follow-up plan.



## CASE STUDY #3: Bosch

**Situation:** This healthcare company wanted to go beyond sound bites to thoroughly educate a diverse group of healthcare decision makers about how telehealth works and how providers can use new telehealth reimbursement options to increase revenue.

**Purpose and Structure of Webinar Series:** The company created a series with six tutorial webinars to explain telehealth technology and reimbursement. (Four additional webinars are in production or planned). The content in the series changed over time to address evolving industry needs.

**Results:** An astounding 37% of those coming to the series landing page clicked through to register, showing that targets found the content relevant. In total, more than 2,300 people registered and 1,275 (54%) attended. Through these webinars, Bosch has created thought leadership and has increased its sales pipeline.

“The Bosch webinar leadership series is now a cornerstone of modern content marketing at Robert Bosch Healthcare.”

> Mike Agron, quoting a marketing professional from Bosch

### Key Takeaways

This webinar series was successful because it:

- Featured credible industry experts.
- Embraced and focused on industry disruption.
- Educated a diverse audience of physicians and decision makers.
- Provided a roadmap for successfully coding telehealth services, which is a “must have” issue.

Consistent themes from these case studies and from other webinar series that Agron has seen are they:

- Provide relevant content the target audience needs to know.
- Embrace disruption and change.
- Use passionate, credible, third-party experts.
- Have email invitations with compelling subject lines.
- Take into account that buyers are on a journey—and are hungry for valuable information.
- Measure everything about the webinar.
- Have a call to action before, during and after.

## OTHER KEY INSIGHTS

- **Day:** Tuesdays, Wednesdays and Thursdays are the best days for webinars.
- **Length:** Most webinars are 60 minutes, with short introductions and 15–20 minutes for questions and answers. Some highly technical topics may be 90 minutes.
- **Budget:** All in, a webinar may cost \$12,000 to \$15,000. This includes production and platform costs, content development, list acquisition and email marketing and other miscellaneous costs.
- **Speaker costs:** Most (perhaps 70%) thought leaders view webinars as an opportunity to promote their own brand and will participate at no cost.
- **Audience building:** For most webinars, about 90% of the audience will be built through email marketing. Marketers might purchase lists, partner with a media sponsor or team up with an association or trade group.
- **Measuring satisfaction:** At the conclusion of a webinar, send participants a survey asking (on a scale of 1–5) how well the webinar met expectations. Both the response rate (25–45% are typical) and the answers to the question will measure engagement and satisfaction.



## ADDITIONAL INFORMATION

For additional information, see:

- [WebAttract](#) for best practice videos, case studies, ebooks, customer and thought leadership webinar videos, blog.
- [Content Marketing World 2015](#), September 8-11 in Cleveland, is the leading event for content marketing professionals.

### ABOUT CONTENT MARKETING INSTITUTE (CMI)

[Content Marketing Institute](#) is the leading global content marketing education and training organization. CMI teaches enterprise brands how to attract and retain customers through compelling, multi-channel storytelling. CMI's [Content Marketing World](#) event, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA. CMI also produces [Intelligent Content Conference](#), Content Marketing Sydney and Content Marketing Singapore. CMI also publishes the bi-monthly magazine [Chief Content Officer](#), and provides strategic consulting and content marketing research for some of the best-known brands in the world. CMI is a 2012, 2013 and 2014 Inc. 500 company.

### ABOUT ADOBE CONNECT FOR WEBINARS

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### ABOUT BULLSEYE RESOURCES ([www.bullseyeresources.com](http://www.bullseyeresources.com))

BullsEye Resources is a custom content-creation company. Our specialty is working with leading marketers to create thought-leading branded content from webinars, conferences and other events. The executive summaries BullsEye creates for clients such as Harvard Business Review turn webinars into rich sources of thought leadership, typically through post-event executive summaries and white papers. (The executive summary of this CMI webinar sponsored by Adobe is an example of the types of products BullsEye produces.) If you have webinars with valuable content, but are not turning that content into thought leadership that extends beyond your webinar, BullsEye can help. Contact us at [info@bullseyeresources.com](mailto:info@bullseyeresources.com).