

Why Use Webinars In Your Marketing Strategy?



CHAPTER 1

Why should you use webinars as part of your marketing strategy? There are a number of reasons. Over the last few years webinars have gone “mainstream” and people are familiar with them a lot more than they used to be. People know that if they attend a webinar they will receive some value and there is likely to be a pitch at the end.

This is good for you. When people attend your webinars they are very likely to have this expectation. It will not be a shock to them when you make a pitch for one of your products or services at the end.

Deliver Value with Webinars

All of your webinars must provide value to your attendees. This is the main reason that people will attend. They have a problem in your niche and they believe that the webinar will solve that problem for them.

A high value webinar can keep an audience engaged for a long time. It is not uncommon for webinars to last between 1 hour and 2 hours. No other marketing tool has the power to do this. Videos are not interactive like webinars so they will not have the same impact and people are likely to stop watching after a few minutes.

Attendees know that they will be able to participate. The main way of doing this is to ask you questions and get the answers in real time. You are able to ask your audience questions as well and you can ask them to participate regularly in micro actions such as polls, quizzes and so on.

When you get your audience to perform micro actions throughout the webinar you are warming them up to taking the final action that you want – purchasing your product or service.

Not all webinars have sales pitches at the end of them. Some businesses use webinars to just provide value by explaining how to solve a problem and how using their products and services make things a

lot easier. This increases brand awareness and trust which will make the attendees more likely to become customers in the future.

Expert Status

If you are running a webinar then your audience will perceive you as an expert. Even if some of the attendees have never heard of you before they will assume that you are an expert in your niche because you are running the webinar.

Being perceived as an expert is exactly what you want. People trust experts and are much more likely to buy from them. It takes effort for attendees to register for a webinar and they have to spend their precious time attending. They wouldn't do this if they didn't believe that they are going to learn something valuable from you.

No Hard Sell

If you setup and run your webinar in the right way then you will not require a hard sell for your products or services. We will cover this later on in this guide. You will be able to present your offer to your audience and some of them will just go for it because you have impressed them so much throughout the webinar.

Your webinar needs to discuss a problem that your audience is having and provide a solution. It needs to deliver value and overcome any objections. You need to persuade the attendees that they have a specific "WANT" and your product or service is that WANT. By the time you come around to the pitch your audience will be ready to buy without a hard sell.

A Large Global Audience

One of the really great things about webinars is that you can provide your presentation to hundreds (possibly thousands) of attendees from all over the world. You can sit at home controlling everything. It doesn't get much better than that!

OK it is not as effective as a one to one meeting with a prospect but it is the next best thing. Your audience wants to hear what you have to say and how you will solve their problems. They are a captive audience. Can you imagine the logistics and the cost of gathering hundreds of people from around the world to a physical venue?

Webinars have High Engagement Levels

Live webinars are special because your attendees know that if they show up late they are going to miss part of your presentation. If you don't plan to provide a replay (or at least announce that you are going to do this) then they will miss out on everything if they do not attend.