

How to Create an On-Demand Webinar Program

A Quantum Leap Marketing White Paper

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Summary

Quantum Leap Marketing, Inc., recently surveyed organizations holding regular Webinars and discovered that over 52% of these Webinars are recorded every time. These on-demand Webinars can become a major asset for an organization because they help further the goals of any Webinar program while requiring minimal resources.

For marketers, on-demand Webinars help drive leads and sales by getting your organization's message in front of prospects when they are ready to buy and can be an effective offer to turn potential prospects into leads.

How to Build an On-Demand Webinar Program presents the uses and benefits of on-demand Webinars along with the results of the recent survey. It provides details about how organizations are using Webinar recordings today.

This white paper offers common sense strategies and examples to help increase value from individual Webinar recordings. Readers will learn how to create an overall on-demand program for an organization to expand the reach of Webinars and help achieve its overall Webinar goals.

On-Demand Webinars

Overview of On-Demand Webinars

On-demand Webinars (also known as Webinar recordings) are digital media files that contain both the audio and visual elements of a Webinar. A viewer can experience the Webinar content largely as the live audience does.

Most commonly, organizations simply record a live Webinar in real time, and that unedited file enables viewers to watch the Webinar as it happens.

On-demand Webinars can be a great way to take advantage of the power of Webinars and/or supplement a live Webinar program because they:

- Are intimate; that is, your message reaches your audience right at their office, desk, or home;
- Use both the power of the voice and visual elements to communicate your message;

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- Are available to your audience 24/7 and can usually also be downloaded so the individual can manage the file just as they would a music or movie file;
- Are relatively inexpensive to record, manage, and host; and
- Typically offer tracking capabilities so viewers and views are known to the Webinar creator.

Companies can get tens, hundreds, or even thousands of people to view their Webinar recordings with little or no incremental creation or delivery cost. Also, firms can keep unique content such as niche topics or popular outside speakers available to their target audience without repeating live sessions.

On-demand Webinars are available to prospective viewers when and where they want to view them, sometimes for 12 months or more after the event or recording.

Different Uses of On-Demand Webinars

Common uses of on-demand Webinars (in rough order of popularity) include:

- Create a new piece of digital content (the on-demand Webinar) rather than presenting and recording a live Webinar.
- Send a copy to all live Webinar registrants or non-attendees.
- Carry out internal training or communications for partners or employees.
- Promote the recorded Webinar to gain additional registrants and viewers.
- Draw on as a tool for speaker improvement.
- Sell as a product or as a part of a product.

How On-Demand Webinars Are Used Today

Recently, Quantum Leap Marketing, Inc., surveyed 103

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individuals who regularly conduct live Webinars. To qualify for the survey, these individuals needed to have recorded at least one Webinar over the past year. Respondents came from diverse levels and roles in organizations, ranging from executives to entry-level specialists, with a concentration on marketing, training, selling, or human resources.

The following key results from the survey will give you a sense of how on-demand Webinars are used today.

- **Frequency of Recording Webinars**
“How frequently do you record your Webinars?”
52.4% of respondents replied that they recorded live Webinars every time, 17.1% frequently record their Webinars, 9.8% of respondents record some of the time, with 20.7% of respondents rarely recording.
- **The Lifecycle of a Webinar Recording**
“How long do you use or promote the average Webinar recording?”
66% of respondents used the average recording for a few months, 24% of Webinar recordings were used for 6 to 12 months, and 10% of recordings were used for more than a year.
- **Frequency of Promotion or Marketing of Recordings**
“How frequently do you market or promote your Webinar recordings?”
41% of respondents reply all the time or frequently, 31% promote the recordings some of the time, and only 28% seldom or hardly ever market the recordings.
- **Ways of Promoting On-Demand Webinars**
“What are the primary ways you market recordings?”
The majority send emails to internal lists and post recorded Webinars on the company Web site but do little else to promote the recordings.
- **Tracking Recorded Webinar Viewership**
“What percentage of all your total Webinar registrants view recorded Webinars?”
About 44%, less than half, don't know or don't track.

Improving Results from On-Demand Webinars

Both in the author's survey and in working with Webinar clients, we found that most organizations devote minimal resources to all aspects of their on-demand Webinars.

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The outcome is that they are also disappointed with the results, especially when compared with live Webinars, which are much more effective at accomplishing an organization's objectives.

In response to this situation, we will now present ways to get significantly more results from an on-demand Webinar with much less effort than required for a live Webinar program.

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Your organization can get significantly more value from your Webinars by building an on-demand Webinar program.

This program can be applied to a single live Webinar which is recorded, a series of related Webinars, or dozens of Webinars with varying objectives such as marketing, selling, customer training, and employee communications.

First, you will learn common and effective strategies to create better recordings used by today's leading organizations. Second, you will hear how others have increased the number of viewers for their overall on-demand Webinar program.

Strategies for Better Individual Webinar Recordings

An on-demand Webinar program is built one Webinar at a time. Here are some tips and techniques to improve your viewership and results from each and every one of your Webinar recordings. *Note: Many of these strategies can be applied to your live Webinars as well.*

First, let's consider the four pillars of a solid Webinar recording.

- **The Webinar Content Itself**

The Webinar content itself will be the biggest factor in the success of your Webinar recording.

Webinar content should be newsworthy, informative, educational, timely, and/or valuable to the target audience. Ideally, it will be all of these things.

A popular Webinar recording in today's markets will generally have only thousands of views, so think in terms of "narrowcasting" rather than broadcasting to hundreds

of thousands or millions of people. Specifically tailor content to your target audience.

A Webinar recording will generally be more successful if your audience **wants to view its content** with little prompting – without requiring “bribes” or a large marketing budget for promotion.

- **The Presentation of the Content**

Viewers will only experience the presentation value of the Webinar after they register or launch it. Above all, the presentation value of the content prompts the viewer to watch the entire presentation, and take action on the content such as using the training tips or buying a product discussed.

Obviously, for an on-demand program, the perception of the content will impact interest in an organization’s additional Webinars. *Quality content will attract more repeat viewers.*

- **Recording Access and Management**

Better Webinar recordings are typically available and easily managed by those producing them, as well as easily accessible in a common format to viewers over a long period of time.

Specifically, you want to capture a clean recording with minimal extraneous noises and good audio quality. Visuals should support the audio script. Also, transitions to different speakers and visual elements such as video or product demonstrations should be as seamless as possible.

Most important, you want the on-demand Webinar to, in fact, be available on demand. That means keeping it posted and available on servers for many weeks, months, or even years so that the content is available when the viewer tries to access it.

- **The Marketability of an Individual Webinar**

While the next section hands you strategies to get more viewers for your overall on-demand program, here you’ll discover how the individual Webinar recording must translate features and content into benefits of viewing for the audience.

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Consider the “Five Bullet Points and a Dream” format to maximize the number of viewers from your promotions.

First, outline the five benefits or takeaways for the viewer who watches the Webinar. Second, communicate the big concept or idea of the Webinar – one that will make the viewer’s business or personal life better. For example, will a training Webinar educate the viewers on an important work issue and fulfill a CE requirement? Will a marketing Webinar show how a new product can make or save a company money?

Getting More Viewers for Your On-Demand Webinar Recordings

Almost without fail, the more viewers who see your on-demand Webinars, the more leads, sales, and benefits your organization will achieve from your program.

Here are five powerful ways to get more viewers of your on-demand Webinar program.

- **Include Recordings in Your Webinar Marketing Plan**
While roughly 73% of Webinar producers surveyed regularly send links to a Webinar recording to all registrants to the live event, only 37% record with the intention of gaining new registrants.

Getting more viewers can be as simple as taking a few easy steps to add the on-demand version to your overall Webinar marketing plan. This can significantly increase your number of viewers.

- **Expanding Webinar Promotion**
66% of those surveyed regularly promoted the recordings by posting the Webinar recording on the company Web site and including it in email marketing to its list. A full 1/3 of organizations can adopt these two basic steps every time to boost Webinar views.

Additional avenues for promotion that have proved successful for many include:

- Direct mail or postcard mailings to your internal, rented, or partner lists
- Use of external email lists and media, posting and promoting on third-party sites

- Creating specific Web marketing campaigns such as Google/Pay-Per-Click marketing programs and specific Search Engine Optimization marketing. Both can drive traffic to your recording landing page.

- **Choose Content Wisely and Improve Over Time**

Much like a movie studio builds its catalog over time, your organization can, by recording all of its Webinars, create a catalog of on-demand content that appeals to distinct audiences. This means you may need to strategically hold live Webinars with an eye toward different pain points of the target audience, or "audience draws."

For example, the marketing department of a growing technology company built its on-demand Webinar program by surveying its clients about their problems and identifying the top concerns in order. So its first three on-demand Webinars in its program specifically addressed the top three concerns.

Next, as part of its marketing mix, it held periodic Webinars addressing the unique challenges and solutions for four key vertical markets.

Third, every few months the company paid an outside, expert speaker to be featured in one of its Webinars. It generally kept those recordings for 12 months (or however long the content was current) so it had 6 of these Webinars available at any one time.

Finally, it generally presented and recorded a monthly product-focused Webinar. That way it always had a recent recording available for any registrants who did not attend.

The result was a library of 14 high-quality and relevant On-demand Webinars available at any one time.

- **Improve Your Offer for Webinar Recordings**

While many live Webinar promotions highlight benefits such as giveaways, an ability to participate in interactive question and answer sessions, or a special discount offer for Webinar attendees only, these response-building devices are less commonly included in the promotion of recordings.

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Creatively including these or other incentives with promotions of individual Webinar recordings can greatly enhance viewership of all your recordings.

For example, live training Webinars for CE credit may require participation in a questionnaire to assure attendees get the credits. You can include the questionnaire as part of the recording or the recording process so CE credits are obtained easily from this version as well. Also, consider a written bonus takeaway checklist or article (or White Paper) for recording registrants or viewers to prompt your target audience to register.

- **Track Results, Refine Plans over Time for Better Results**
According to the QLM Survey, 44%, or nearly half, of Webinar producers do not track the viewers for Webinar recordings. The old management adage, "You can't manage what you don't measure," applies to Webinar recordings as well.

Tracking overall views of on-demand Webinars, along with the individuals who viewed the Webinar and the source of those views, will help you understand which on-demand emails and promotions are working, and which Webinar topics are popular over time.

This tracking process is helpful in many ways, but let's review two examples:

If the objective of your training Webinars is to educate clients on the use of your products, increase their satisfaction, and perhaps lower support costs, you can track how many clients reviewed the training and see if it correlates with reduced support calls or increased renewals. If you determine that the training Webinars accomplish your goals, you could then require clients to view them, track who hasn't and send reminders.

A second benefit of tracking is that it shows the effectiveness of your core marketing Webinars. You may find that viewers of your core marketing Webinars are on average much better sales prospects than prospects who never view a presentation.

Individual viewer information can offer great benefit to your organization. Tracking can enable you to give salespeople more qualified leads, allowing for a more

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aggressive follow-up. These leads can also be removed from certain Webinar invitations to avoid duplication or conflicts with sales.

Conclusion

On-demand Webinars can be a great asset to an organization and help further the goals of any Webinar program while requiring minimal resources.

This white paper offered common sense strategies and examples to help increase the value of individual Webinar recordings. Readers also learned how to create an overall on-demand program that expands the reach of their Webinars and helps them achieve their overall Webinar goals.

About the Author

Bob Hanson is president of lead generation and conversion consultancy Quantum Leap Marketing and creator of the Must-See Webinars™ success system. He has also published a recent guide to online lead generation, the *What's Working Now in B-to-B Lead Generation Guide: Success with New Media, Webinars and Google Ads*. To get a free chapter of the guide or for more information about his services email bhanson@qlmarketing.com or call 508-625-1712.

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