



8 WAYS TO ENSURE WEBINAR SUCCESS

Send a survey follow up

Choose a current hot topic

Choose reliable webinar software

Encourage audience participation

Create a signup landing page



Schedule a practice run-thru

List event on all calendar websites

Create a 1 minute promo video

25% of registrants view a webinar replay. If you promote your replay, you can get both original "no shows" and net new registrants to attend your replay.

Tuesday is the most popular day with 30.8% of the webinars being held on that day. As to time of day, the majority of the webinars were held between 11am and 3pm.

Top Reasons for a Webinar
educating customers (85%)
lead generation (77%)
building strong market position (60%)
converting new contacts (54%)
making new contacts (31%)