

Producing a Worry-Free Webinar



Presented by Tim Votapka
VP & Director of Marketing, Prosperity Plus

The Rundown

- Why. Really. Why.
- Bare Bones to Full Bore
- Casting Call
- Do This, Not That!
- And Think With This



Who Am I?

MARKETING COMMUNICATIONS PRO

NEWS AND BUSINESS TRADE EDITOR
WRITER/LAYOUT & DESIGN
CREATIVE DIRECTOR - B2B
ADVERTISING
PROMOTIONS,
PUBLICATIONS
PRESENTATIONS,
CORPORATE EVENTS

TIM VOTAPKA,
DIR OF MARKETING, PROSPERITY PLUS



WHY? REALLY, WHY?

YOU WANT A FUNNEL RIGHT?

Webinars help you get in front of more people. More than you could be even if you drank Redbull and drove a Ferrari from site to site. This was true even before COVID dropped in and drove everyone into their home offices.

BIG CONVERSION POTENTIAL

More than 73% of marketing and sales leaders agree webinars are one of the best ways to generate quality leads. By the time we've wrapped one webcast up, we already know who's interested in what we have to present.

SETS YOU APART

People want to get to know YOU, not the stock art you may copy from your manufacturers or Google! Your webinar is in your voice and personality. Unless you're a troll, this is what grows confidence.

THAT'S WHY.



WHY? REALLY, WHY?

95% SAID YES

When asked if webinars play a key part in their marketing efforts and 38% consider webinars critical to their digital communications (ON24 Survey).

53% AGREE

The majority of marketers say webinars are the top-of-the-funnel format that generates the most high-quality leads. (Demand Gen Report)

91% HIT YOUR WEBSITES

Professionals who watch webinars visit a website for more info AND video-based learning is the preferred learning format (BrightTALK).

61% ATTEND LIVE 43% ON DEMAND (4% BOTH)

THAT'S WHY.



OH, THERE ARE BENEFITS

- Increased audience reach: Webinar allows for a wider audience reach by hosting events and meetings online.
- Cost and time savings: In-person meetings and travel can be eliminated with webinars, saving time and money.
- Improved engagement: Interactive elements, such as chat and surveys, can enhance engagement and participation among attendees.
- Greater convenience: Attendees can join from any location, making webinars a convenient way to put your audience on the right journey.



BENEFITS...

- Enhanced accessibility: Webinars can be accessed via a range of devices, increasing accessibility.
- Increased sales: Webinars can be used to generate leads and close sales through valuable content and product or service offerings.
- Improved customer satisfaction: Providing customer support and assistance through webinars can improve customer satisfaction. EXPERIENCE!
- Enhanced professionalism: Webinars can help users project a professional image and establish credibility by demonstrating expertise and offering high-quality content.



BARE BONES TO FULL BORE

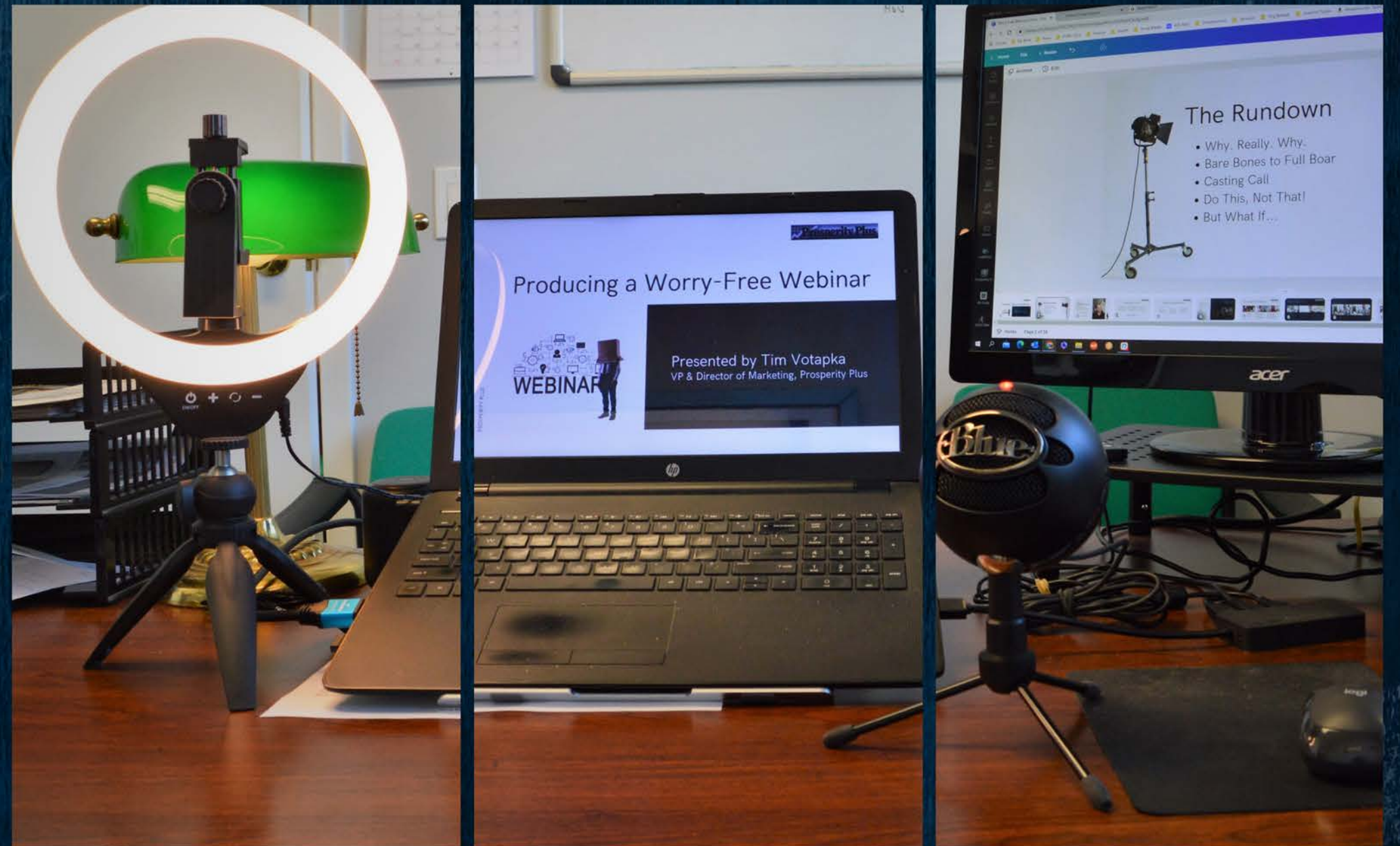
ALL YOU NEED REALLY...

A quiet office, conference room that can be "isolated" from noise, traffic and other distractions.

Decent lighting in front of you. Ring lights are very inexpensive.

Cameras are on every laptop, but go with a new HD for better resolution quality.

Microphones start around \$40. I like YETI or the Blue Snowball. USB compatible.



BARE BONES TO FULL BORE

ALL YOU NEED REALLY...

A Webinar Platform or Software

- GOTO Webinar
- ZOOM
- ON24

and so many others I can't even begin to tell you if they're any good or not!

Some provide integration with your CRM to greater or lesser degrees.

Some give you wider menu of branding, customization.



CASTING CALL



THOUGHT-LEADERSHIP EVENT

Is this a thought-leadership webinar?
The principal, president, CEO
This is the spokesman of your company and the one who drives policy, direction. If he can speak at a rotary event, he's qualified to handle a webinar.



EDUCATIONAL PURPOSE

This is where your product managers or service managers get an opportunity to show their expertise. We can present a wide range of helpful tips, FAQs, even virtual product demos on anything that may assist a buyer along on his journey.



PR, VISIBILITY, AWARENESS

Take your most personable staff member (marketing communications) and have them "host" a regular news update featuring interviews with handpicked individuals from within or among your suppliers.

BUT I'M CAMERA SHY!

DON'T LET THAT BE A BARRIER!

For some folks, being on camera is as natural as breathing.
Others would rather have root canal even if they are veteran presenters in one-on-one meetings.

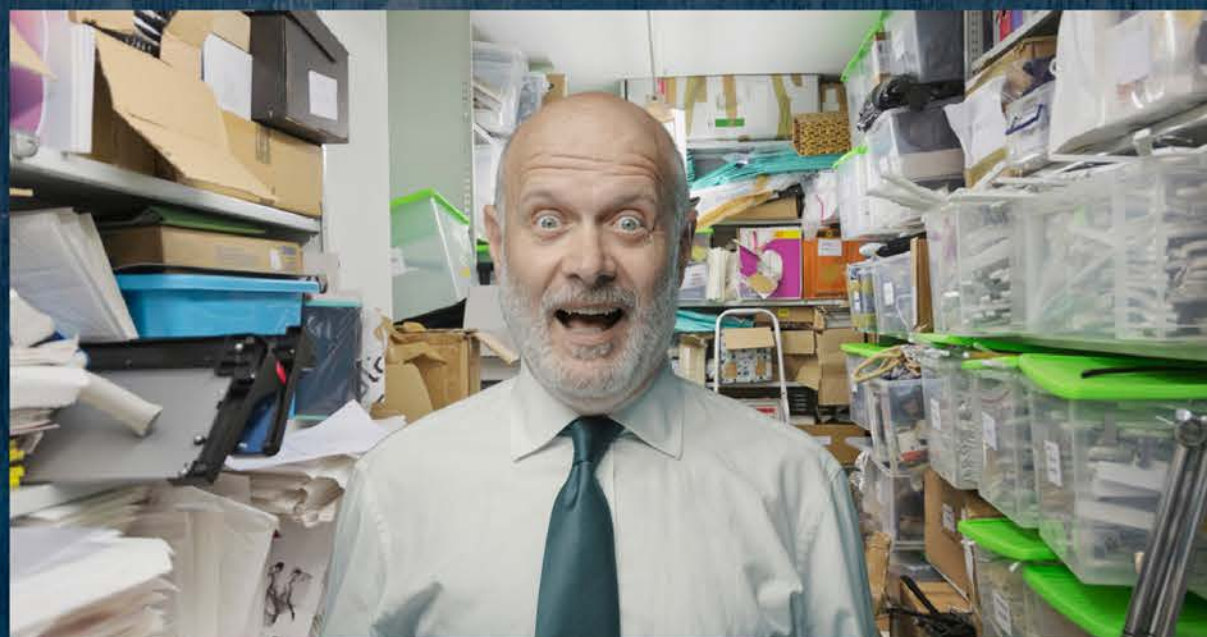
GET OVER IT! OR STEP ASIDE.

Talk about what you know.
Keep it simple.
Practice (first at your desk, then with a coach).
Make it a conversation instead of a one-way presentation. That format is more popular anyway.
If "LIVE ON AIR" makes you queasy, do a few as recordings only until you've smoothed it out.



DO'S & DON'TS

DON'T DO THIS...



BUSY BACKGROUNDS

Please, please, please be aware of what's behind your subject. Dark on dark, wreaths growing around your manager's head, overall clutter. Don't be afraid to adjust the environment to suit the shot you need to capture.



BACK LIGHTING BLOW OUT

Happens too often. Light from windows and other sources should never be behind your subject. Creates silhouette effect that hides your subject's wonderful face. Use that light source instead ON the subject.



FLOTSAM AND JETSAM

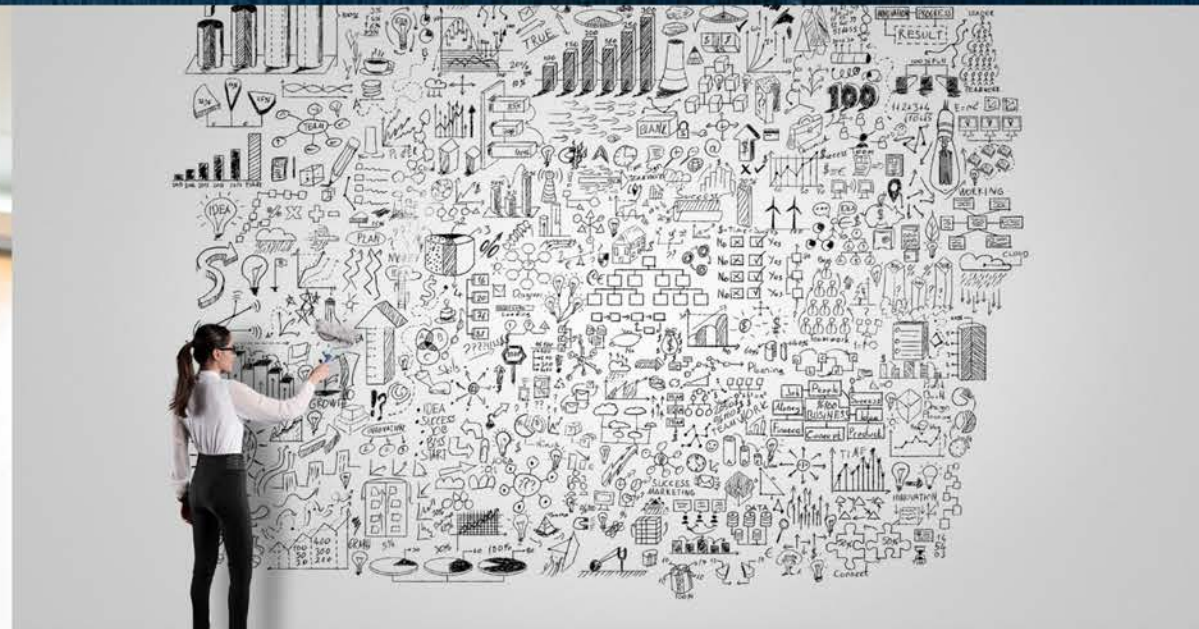
Take second to be aware of what will be in your frame. Seriously, do this a few times and it becomes second nature. You'll catch water bottles, Post-it notes and other junk that doesn't help that "best foot forward" image.

DON'T DO THIS...



BAD ANGLES

Your screen or laptop should not be lower than your chin as this guy has it. Because what his audience sees may be a ceiling fan growing outside his head.



CLUTTERED POWERPOINTS

This is a big ask for many, but try to work your way out of the very old and boring bullet, copy, bullet, copy slide deck narrated by a talking head.



OPEN DOORS INVITE NOISE

Assume your mic will pick up everything. So be sure to mute (ideally power down) any device, clock, smart watch, cat, dog, landscaper, kid, staff.

SO, LET'S DO THIS...

 Prosperity Plus



Think With This...

MAKE A PRESENTATION LIST IN ADVANCE

Agenda (how you want it to flow)

Consider graphics and illustrations to back up your points

Run it by someone you can take criticism from

Monitor the time going by

GET SOMEONE TO BE YOUR PRODUCER

Important for you to focus on your material, your message

Let someone else handle the set up, the questions, chat, etc.

That person could introduce you, keep you on track and add a touch of professionalism to the production or series.

THINK WITH A SERIES VS ONE-OFF WEBINARS

There is no way one webinar will be the game changer for your business. There is a ramp and you have many things to share that will turn into engaging content.



...AND DECIDE TO DO IT.

WE CAN HELP

Prosperity Plus produces 15-20 webinars a year just in its own Best Practices series.

PLAN & PROMO

Successful webinars (Live on On-Demand need clever, consistent advance promotion.

PRESENT & PRODUCE

Get coaching and support that will put you in the best possible light among customers.

631.382.7762

TVOTAPKA@PROSPERITYPLUS.COM

**WANT TO GET MORE
CUSTOMERS THIS YEAR?**

**SET UP A FREE WEBINAR
PLANNING SESSION**



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Questions?

THANKS FOR WATCHING

Be Sure to Respond to a Survey

EMAIL

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CONTACT NUMBER

631.382.7762



NEXT WEBCAST

4 Stages of a Business Sale
by Jim Kahrs

MARCH 16

1 PM Eastern
That's a Thursday

REGISTER NOW!

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