

E-book



# Build a Better Webinar

## Creating a Promotion Plan



## Creating great video-based content is only one piece of the puzzle when building a successful webinar program.

In order to generate deep engagement and achieve strong ROI from your webinar strategy, it's necessary to consider the promotional approach that will get your content in front of the right professionals and accounts.

Email is lauded as a tried and true channel of B2B marketing, so it's not uncommon to focus your webinar promotional plan around your own direct email promotions. But to get the most engagement within your total addressable market (TAM), you should think well beyond email to create a comprehensive and consistent multi-touch experience for your target audience.

From utilizing community-based channels to reach new audience members to tapping into the power of SEO, this e-book will walk through Informa TechTarget's tested strategy to build a webinar promotion plan that drives the most ROI out of your content.

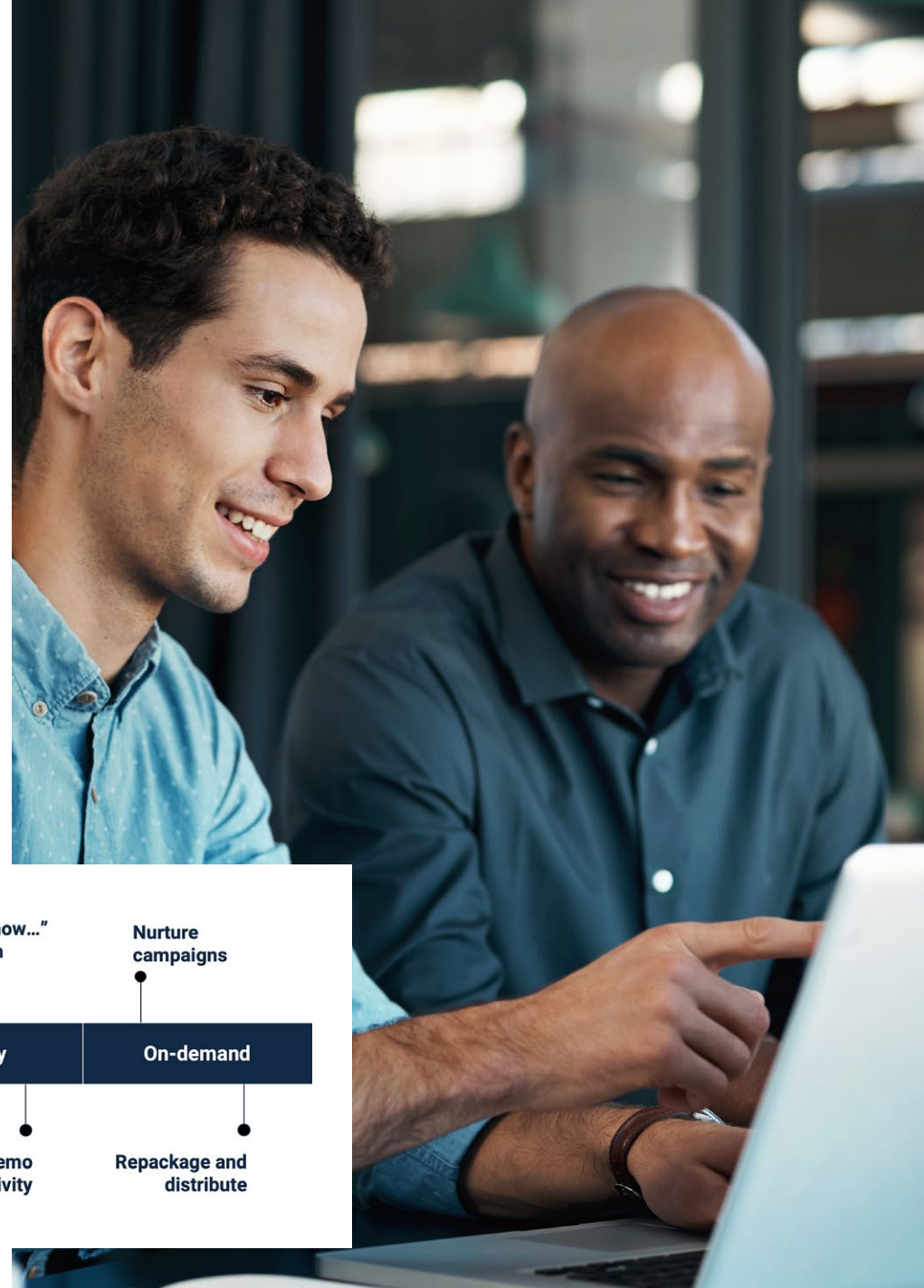
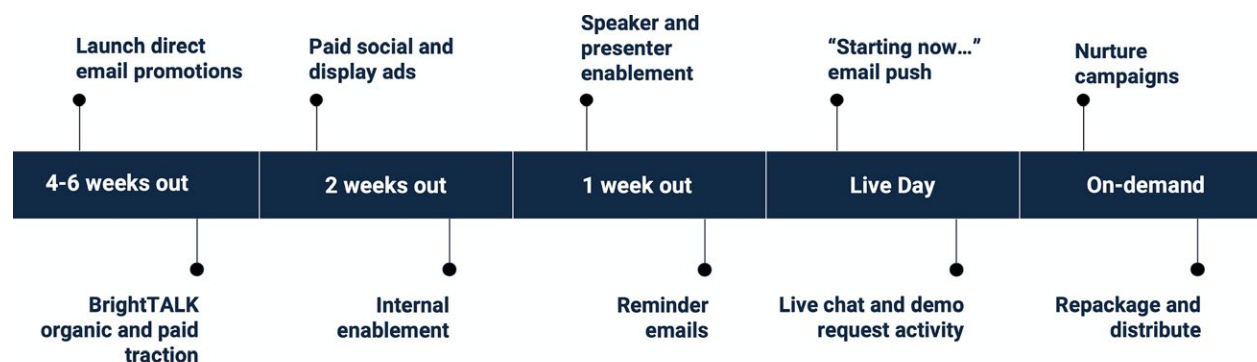


## Successful promotions start with the right message and timing

When first starting to map out your webinar promotion plan, you should take into account the webinar timeline and utilize several channels to maximize your content programs' reach. In working with our clients, we've found it best to begin webinar promotions four to six weeks out from the webinar air date. This gives you ample time to promote the webinar to your audiences through your own channels, like social and email, and allows you to take full advantage of the Informa TechTarget network too.

When thinking about your webinar promotion strategy, you want to build up anticipation amongst your entire audience - both those who have viewed your content in the past, as well as those you are looking to engage for the first time.

### Ideal webinar promotion plan



## Tap into the Informa TechTarget audience to generate more engagement

Today's professionals are conducting a flurry of digital research to learn more about emerging technologies, vendor offerings, and industry trends. And we know that video-based content is a preferred format for consuming that information.<sup>1</sup> With over 12M opted-in professionals interacting with decision support, video-based content, Informa TechTarget has access to the audience you want to convert.

In addition to tapping into a reliable, intuitive platform to deliver and host their webinar and virtual event content, marketers turn to Informa TechTarget to **generate engagement from the right accounts** with their webinars. Many Informa TechTarget clients lean on our network to drive engagement with their content while also supplementing with their own direct email and social campaigns.

Source: 1. BrightTALK 2022 Professional Engagement Survey

## Email marketing

Email can be an incredibly effective tool to grow awareness for your brand, drive registrations, and convert folks to attend live or on-demand. The key is to provide enticing relevant information about your webinar over time, so you don't bombard your audience with redundant messaging over a short period of time. We recommend sending approximately three emails over the span of six weeks.

The key elements of an effective webinar promotion email include:

- **A succinct and informative subject line.** Remove unnecessary words and consider how it appears in the inbox. Test out different subject lines between sends. Avoid words commonly associated with spam content, too much punctuation or clickbait phrasing.

- **Exciting body copy.** The goal of your body copy is to get the reader interested enough that they want to learn more. Keep it short and sweet – e.g., tell a story to engage and entice your audience. Also, optimize the layout for mobile since more than 50% of recipients will read your email on their mobile devices.
- **A powerful call-to-action (CTA).** CTAs are critical to move your audience from opening your email to actually registering for your webinar. Lead with action verbs and power words such as explore, start, create, upgrade and save. You may also want to use words that imply value, like download, get, join, find and reserve.

### Social media

Social media can help you reach both existing and new audiences. First, you want to leverage your brand's network to engage with your followers. Use your posts to build anticipation and provide value. Be sure to include hashtags when appropriate to expand your reach across social networks. Most importantly, use powerful CTAs to drive people to your registration page.

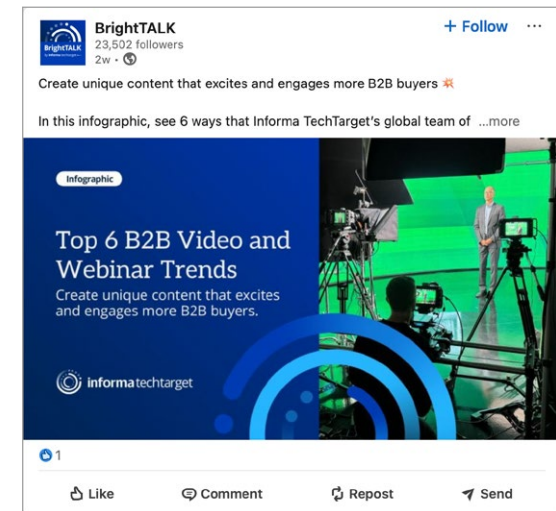
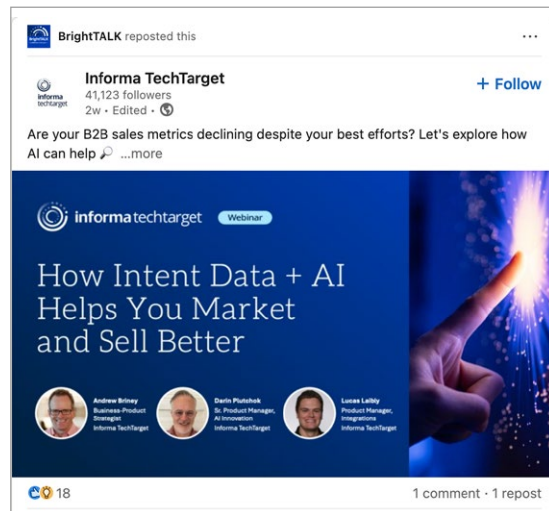
In addition to using your brand's network, encourage your speakers, whether internal or external, to also spread the word about the upcoming webinar. You can make it easy for them to promote the webinar by providing pre-written copy, images and hashtags. This also ensures their posts will be consistent in messaging and branding to the webinar.



Don't forget to activate your sales team to post as well so clients and prospects are likely to find the content.

Paid social and display ads can be an added layer to reach a wider audience. We recommend beginning these activities four weeks before your webinar airs. Once your webinar has wrapped up, plan to promote it on-demand to boost views and make the most of the content you have.

**Videos have become increasingly popular on social media, and you can create short promotional videos to whet your audience's appetite.** Share snippets of video across all social platforms and include a CTA on the video and a link in the description to direct people to your landing page.



## Landing pages: The front door to your webinar

Your webinar registration landing page plays an incredibly important role in converting individuals to actually sign up to attend your webinar – it's like your webinar's front door, inviting people in. It's the final touchpoint with a potential registrant and an opportunity to encourage them to join, if they haven't already been convinced by your other promotions. Effective landing pages include these five elements:

- 1. Engaging headline** – Your headline will be the first opportunity to capture your audience's attention. You may want your headline to be the same as your webinar title or use a different headline to expand interest in the topic.
- 2. Date and time** – Make the date and time (and the time zone) of your webinar clear on the registration page. While some registrants may plan to watch the webinar on demand, timing can be an important driver of registration.
- 3. Informative copy** – This copy should help your audience quickly understand what topics your webinar will cover and what they will learn from it. Consider listing out a few key takeaways your audience can expect to gain.
- 4. Speaker information** – The expertise of your speakers is always an important draw, so make sure you highlight it! At a minimum list out each speaker's name, title and organization.
- 5. Consistent branding** – Your audience will get to your webinar registration page through a variety of different paths. Consistent branding throughout this journey will help to guide them through, so make sure to include your webinar branding on the registration page.

### How FastReg increases webinar conversions from email by 300%

No matter how brilliant the subject line is, if your registration experience is clunky and tedious, your webinar promotions will fall flat. With so much content available to buyers today, expectations for simplicity and ease-of-use are high. That's why Informa TechTarget recently introduced **FastReg**, the next generation of B2B webinar registrations.

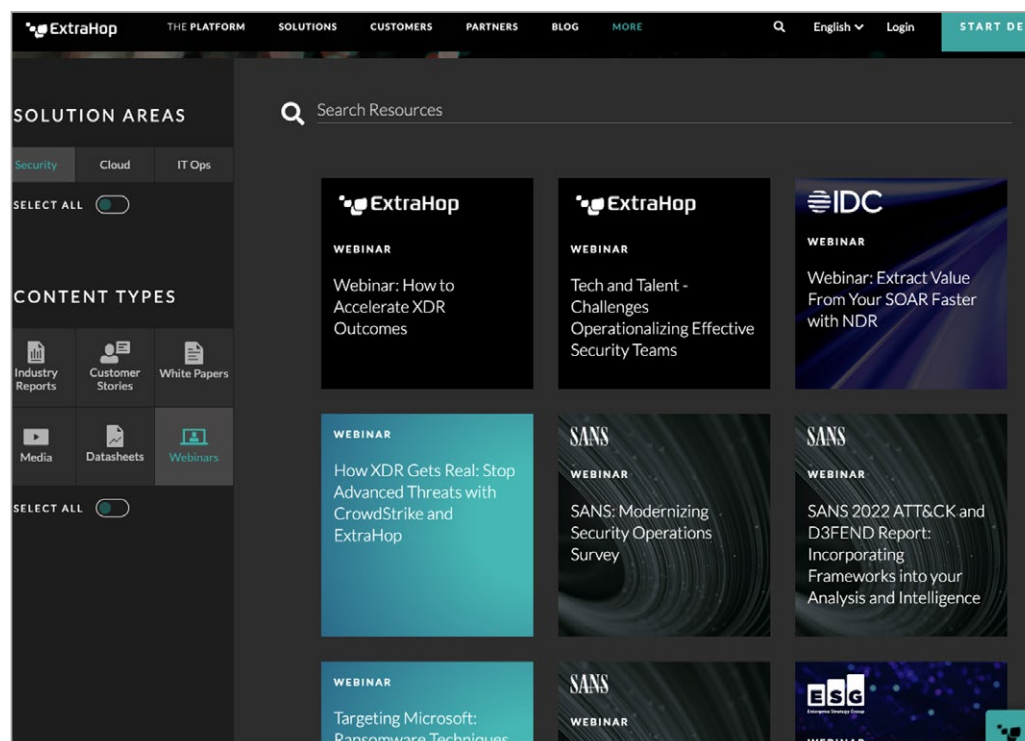
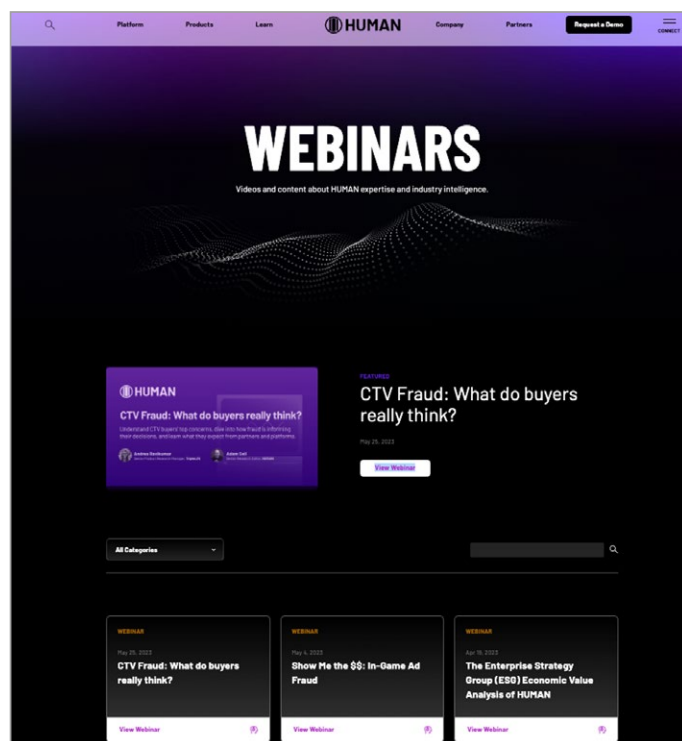
FastReg includes a new, speedy form that intelligently adapts to users as they register. Using smart data lookups, the form only asks for information from the user that it doesn't already have, or it can't find – making registration for new users a breeze. The result is an easier registration process that fast-tracks your known audience while also helping seamlessly generate new leads from your webinars.

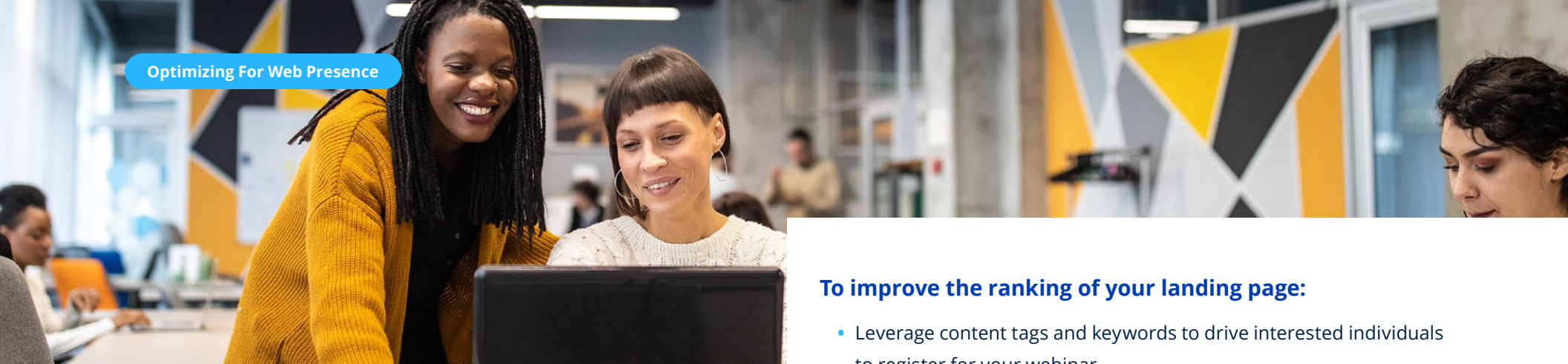
## Embedding webinar content on your website

An effective webinar landing page should be an extension of your brand, helping create a unified experience very step of the way. By embedding your webinar on a branded landing page, you can promote your webinar through your own website rather than a third-

party site. It also increases discoverability and facilitates prospects' research process across your library of content. For BrightTALK by Informa TechTarget clients, we recommend using categorization tags, which enable you to segment your content and provide the audience with viewing options, to get the most out of your embedded videos.

## Examples of effective webinar landing pages





## Optimizing SEO for all stages of your webinar

You're probably no stranger to how search engine optimization (SEO) can help extend the reach of your content, and the same is true for webinars. Here's the bonus: You get two swings at the bat with video content. You'll appear in regular search results and potentially in the video search results on Google. Since there's more text content than videos on the web, people are more likely to see your videos.

For example, BrightTALK.com is indexed and has a high domain authority. When you put your webinars on the platform, the landing page will appear on video searches. If you embed the video on your site, it may also appear in those results.

The good news about SEO is that it's relatively easy to get started. It can help you generate more high-quality leads at virtually no extra cost, both in advance of your webinar live data and for webinars available on demand.

### To improve the ranking of your landing page:

- Leverage content tags and keywords to drive interested individuals to register for your webinar.
- Use already optimized content to drive traffic to your upcoming webinar's landing page (e.g., libraries, resource pages, etc.).
- Frame your webinar content within the context of current events or timely topics that people will more likely search for (e.g., breaking news).
- Call out that the page has a webinar or video content in the title, so Google can easily detect your video content.
- Include a webinar abstract or description on the landing page so Google can understand the video's topic. Also, ensure the video is visible above the fold when viewed on a laptop screen.
- Know the difference between videos and webinars and identify your content accurately. Videos are less than 15 minutes and webinars are over 15 minutes.
- Gate your content to deliver an optimal user experience. For example, Informa TechTarget's smart form allows users who are already logged in to access the content without jumping through hoops.

**After putting in the time and effort to build out a webinar that will delight and inform your audience, you want to put the same thought into how and where you will promote your webinar.**

The key to a successful webinar promotion plan is to bring together a mix of outreach and promotion tactics together to capture the attention of your audience in channels that they're already in. A strong message that emphasizes the value to your audience, as well as a consistent user experience will help to drive the greatest impact.



Informa TechTarget's **Build a Better Webinar** series offers even more expert advice to maximize your webinar program outputs. And if you need any help building or scaling your content programs, **Informa TechTarget's in-house content creation experts** are here to help.

# About Informa TechTarget

Informa TechTarget (Nasdaq: TTGT) informs, influences and connects the world's technology buyers and sellers, to accelerate growth from R&D to ROI.

With an unparalleled reach of over 220 highly targeted technology-specific websites and over 50 million permissioned first-party audience members, Informa TechTarget has a unique understanding of and insight into the technology market.

Underpinned by those audiences and their data, we offer expert-led, data-driven, and digitally enabled services that deliver significant impact and measurable outcomes to our clients.

- Trusted information that shapes the industry and informs investment
- Intelligence and advice that guides and influences strategy
- Advertising that grows reputation and establishes thought leadership
- Custom content that engages and prompts action
- Intent and demand generation that more precisely targets and converts

Informa TechTarget is headquartered in Boston, MA and has offices in 19 global locations. For more information, visit [informatechtarget.com](https://informatechtarget.com) and follow us on [LinkedIn](#).



# About BrightTALK

BrightTALK is a B2B marketing platform for content marketing and demand generation. Marketers use a single platform to engage professional audiences with webinars and virtual events that deliver pipeline and revenue growth. With a global audience of 50M+ subscribers, BrightTALK extends your reach to win more customers.

Industry leaders such as Dell, Cisco, Citrix and BNY Mellon trust BrightTALK to drive marketing and sales performance. BrightTALK is a subsidiary of TechTarget, Inc. d/b/a Informa TechTarget (Nasdaq: TTGT), which informs, influences and connects the world's technology buyers and sellers, to accelerate growth from R&D to ROI.