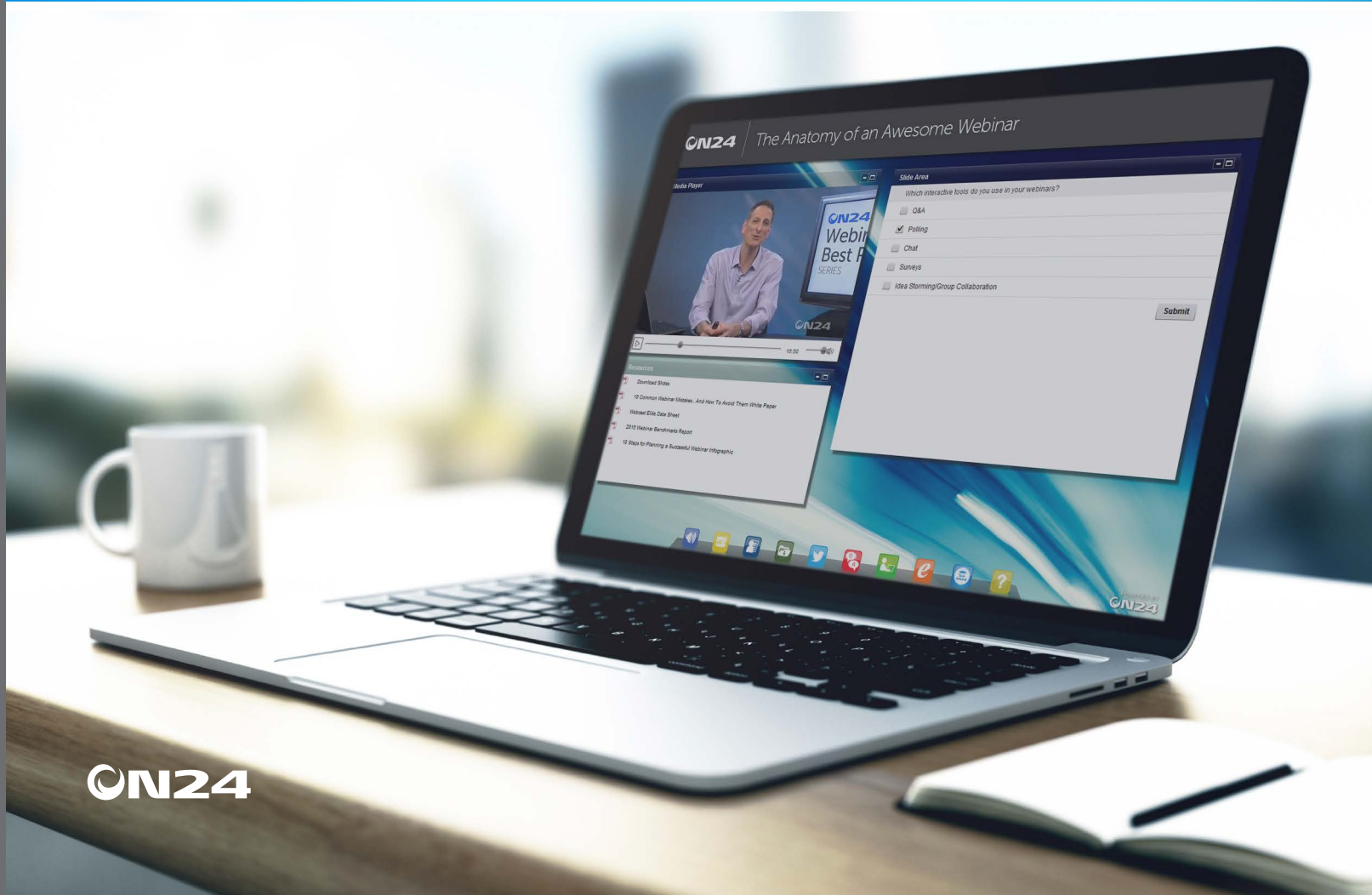
WEBINARS AS A CONTENT-DELIVERY MACHINE



ON24



MORE EFFICIENT CONTENT DELIVERY

It takes several marketing touches — some say as many as 10[1] — before a prospect is ready to make a purchase decision. For marketers, that often leaves us nurturing prospects through a months-long buying cycle with no guarantee of a sale.

Part of the problem is that we invest heavily in programs designed to deliver one piece of content at a time. We send an email that drives the prospect to download a white paper; if they engage, we send them another email about another white paper a few weeks later. What a waste of time and effort!

Fortunately, there is an alternative to one-at-a-time content delivery. Webinars accelerate the cycle by packing multiple marketing touches into a single sixty-minute event. If we take advantage of all the options that webinars offer, marketers can learn more about the interests of our prospects, get those leads closer to purchase, and get our sales teams all the information they need to win the contract.

[1] Aberdeen Group, Data Management Drives Marketing Automation Platform Value for Best-in-Class

THE PRESENTATION IS JUST THE BEGINNING

In a world of snackable content, webinars present a rare opportunity for consumers to sink their teeth into a topic. That comes as a huge relief to marketers, who are always looking for new and better ways to get prospects to consume more content. By making related content available during a webinar, we can help educate attendees, multiply the number of marketing touches, and get more value from both our existing content and the webinar itself.

Next time you plan a webinar, consider all the additional content you could include:

1. WHITE PAPERS

No matter how much information you pack into that 60-minute (or 30-minute, or even 15-minute) webinar, your attendees will be hungry for more. Look through your resource library for white papers on the topic you plan to cover, or on related topics that you expect your audience to be interested in. Upload those assets to your webinar console, and enable attendees to download them to read on their own time.

2. DATA SHEETS

Most of us have created in-depth data sheets on the products and services we offer. If you're delivering a webinar on a product- or feature-specific topic, why not upload the relevant data sheets for your attendees? That way they can learn everything they need to know, whether or not you cover those details in your presentation. Even if you're delivering a high-level thought-leadership webinar, you could upload a data sheet to expose your audience to your products and services.



3. CASE STUDIES

Consumers love to see how other people have applied the solutions they are considering for their own company. So round out your webinar with downloadable case studies or links to your case studies online. Try to highlight the case studies that will be of most interest to your webinar attendees, whether that means you focus on certain products, certain industries, or certain brand names.

4. BLOGS

For many companies, the blog is the nerve center of their entire communication strategy. It's where we go to experiment with new ideas, promote new content, and announce company news and updates. Who wouldn't like to drive more traffic to their blog? Linking to your blog from the webinar console will give attendees an opportunity to explore your message in their own time.

5. YOUTUBE, VIMEO, AND OTHER VIDEO SHARING CHANNELS

Videos are fun, engaging, informative — and often expensive to produce. Linking to video channels or video sharing sites can help you generate more views and boost likes and shares on your most valuable video assets. You've got a lot of great video assets; why not give your webinar audience a chance to view them?

6. INTEGRATED VIDEOS

As we just mentioned, videos are fun and engaging. What better way to spice up your webinar than folding in your existing video assets? If you have short clips introducing your company, describing your products or services, or interviewing your customers (30 seconds or under is best), consider adding them to your webinar. You can include them as promotional spots before or after the main presentation, as high-energy "bumpers" between segments, or as an intro for new speakers.

7. SOCIAL MEDIA PLATFORMS AND INTEGRATED SOCIAL SHARING TOOLS

Social media has given marketers a direct line to customers and prospects. In our social media channels, we engage in conversations about industry trends, promote new products and materials, and solidify our corporate brands. By linking to those channels from our webinars, we enable our audience to engage with us and gain potential new followers.

8. COMMUNITY FORUMS

Your community forum gives prospects a unique chance to get authentic perspectives from their peers. By linking to this resource from your webinar, you demonstrate confidence in your products and a strong relationship with existing customers. If you know there is an existing forum thread on a topic related to your event, you may want to mention it or link to that thread directly from the webinar.

9. ONLINE RESOURCE CENTERS AND VIRTUAL BRIEFING CENTERS

Most companies have an online resource center or virtual briefing center where prospects can access lots of different types of content from one convenient central hub. If you have invested in building one of these centers, you should take every possible opportunity to drive more people to it. Mention your resource center or virtual briefing center in your webinar and provide a link so that attendees can explore everything you have to offer.

10. WEBINAR CHANNELS AND ON-DEMAND PORTALS

This one seems like a no-brainer. The people who attended this webinar are highly likely to be interested in your other webinars. Make sure you give them access to your webinar channel and on-demand portal so they can register for future events and catch up on recordings of past webinars. If you've included other pieces of marketing content in those webinars as well, the possibilities are almost limitless.





THE WEBINAR ISN'T THE LAST WORD

In 60 minutes, you've delivered a rich and thought-provoking presentation. You have also given your attendees many hours' worth of content that they can go through over the following days and weeks. Think that's all a webinar can do? Think again.

So far, you've given your prospects opportunities to be an audience: you provide materials, they consume them. Now you need to give them a chance to do something a little more active. The calls to action you integrate into your presentation will let your attendees know what to do with all the great information you've just given them. Even better, calls to action put the prospect in the driver's seat, so you know which ones are the most eager to engage and the most likely to end in a sale.

Every webinar should give attendees at least one way to take another step in the customer journey. To move them along even faster, try several calls to action:

SET UP AN APPOINTMENT — RIGHT FROM WEBINAR CONSOLE

How excited would your sales team be if prospects started scheduling calls with *them*? You carefully crafted your webinar to pique prospect interest and get them excited about your products or services. Let them act on that excitement by providing an in-console tool to reach out to sales and schedule an informational call. Your sales people will love you for it.

SIGN UP FOR FREE TRIAL OR DEMO

Now that they've had a chance to learn about your products and services, some prospects will be ready to see it for themselves. Make sure give them a link to sign up for a free trial or a live demo with one of your sales reps. Getting a first-hand look will help prospects move to the next stage in their path to purchase.

SIGN UP FOR THE NEXT WEBINAR

Of course, not everyone will be persuaded by the first event, no matter how much information you've packed into it. Encourage everyone who came to this webinar to come back for your next event. By integrating a registration form for your next event in your current webinar, you can get a head start driving up reg numbers before you even drop your first email.your first email.

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WEBINAR PLANNING CHECKLIST

How many pieces of content are you planning to include in your next webinar? What is your call to action? Use this handy checklist to remind yourself to fill your webinar with great information for your audience:

WEBINAR TITLE: _____

PRESENTER: _____

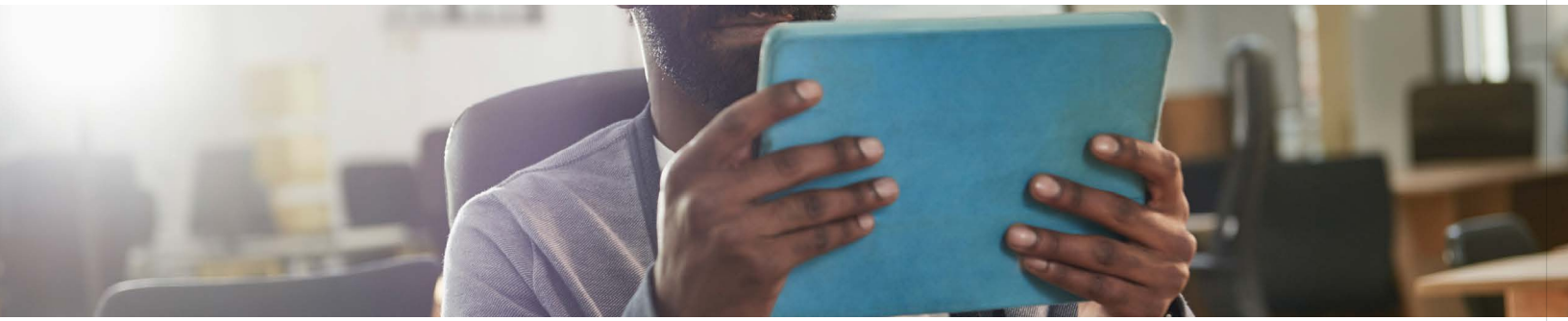
CONTENT:

- ☐ White paper(s)
- ☐ Data sheet(s)
- ☐ Case studies
- ☐ Link to blog
- ☐ Link to YouTube, Vimeo, or other video sharing channel
- ☐ Integrated video(s)
- ☐ Integrated social media tool(s)
- ☐ Link to community forum
- ☐ Link to online resource center or virtual briefing center
- ☐ Links to webinar channel and on-demand portal

CALLS TO ACTION:

- ☐ Set up an appointment
- ☐ Sign up for free trial
- ☐ Sign up for a live demo
- ☐ Sign up for the next webinar





TAKING CONTROL OF CONTENT DELIVERY

You could argue that content marketing is a numbers game: the more pieces of content a prospect consumes, the better. Each one of those content touches moves the prospect a little bit closer to purchase and tells us a little bit more about their interests. But it only works when consumers know about all the great content we have to offer.

In today's world of self-educating consumers, it can be hard to get the exposure we want. Webinars offer a unique opportunity to get lots of content in front of prospects at one time. By filling our webinars with lots of content and integrated calls to action, we can pick our best prospects, identify where they are in the cycle, and move them to closer to an action. Now that's effective content marketing.

ABOUT ON24, INC.

ON24 is the leading webinar marketing platform for demand generation, lead qualification and customer engagement. Its award-winning, patented, cloud-based platform enables companies of all sizes to deliver engaging live and on-demand webinars. Providing industry-leading analytics that can be integrated with all leading marketing automation and CRM platforms, ON24 enables marketers to optimize demand generation, enhance lead qualification and accelerate sales pipeline opportunities.

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

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