

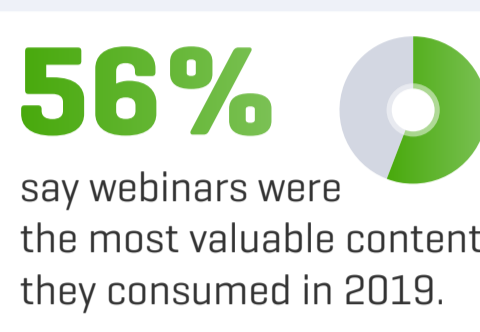
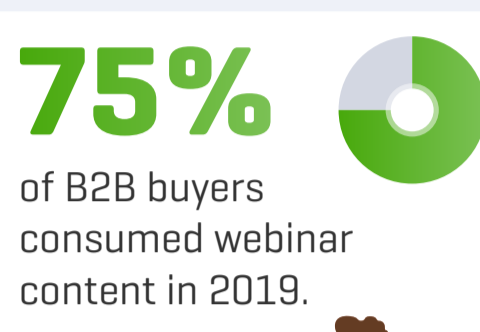
HOW B2B MARKETERS MAKE WEBINARS WORK UP, DOWN & BEYOND THE SALES FUNNEL



WEBINARS CONNECT WITH CUSTOMERS

Use webinars wisely and they inspire strangers to become prospects, prospects to become customers, & customers to become advocates of your brand.

LET'S LOOK AT SOME RECENT DATA REGARDING WEBINARS.

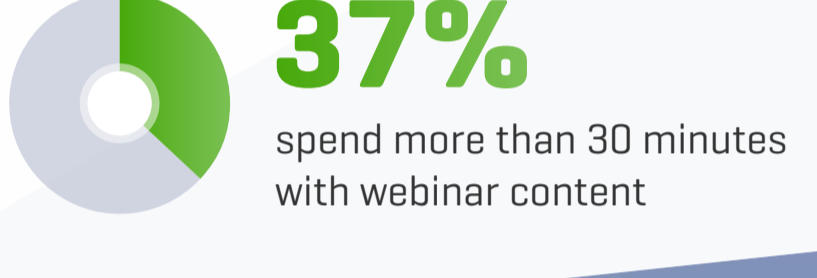


WEBINARS ENGAGE

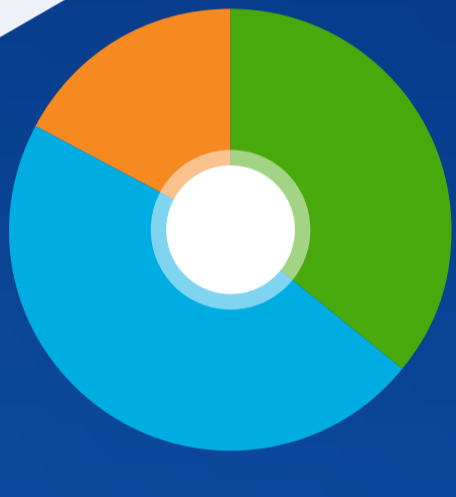
HubSpot claims webinars work across the entire customer journey. From thought-leadership panels to live demos, webinars are an effective way to move prospects down the funnel from awareness to closed deals and beyond.



52 minutes is the average time attendees spend consuming webinar content. Webinars win hands-down for consumption time amongst content formats.



WEBINARS AT WORK IN THE BUYER'S JOURNEY



36% EARLY STAGE AWARENESS
47% MIDDLE STAGE CONSIDERATION
17% LATE STAGE DECISION

MARKETERS RELY ON WEBINARS AT ALL STAGES OF THE BUYER'S JOURNEY.



AWARENESS

Initially, the prospective buyer is doing research to better understand a problem. Webinars that attract early stage awareness may feature:



- How-to advice
- Industry research
- Expert commentary



CONSIDERATION

Attendees at the next stage of the funnel are apt to be considering specific solutions and may engage in webinars that focus on or include:



- Use cases
- Brand comparisons
- Tutorials



DECISION

Potential buyers at the bottom of the funnel want to learn specific information that helps them decide if they should invest in your product. Show them:



- The options you offer
- How to use your product
- Ways to optimize it

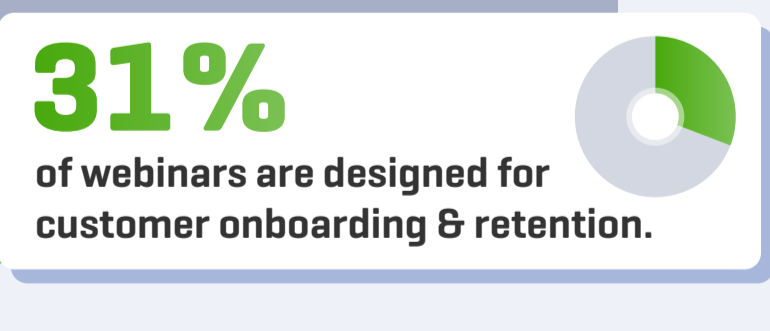
DELIGHT AND RETAIN CUSTOMERS WITH WEBINARS

Consider webinars as more than a sales tool. Develop webinars to delight and retain customers, upsell, and create brand advocates that may refer new leads.

AFTER-THE-SALE

Invite existing customers to attend, or even participate in, webinars developed specifically for users of your products. Such webinars may feature:

- Onboarding
- Training
- New features
- Q&A



GIVE YOUR WEBINAR WINGS

Use personalization and automation to unlock the potential of your webinar programs.



RESOURCES: ClickMeeting - <https://blog.clickmeeting.com/webinar-report-infographic>
 Statista - <https://www.statista.com/statistics/245127/effectiveness-of-b2b-content-marketing-tactics-in-north-america/>
 Demand Gen - <https://www.demandgenreport.com/resources/research/2018-content-preferences-survey-report>
 Four Quadrant - <https://www.fourquadrant.com/using-webinars-in-the-demand-gen-mix/>
 HubSpot - <https://blog.hubspot.com/marketing/are-webinars-dead-how-to-make-a-webinar>