

Questions?

Thank You for Attending this Webinar

www.1105media.com

www.ohsonline.com

www.secprodonline.com

www.eponline.com

www.contingencyplanning.com

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10 Webinar Best Practices: Step-by-step guide to executing a winning webinar



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Speaker Background



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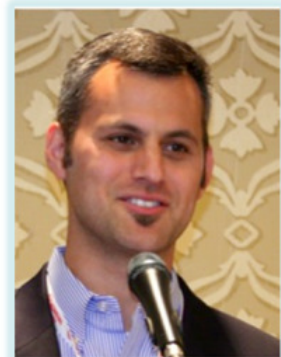
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Speaker bio:

- **Joe Koufman** – Vice President of Business Development and Marketing for **Engauge Digital**, which is an interactive marketing agency focused on helping our clients Attract, Convert, and Retain customers online
- 8 years at KnowledgeStorm (now TechTarget) most recently as Director of Strategic Accounts - selling to and training clients how to properly handle online leads



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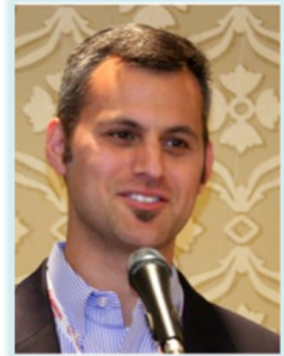
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Speaker bio:

- Frequent speaker at conferences such as eMarketing Association, Online Marketing Summit, CRMA, etc.
- Hosts internet radio music show for fun
- Soon to be first time parent of twins (a girl and a boy)



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 engauge

Atlanta - Austin - Columbus - Orlando - Pittsburgh



Digital – Direct – Communications



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Agenda:

- Speaker Background
- Why Webinars?
- 10 Steps For Creating A Great Webinar
- Wrap Up
- Webinars with 1105 Media



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Why Webinars?



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Why Webinars?

- Powerful and Cost-Effective



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- Deliver qualified leads right into your hands



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- Effective Way to Communicate Solution & Information to a Target Audience



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Why Webinars?

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- Build Brand Awareness



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10 Steps For Creating A Great Webinar



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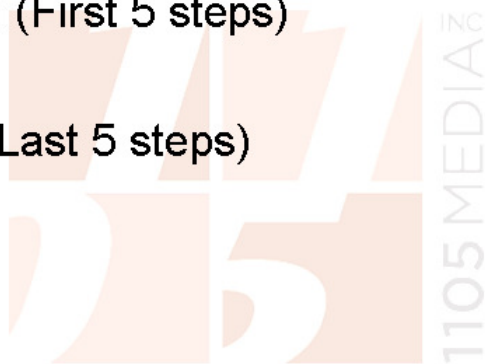
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Two Phases:

- Preparation (First 5 steps)
- Execution (Last 5 steps)



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1. Find the Right Content / Speakers



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1. Find the Right Content / Speakers

How Do You Attract Participants To A Webinar?



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1. Find the Right Content / Speakers

How Do You Attract Participants To A Webinar?

Bait!



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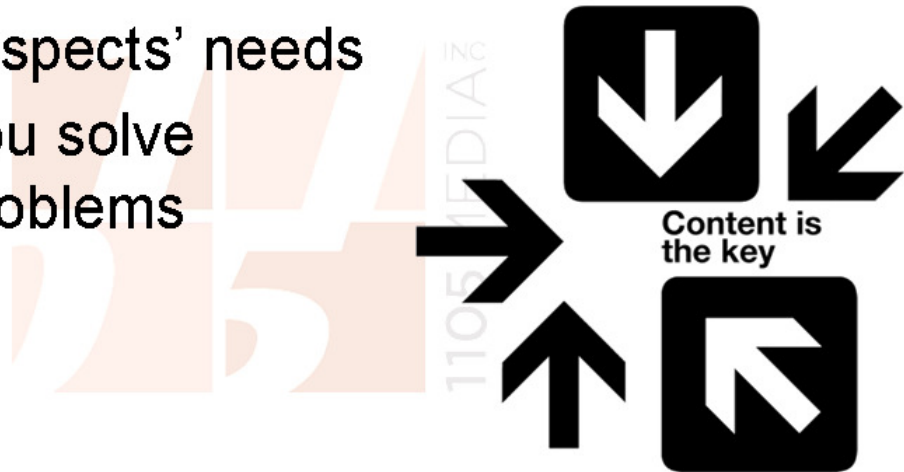
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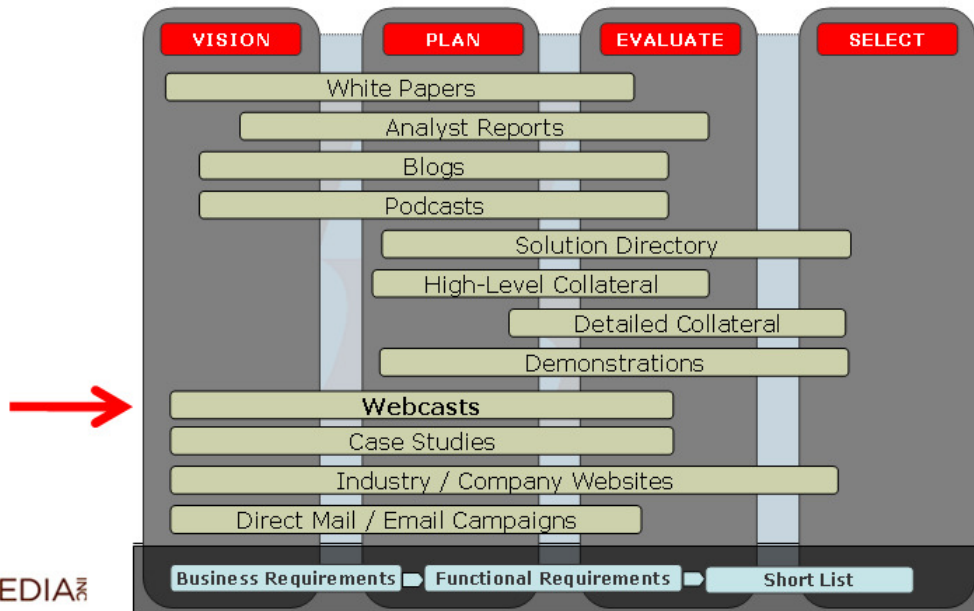


1. Find the Right Content / Speakers

- Focus on prospects' needs
- Show how you solve prospect's problems



Buying Cycle Stage Influences



Connecting Through Content

Study conducted by KnowledgeStorm and MarketingSherpa of:
3,200+ technology buyers and 700+ technology marketers

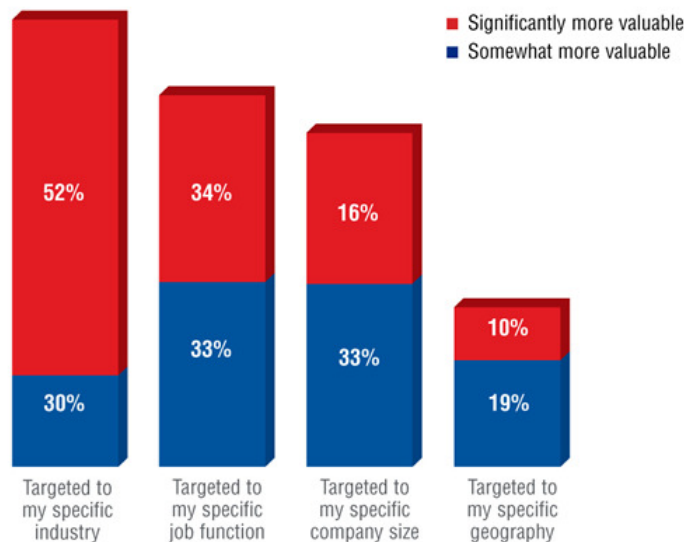
- Demographic Highlights
 - Nearly 78% of marketer respondents either “oversee” or have “significant involvement” in content marketing programs
 - 41% of marketer respondents hold the titles of CMO, VP or Director
 - 32% of professional respondents authorize IT purchases or have a major influence on purchases



Connecting through Content – KnowledgeStorm and MarketingSherpa - 2007



Industry targeted content provides greatest value

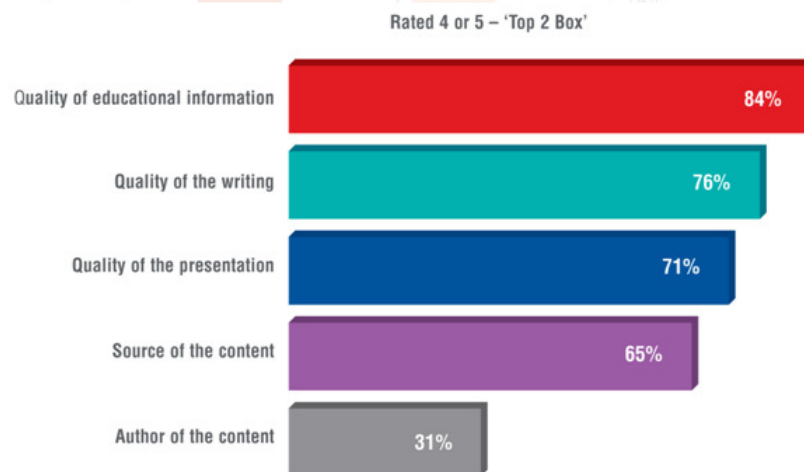


Connecting through Content – KnowledgeStorm and MarketingSherpa - 2007



Educational Value Is Most Important

84% of users surveyed rated the quality of educational information as “very” or “extremely” important



Connecting through Content – KnowledgeStorm and MarketingSherpa - 2007



2. Target Your Audience

- Who are your ideal customers?
- Do you have a house list of prospects, or do you need to build one?
- Are there prospects outside of your current targets that you should reach?
- Are there partners who can help?



3. Select Promotional Channels

- Think about distribution channels:
 - Partners
 - Email
 - Social Media
 - Paid / Organic Search
 - Sales / Service Team

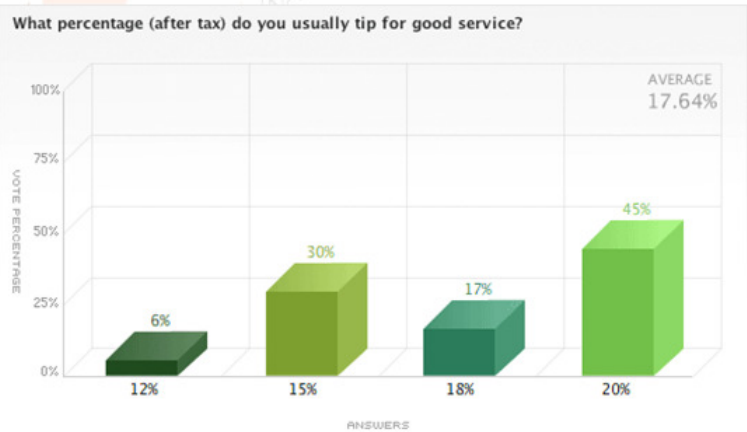


4. Choose A Platform



5. Prepare Interactive Presentation

- Use polling features
- Incorporate visuals
- Ask for questions
- Promote Twitter or blog discussions



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First Poll Question: Webinar Experience

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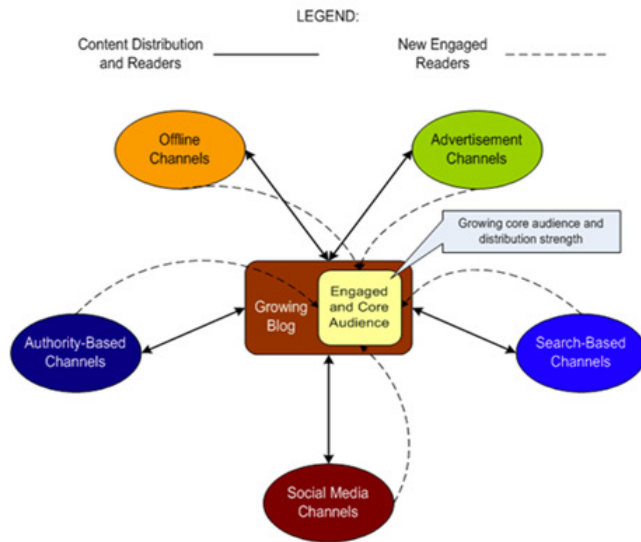
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6. Promote To Audience

- Leverage distribution channels:
 - Email
 - Social Media
 - Partners
 - Paid / Organic Search
 - Sales / Service Team

Core Audience Development and Distribution Process



Source: www.catchtheposts.com, April 2008




7. Practice

- Test out platform
- Do dry run with colleagues
- Test out interactive features



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8. Execute the Event

- Ensure location is quiet, sound quality is good, you have water, etc.
- Be energized and ready to deliver a great experience
- Be responsive to feedback from participants and colleagues



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9. Follow Up on the Leads

- Plan the right approach
- Follow up quickly
- Have a nurture plan in place



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10. Leverage the Archive

- Remember most will register but not attend – follow up
- Change approach based on attendance to the event
- Distribute archive as widely and for as long as you can



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First Poll Results: Webinar Experience



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Wrap Up



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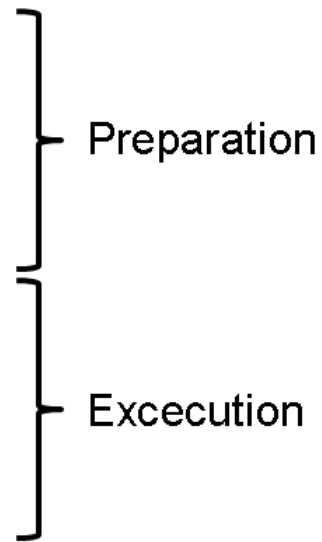
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Wrap Up

1. Find The Right Content/Speaker
2. Target Your Audience
3. Select Promotional Channels
4. Choose A Platform
5. Prepare An Interactive Presentation
6. Promote To Audience
7. Practice
8. Execute The Event
9. Follow Up On The Leads
10. Leverage The Archive

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Second Poll Question: Webinar Interest



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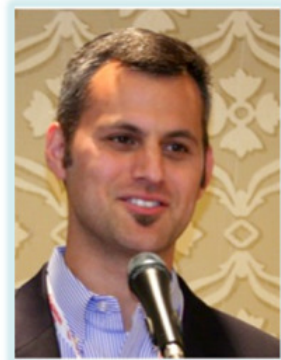
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- [Twitter.com/GumboShowJoe](https://twitter.com/GumboShowJoe)



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Why do a webinar with 1105 Media?



Audience Size

- Over 3 Million registered, opt-in subscribers to our print, online properties, and industry conferences.



Targeted Promotion by:

- Specific Industries
- Company Size
- Job Title
- Geographic Location
- Demonstrated Subscriber Interest



Archive and Augment

- We continue to market and promote your webinar for 90 days after the original live event by hosting a recorded version on our site and capture new leads
- Continuing promotion and touch points help to cultivate more sales lead conversions.



Webinar Production Timeline

Process starts with signed I/O.

- **Step 1.** (45+ days prior to webinar date) Webinar production team/person schedules kick-off call with client
- **Step 2.** (40 – 45 days prior to webinar date) Post kick-off call, sponsor sends text invite, company logo, confirmation of registration fields
- **Step 3.** (30 days prior to webinar date)
First email promotional blast is sent out via 1105 communications.
- **Step 4.** (15 days prior to webinar date)
Sponsor confirms or submits new event reminder emails



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Webinar Production Timeline

- **Step 5.** (2-7 days prior to webinar date)
Dress rehearsal is scheduled to review webinar presentation console, train speakers and dry run of presentation.
- **Step 6.** (24 hours prior to webinar date)
Final PowerPoint presentation due.
- **Step 7 – Webinar Day**
All speakers should call in ½ hour prior to scheduled time.
Phone number and URL will be provided by webinar production team.



“Break a leg!”

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Second Poll Results: Webinar Interest



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