KEYS TO BUILDING A WEBINAR ON DEMAND STRATEGY

THE ART OF EXTENDING THE LIFE OF YOUR WEBINARS

ON24

KEYS TO BUILDING A WEBINAR ON DEMAND STRATEGY

EXECUTIVE SUMMARY

For many companies, webinars have a very limited lifespan beyond the initial live date. However, there are ways to extend the life and reach of your webinar content. This white paper will highlight methods to archive and promote webinars long after the live date has passed, including tips on how to syndicate your content to a much larger audience, increasing the value of each webinar and the return on your marketing investment.

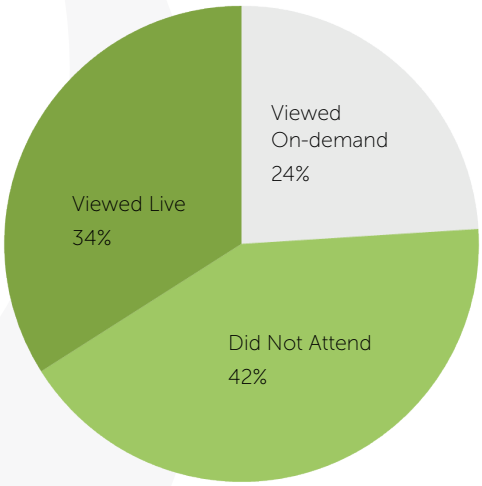
THE ART OF EXTENDING THE LIFE OF YOUR WEBINARS

Over the past few years, webinars have become an important tool for companies to communicate to their prospects, customers and partners. The evolution of webcasting technology has enabled organizations to create engaging and interactive webinars that have value across the entire buying cycle. Unfortunately, once the initial live date of an event has passed, most webinars tend to simply fade away, never to be seen again.

THE LIFECYCLE OF A WEBINAR

The average lifespan of the common mayfly is approximately one day. In business terms, the average webinar has about the same life expectancy. Typically, webinars have a live date where approximately 35-45% of people that registered will attend. After that, if there is an archived version of the webinar, approximately 20% of registrants, that didn't attend during the live broadcast, will view the event on-demand. Those viewers will typically watch the archived webinar within 2-3 weeks of the original live date. After that, on-demand viewership steadily declines until the webinar fades into obsolescence.

REGISTRANT ACTIVITY



ON24 Benchmark Study 2013

OFFERING YOUR WEBINARS ON-DEMAND

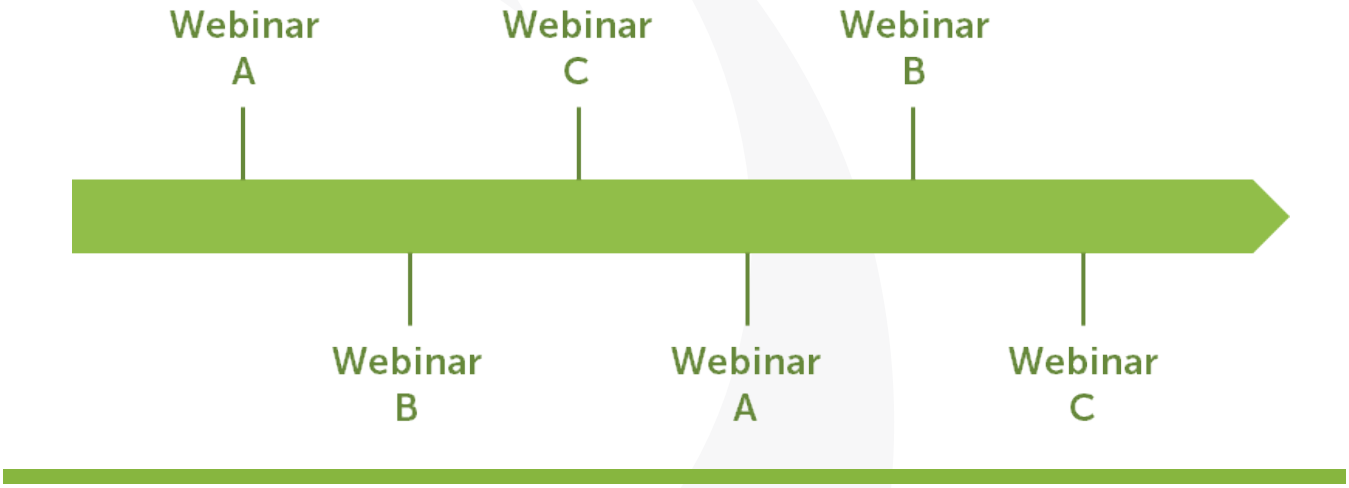
The days of webinars existing only as a "moment in time" are coming to an end. Most webcasting platforms now include the ability to archive webinars as "on-demand" recordings, as soon as the live event has finished. Links to the on-demand version of webinars are typically posted on company websites and made available for a few weeks or even months after the initial live broadcast.

Despite being an archived recording of a live event, on-demand webinars can still deliver an engaging and interactive experience. On-demand attendees can participate in polling, surveys, social media, and even Q&A (although the questions will be answered at a later time). You can also continue to offer content downloads from the webinar console which can be updated with new, or refreshed, content throughout the on-demand period.

The challenge for companies hosting on-demand webinars is to continuing to drive attendance to the archived events.

DON'T STOP PROMOTING

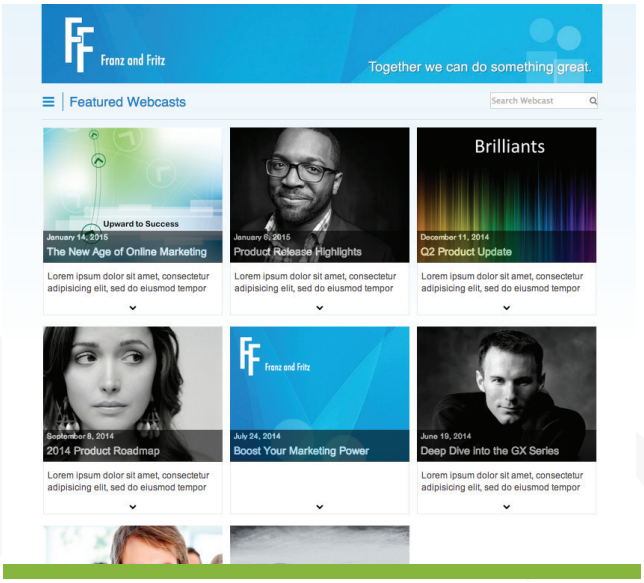
A common mistake for companies hosting on-demand webcasts is to stop all promotions after the live event is over. Your content, and your archived webinars, still have a lot of value and should continue to be promoted to audiences that could benefit from viewing them. However, you can't keep promoting the same event over and over again-in the same way. Utilizing a staggered approach to promoting your archived events provides you the best opportunity to catch prospective viewers at a period of interest or receptivity.



STRATEGY: Keep the message fresh, stagger promotions of archived webinars

SYNDICATING YOUR WEBINARS

Driving additional viewers to your archived events requires that your webinars are easy to locate and access. Many webcasting technologies now provide the ability to create online channels, or portals, to host your on-demand webinars and video content on your website. These portals can also be syndicated by imbedding them on blog sites, partner sites and forums. This provides you the ability to promote your content to a highly targeted extended audience.



Webinar Portal

SOCIAL SHARING

On-demand webinars can also be syndicated to social sharing sites such as Youtube, Vimeo and Slideshare to increase exposure to additional viewers by making webinar content more searchable and accessible. Options for syndicating to social sharing sites includes chapterizing larger webinars into smaller presentations, creating single file video archives and publishing as video clips and publishing slides to slide sharing sites. This content curation dramatically expands the value of each webinar presentation.

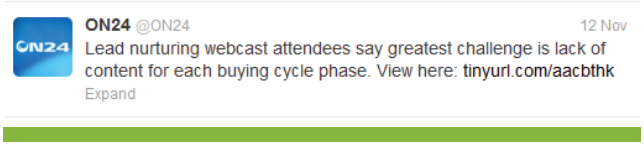


Webinar Portal

LEVERAGING THE RESULTS OF YOUR WEBINAR TO DRIVE ADDITIONAL VIEWERS

Webinars today, provide a number of interactive tools, including: polls, surveys, chat, group collaboration and social media tools that enable you to directly engage with your audience. While the results of these interactions are incredibly valuable for gaining insight into the interests of your viewers, they can also be leveraged to help promote your webinars to people that missed the initial broadcast.

Statistics such as poll or survey results can be used to entice additional viewers to your on-demand webinars by highlighting the opinions of their peers. These results can be used as teasers to entice people to view your on-demand webinars



Tweet out an interesting webinar poll result with a link to your archived event

CROSS PROMOTE FROM OTHER WEBINARS

Each new live webinar also presents an opportunity to promote your previously archived events. You can promote them live, during the event, or send a link to your on-demand portal, or website, as part of the follow-up for your latest webinar attendees. For marketing applications, this is a chance to expose your latest attendees to even more of your content, and to accelerate the buyer's journey.

CASE IN POINT:

SI-BONE WEBINAR SERIES

INDUSTRY

Medical

SUMMARY

SI-BONE delivered a series of webinars aimed at raising awareness of lower back conditions and available treatment options. By capturing live presentations on video, hosting them as on-demand webinars, and using an aggressive SEM strategy to promote the archived events, SI-Bone has educated thousands of people about these issues.

CHALLENGE

DELIVERING ENGAGING WEBINARS, REDUCING COSTS AND TIME-TO-MARKET

SI-BONE is an organization focused on helping patients in one of the most under-served, under-diagnosed, and under-treated areas in orthopedics, the sacroiliac (SI) joint. SI-BONE has developed an innovative, patented implant to treat the SI joint and has been a leading voice in educating the public on the various treatment options for the many conditions that relate to this condition.

In the past, SI –BONE has run in-person seminars across the US to promote treatment options. The challenge has been to extend the reach of these events to a wider audience. Endless seminars were logistically challenging and took too long to effectively roll out. SI-Bone needed to capture their live events and make them available for anyone to view, in a simple format that could be accessed anytime, from anywhere.

SOLUTION

ON-DEMAND WEBINARS

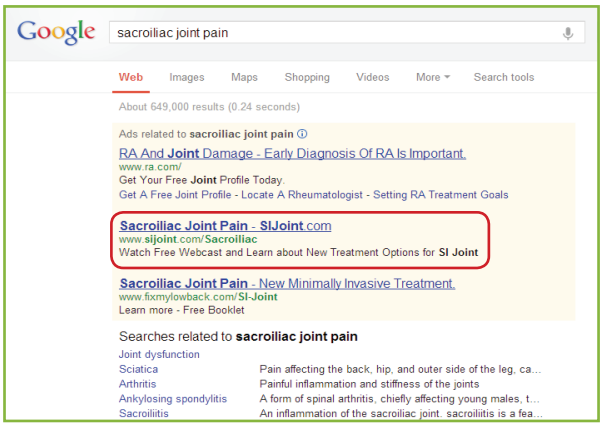
SI-BONE elected to capture their live seminars and deliver them as a live webinars that could be access from anywhere in the country. To extend the life of these events, SI-BONE then archived the webinars on their website for on-demand viewing, allowing them to promote their events long after the live date has passed, to a much larger audience who could now view the presentations at their leisure.

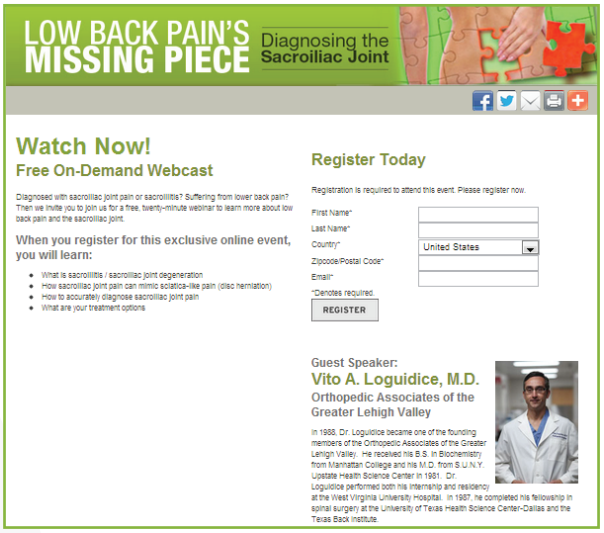
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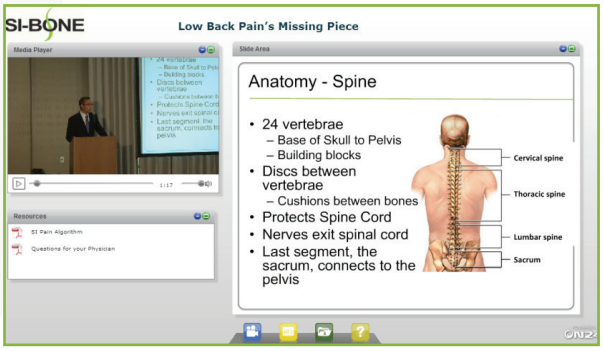
LARGER AUDIENCE, LOWER COST

Promoting the on-demand version of the webinars, by buying keyword search on Google, SI-BONE was able attract a large number of people that were seeking information on lower back conditions. Over the first year, 6,944 people viewed one of two SI-Bone webinars, a majority of them viewing on-demand. Using the campaign tracking capabilities of the webcasting platform, SI-BONE was able to analyze which search words were performing best and increase their response rate over time. This targeted promotion strategy led to a 65% registrant to viewer conversion ratio (considerably higher than the average webinar benchmark of 42%. **ON24 Benchmarks Study 2013*), with 65% of registrants viewing the webinars on-demand.

USING SEM TO DRIVE ON-DEMAND VIEWING







SUMMARY

Webinars have become invaluable tools for marketers to generate and qualify high-value leads. Now, you can increase the value of your webinars by making them available, on-demand, long after the initial live date has passed. Promoting these archived events can dramatically increase the number of people that are exposed to your messaging and content, and the return on your marketing investment.

KEY LESSONS

- 20% of registrants will not be able to attend live and will view on-demand
- Make archived versions of your webinars available, on-demand, within 48 hours of your live airing
- Continue to promote your on-demand webinars to your prospects
- Try a "staggered approach" to promoting on-demand events
- Build "webinar channels" and syndicate your content to partners websites, blog sites and social media forums
- Leverage the results of polls and surveys from your live webinar to entice future viewers
- Cross promote your archived events from other webinars

EXTENDING THE LIFE OF YOUR WEBINARS

Webinars have become invaluable tools for marketers to drive demand generation programs and to promote their brands, positioning and solutions. You can increase the value of your webinars by making them available, on-demand, long after the initial live date has passed. Promoting these archived events can dramatically increase the number of people that are exposed to your messaging and content, and the return on your marketing investment.

For more information on the benefits of ON24 webinars, contact us at 877.202.9599 or visit www.on24.com.

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