How SMBs Can Benefit from Engaging, High-Quality Webinars

ON24

SMBs: A POWERFUL MAJORITY

SMBs make up 80% of all U.S. companies, and enterprising companies like yours provide 60% to 80% of all new jobs annually.

Perhaps you have aspirations to be the next Oracle, Google, or Amazon and are determined to take your company to the next level. Or maybe you're exactly where you want to be: a successful SMB with loyal clients and a bottom line that keeps you and your employees well fed.

But like any company of any size, you're constantly looking for new customers to add to your roster and face the same challenges: generating a healthy pipeline, nurturing quality leads, and closing sales. Unlike the Fortune 500 companies, you're trying to accomplish all of this with limited resources and time.

WHICH IS WHY YOU NEED WEBINARS



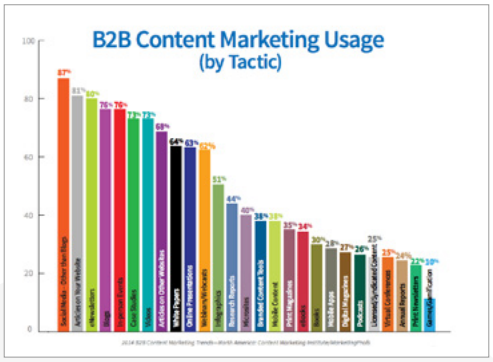
DON'T LET SIZE MATTER

It's amazing how many businesses, large and small, aren't entirely sold on the idea of a webinar program.

Webinars are widely recognized as **one of the most effective tools** for improving demand generation, accelerating lead nurturing, or strengthening training and communications initiatives.

DRIVING AWARENESS	LEAD GENERATION	LEAD NURTURING	UPSELLING & CROSS-SELLING
50% *Website*	**51%** *Webinars/Webcasts*	**59%** *Telesales/Telemarketing*	**55%** *Sales Enablement*
45% *Webinars/Webcasts*	**39%** *Telesales/Telemarketing*	**44%** *Sales Enablement*	**42%** *Webinars/Webcasts*
44% *Content Marketing*	**39%** *Sales Enablement*	**37%** *Webinars/Webcasts*	**38%** *Telesales/Telemarketing*
44% *Analyst Relations*	**38%** *Website*	**37%** *Content Marketing*	**35%** *Channel Enablement*
43% *Search Engine Optimization*	**37%** *Seminars and Other Events*	**36%** *Seminars and Other Events*	**31%** *Seminars and Other Events*

DON'T LET SIZE MATTER



Consider these statistics:

- The recent B2B Content Marketing 2014 Benchmarks, Budgets & Trends – North America reports that 62% of B2B companies in North America currently host webinars.[1]
- In a 2013 MarketingSherpa SEO Marketing Benchmark Survey, B2B marketers ranked webinars at the top for effectiveness, 53% ranked them "very effective" and 94% considered them "very effective" or "somewhat effective.[2]
- According to the 2012 Tech Marketing Planning Guidance report from Forrester Research, webinars are playing an increasing role in marketing – from brand awareness and lead generation and nurturing to upselling and cross-selling.[3]

If you're among the many SMBs that have not added webinars to your digital marketing playbooks, does one or more of the following apply to you?

- You consider them "too rich for my blood"
- You feel that you may not have the necessary resources or budget
- You're not convinced there's enough bang for the buck

If you're serious about growth, it's time to reconsider. There's strong competition out there, and those who have bought into the idea of a webinar program are stealing away your valuable leads.

[1] Source: B2B Content Marketing 2014 Benchmarks, Budgets & Trends – North America

[2] Source: 2013 MarketingSherpa SEO Marketing Benchmark Survey

[3] Source: 2012 Tech Marketing Planning Guidance report from Forrester Research

IT'S THE RIGHT TIME TO ADD WEBINARS TO YOUR MARKETING PLAYBOOK

Webinars make it feasible for SMBs like you to carve out your niche in an ultra-competitive space, generate better leads, and increase your revenue.

Here are some things to consider when introducing a webinar program into the mix.

1] Ease-of-use

2] Speed

3] Cost and ROI

4] Content

5] Reporting and analytics

6] Integration

EASE-OF-USE

We know that most SMBs don't have the luxury of a dedicated staff to master the technicalities of a complicated webinar platform. Easy implementation for the webinar creator — who may also be the one-person marketing department, or sales person, or even the business owner — is key!

You're not limited to the platforms of yesteryear where only a limited number of participants dial into a phone bridge while simultaneously logging in to the Internet from their desktops to view a static presentation, with the inevitable buffering, buffering, buffering...

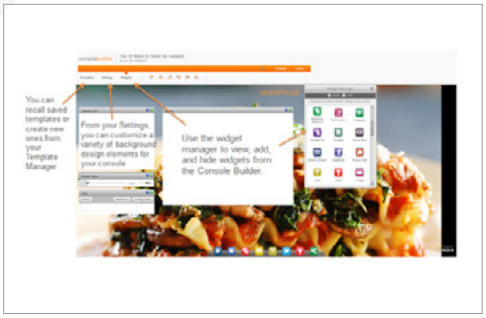
IT'S THE RIGHT TIME TO ADD WEBINARS TO YOUR MARKETING PLAYBOOK



Today, it's entirely possible to have a webinar platform that is completely Web-based (eliminating associated telecom costs) with:

- Rich-media capabilities and multiple modes of interactivity
- Mobile access to engage audiences — in the thousands — in any location, from any digital device

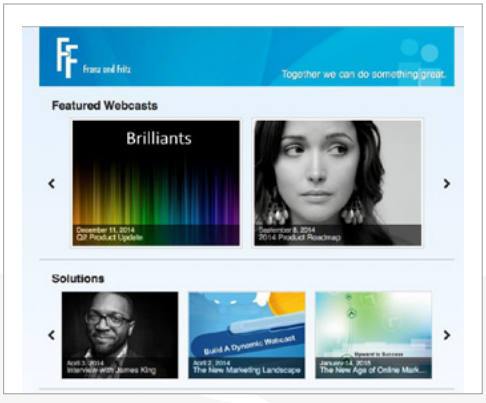
So you can create that PowerPoint presentation and/or video, upload it to your webinar platform, and either present it live or simu-live or record it for fully interactive on demand. And when you're done, you can post the webinar online and make it available on demand for additional audiences who could not attend your presentation. **It's that easy.**



SPEED

Technological advances have put webinar creation in the hands of the business user, so you don't have to sweat the thought – or the cost – of hiring a third-party to create, produce, and execute your event.

In about the time it can take to grab coffee from the corner cafe, you can create a feature-rich, professional-looking, interactive and engaging audio/video webinar – all from your desktop.



Do-it-yourself webinar platforms allow you to quickly and easily take your content from the drawing board to your intended audiences. We're not talking months, weeks or even days; rather, with self-service webinar platforms and a little training, you can create engaging and appealing webinars in less than an hour.

And when you have multiple webinars in the mix, you can put them all in an online portal with just a few mouse clicks – enabling customers and prospects to learn all about your products and services in one place.

IT'S THE RIGHT TIME TO ADD WEBINARS TO YOUR MARKETING PLAYBOOK

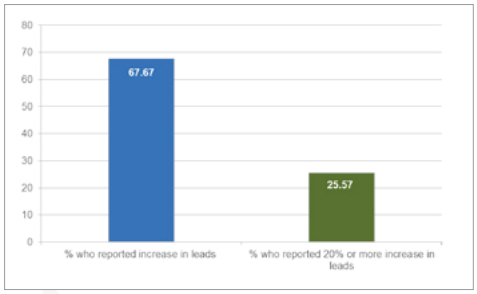
COST

We all know it takes money to make money, but that truism isn't the most inspiring when you're looking at your bottom line and limited marketing budget.

If you've only ever used free web conferencing or web meeting services or those that only incur telecom charges, perhaps the idea of paying for a webinar platform is a tough pill to swallow. But another truism is that you get what you pay for.

And while many measure a successful webinar strictly in terms of the leads generated, we consider that short-sighted. Like many other marketing initiatives, such as advertisements, press releases, or even your web presence, the return on investment for webinars can be difficult to measure precisely.

Webinars offer a multitude of metrics that allow you to measure and calculate ROI in addition to those that directly impact revenue:



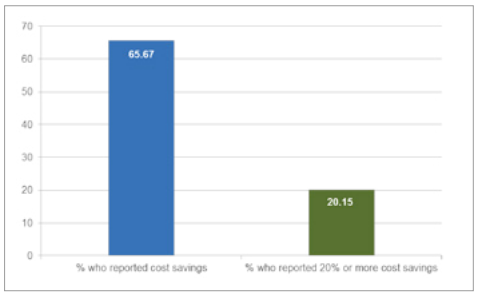
ON24 Customer Survey, August 2014

LEADS

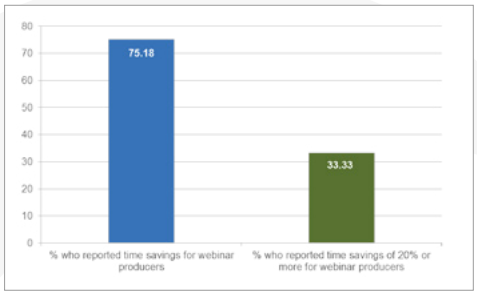
- ✓ MORE LEADS
- ✓ HIGHER LEAD QUALITY
- ✓ INCREASE IN CONVERSION TO PIPELINE

Compared to your prior provider, are you able to capture more leads by switching to ON24? At least 20% more leads?

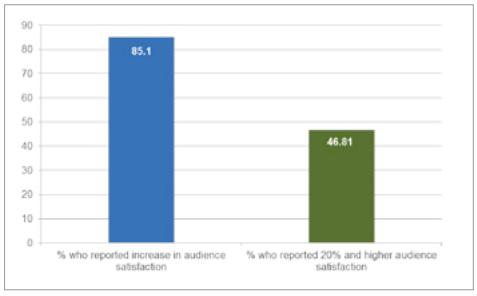
IT'S THE RIGHT TIME TO ADD WEBINARS TO YOUR MARKETING PLAYBOOK



ON24 Customer Survey, August 2014



ON24 Customer Survey, August 2014



ON24 Customer Survey, August 2014

COST SAVINGS

- ✓ MORE MARKETING-INFLUENCED PIPELINE
- ✓ INCREASE IN MARKETING-SOURCED REVENUE
- ✓ REDUCTION IN COST PER LEAD

Compared to your prior provider, are you able to save costs by switching to ON24? At least 20% more in cost savings?

TIME SAVINGS

- ✓ INCREASE IN TIME SAVINGS
- ✓ GREATER EASE-OF-USE
- ✓ DECREASE IN WEBINAR STRESS

Were you able to save time creating, marketing, and following up on your webinars? At least 20% in time savings?

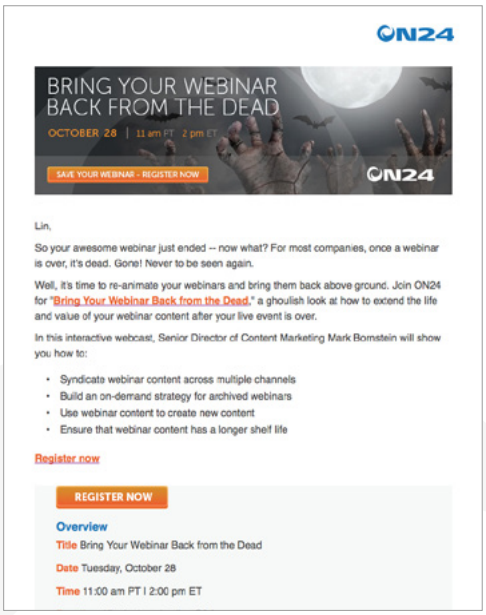
AUDIENCE SATISFACTION

- ✓ MORE BRANDING OPPORTUNITIES
- ✓ HIGHER AUDIENCE SATISFACTION
- ✓ GREATER PRESENTER SATISFACTION

Were you able to increase audience satisfaction by switching to ON24? At least 20% increase?

While slim budgets call for affordable solutions, you're limiting the possibilities if you only see webinars in terms of dollars and not opportunities.

IT'S THE RIGHT TIME TO ADD WEBINARS TO YOUR MARKETING PLAYBOOK







CONTENT

Your webinar content is your mechanism to demonstrate your expertise and engage and educate your target audiences. However, your webinar content is much more than just what you present.

Content starts with the initial email invitation and includes the registration landing page, reminder emails, and ultimately the webinar console your audience will be staring at for the length of your presentation.

In each of these instances you have the opportunity to reinforce your company name, your messaging, and your brand. Don't settle for a webinar platform with a console that prominently displays the vendor's name. You want a platform that puts your logo, corporate identifiers, and branding elements front and center, where they will be seen and remembered.

Keep in mind that what you present is just as important to your audience as how you present it. Webinars help you directly engage your audience with interactive tools. This interactivity will increase retention and draw more quality leads.

✓ MAKE IT INTERESTING
✓ MAKE IT RELEVANT
✓ MAKE IT MATTER

IT'S THE RIGHT TIME TO ADD WEBINARS TO YOUR MARKETING PLAYBOOK



REPORTING AND ANALYTICS

Say you deliver a webinar with a well-respected subject matter expert whose presentation is incredibly polished and highly informative on a console with enough bells and whistles to keep audiences fully engaged. You'd consider that a successful event, wouldn't you?

But if you're not capturing valuable audience interactions and using that data to identify quality leads, then how do you use the event to generate revenue or measure ROI?

Unless your audiences sign on the dotted line immediately after the webinar, you're going to need a follow-up plan to move prospects through the sales cycle.

Effective data capture, reporting, and analytics beyond just the attendance roster can tell you which participants are worth your valuable follow-up time, such as attendees who spent the hour asking questions, responding to polls and surveys, downloading resources, tweeting about your webinar, and staying until the very end.

Webinar analytics can help you derive more actionable insights about your key prospects and turn those insights into increased revenue.

IT'S THE RIGHT TIME TO ADD WEBINARS TO YOUR MARKETING PLAYBOOK

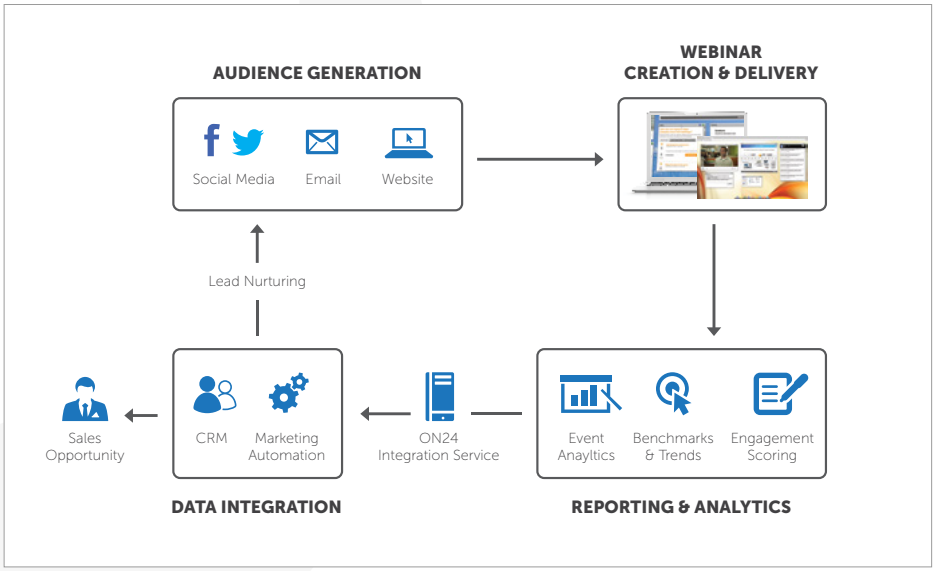
INTEGRATION SERVICE

It's one thing to put on a webinar; it's another to monetize them. While the analytics we just mentioned are incredibly valuable, they become significantly more important when incorporated into a company's lead scoring and nurturing process.

How will sales follow up with prospects after an event?

An integration service is a way to transfer webinar activity, viewer behavior, and user engagement to your other demand generation and marketing automation systems, such as Salesforce, Eloqua, and Marketo. This can help close the loop between all of your webinar, CRM, and marketing automation systems and take your demand generation and lead nurturing programs to the next level.

✓ **CLOSE THE MARKETING AUTOMATION LOOP WITH AN INTEGRATION SERVICE**



SO, WHAT ARE YOU WAITING FOR?

You should have no doubt that webinars can be an essential component of your sales and marketing strategy. They can be easy to produce and cost-effective, require few resources, and enable you to reach an unlimited audience.

Sound good? Read on.

ALLOW US TO INTRODUCE ON24 WEBCAST ELITE



Webcast Elite is a webinar platform that is easy to use, convenient, interactive, and cost-effective.

SMBs are adopting Webcast Elite in large numbers because they see it as a powerful and effective means to:

- Increase the number of high-quality leads
- Influence sales opportunities in the pipeline
- Dramatically reduce the effort and cost of webinar creation
- Significantly decrease their cost per lead

Webcast Elite takes the mystery out of webinar creation and delivery. Anyone can set up a webinar in less than 15 minutes by following a few simple steps.

Step-by-step instructions quickly teach you how to:

- Build registration pages with rich text, images, and embedded videos and **generate greater exposure and higher response rates**
- Create and deploy custom surveys within the console during your webinar and **gather meaningful audience reactions**
- Add pre-recorded audio to your online presentations to **maximize existing audio recordings edited for content and clarity**
- View individual attendee information for **better lead scoring efforts** and reporting dashboards to **identify and measure trends among audiences, topics and campaigns**

ON24 is committed to adding functionality and enhancements on a regular basis. The latest release features a dedicated portal (with or without video), CRM/marketing automation integration, and expanded analytics to enhance webinar promotion and lead qualification.

ALLOW US TO INTRODUCE ON24 WEBCAST ELITE

SAMPLE TUTORIALS

- Create a Webcast
- Registration Page Setup
- Email Notifications
- Building You Webcast Console
- Managing the Q&A for Your Live Webcast

SAMPLE BEST PRACTICES

- Scheduling and Promoting Your Event
- How to Avoid Common Webinar Mistakes
- 5 Steps to Improve Your Console
- Engage Your Audience
- Presenter Best Practices

DAILY TRAINING SESSIONS

- Elite Basics (Mondays/Wednesdays)
- Elite Live (Tuesdays/Thursdays)
- Elite Extras (Fridays)

SHARING BEST PRACTICES, EDUCATIONAL TIPS

Whether you know a little or a lot about webinars, ON24 has a vast knowledge base of best practices, tutorials, and quick start guides to help you and your employees very quickly get up to speed and start generating ROI.

We also offer daily training sessions, training packages, and webinar certification programs to enhance your expertise.

Large enterprises use Webcast Elite, including:

- SAP
- Rosetta Stone
- Marriott
- PricewaterhouseCoopers
- CA Technologies
- And many more

While they may have larger budgets and more resources than you, they too want a powerful and easy-to-use self-service webinar platform for their demand generation, marketing, and training initiatives.

We invite you to learn more about Webcast Elite and the power of webinars. Please visit the ON24 website at www.on24.com/smb-solutions to:

- See What ON24 SMB customers are saying
- Read the Tosibox Oy case study
- Learn how SMBs can overcome the 3 barriers to video adoption
- Download the Webcast Elite datasheet

ABOUT ON24



ON24 is the global leader in webinar-based marketing solutions that drive demand generation and customer engagement. Its patented cloud-based platform features an interactive and immersive user interface and industry-leading webinar analytics for events, campaigns, and benchmarking. Providing one-click access from any computer or mobile device, ON24's award-winning solutions are integrated with leading CRM and marketing automation platforms, enabling marketers to optimize demand generation, enhance lead qualification, and accelerate opportunities in their sales pipeline.

Additional business applications for the ON24 product portfolio include virtual training, talent development, and town hall meetings. More than 1,000 small, midsize and large enterprises rely on ON24, including IBM, CA Technologies, Merck, JPMorgan Chase, Deloitte, Credit Suisse, Ernst & Young and SAP. The company is headquartered in San Francisco, with offices throughout the world. For more information, visit www.on24.com.

ABOUT THE ON24 WEBINAR NETWORK



The ON24 Network is the world's largest – and fastest growing – webinar network. It includes over 8.3 million viewers, who watch 732 hours of ON24 webinars each hour. And with new registrants joining every 1.8 seconds, ON24's business audience is growing 30% each year. The ON24 Network leverages two redundant data centers and a network of global delivery partners to distribute massive amounts of information to its millions of viewers, while providing uptime in excess of five-nine (99.999%) reliability. Over the last five years, the ON24 Network has delivered 110 thousand live webinars to more than 30 million viewers who watched over 27 million hours of content.