



Table of Contents

Contents

Introduction	3
Chapter 1: What is a Webinar?	4
The Tools You Need To Successfully Run a Webinar	5
How to Pitch Your Product during the Webinar	6
How to Monetize your Webinar	7
Conclusion.....	8

Introduction

Seminars, lectures and presentations are important modes of sharing existing knowledge and dwelling on new and innovative ideas. These are regularly conducted by almost all the organizations to make sure that the new thoughts keep on coming while the existing ideas are best utilized. Since these are so necessary, hence it is almost inevitable to participate and communicate through these. However, a lot of time and money are spent which largely discourage the participation as well. Webinars are very effective to counter these problems while providing an effective source of communication at the same time.

Fame and money are the key drivers to any organization and its success and failure. Fame may be achieved by being known and getting to as many people as possible, but with positive virtues and connotation. This is key factor which determines the success and back account of an organization. One must try and build contacts which is done through building email lists while promoting a virtual event like a webinar. A number of steps that are mentioned in the chapters are effective and necessary for building a huge email lists that could provide essential profits.

Chapter 1: What is a Webinar?

Webinar is the shortened form of web based seminar which could be anything from a seminar, lecture, workshop or a presentation. Webinars are:

- a means to exchange ideas, thoughts and information at almost real time.
- a very effective mode of sharing information to remote locations over the internet.
- different from television in the terms that on television, one sided flow of information or data (to be precise) is allowed.

Webinars allow you to interact with other members or public over the internet in a large number. Interaction of these people or the participants of the webinar are just like the participants in a seminar where a participant asks a question from the presenter or the lecturer.

Video conferencing is more or less the same thing, but it allows only a small number or group of people to communicate at the same time. Webinars on the other hand, allow a larger public to communicate effectively, but it does come with the additional cost of software and hardware capability requirements.

Participants need to have PCs or laptops with working high speed internet connections as the basic hardware requirement to participate in the webinars. They also need to have the same software as the one with the presenter, which can be easily downloaded from the internet or may be provided by the presenting authority or organization.

A number of people feel that the webinars are only a one way mode of communication and they discourage participation from the people. However, the one way presentations or lectures are more appropriately called webcasts. As far as the quality of communication or interaction is concerned, many presenters include question and answer or polling sessions in between or at the end of the webinar to improve the participation. While the IP/TCP is a basic requirement for a webinar VoIP is not and hence the question and answer or polling session must be preferred in the text form.

Innovation forms an important component in almost every other form of business to keep it going. Webinars also require new and innovative models to keep the general public interested in participating and thus making it a success. Webinars are performed over VoIP, which is voice based communication, almost inevitably to improve the level of communication among the participants. Webinars must offer the opportunity to the participants to interact with each other in order to keep the webinar going and turn it into more of a professional meeting rather than a lecture which could have been done via video recording itself.

The Tools You Need To Successfully Run a Webinar

Webinars are one of the most potent tools for marketing today. If you intend to include it in your marketing strategy, you must first establish that a webinar is the right marketing tool for the product or service you are offering. Once you have established this, your next step is to learn about the tools that you need to successfully run it.

There are three basic tools you need in order to come up with a good webinar. The first one is your webinar planning sheet. This sheet must contain all the necessary details that are needed to complete the webinar. The objective of your webinar should be primarily listed in this sheet. Are you looking to increase your sales? Do you want to get an appointment with each of your audience? Or do you want to educate your audience? You have to set a specific objective so that you will be able to map out your road to this.

The webinar planning sheet should list the possible titles of the webinar. You must remember that the title should already assert that the webinar will benefit the audience so as to catch their attention. The sheet should also list down the topics you want to tackle in relation to the title. The list must include a discussion on the problem that you want to solve with your product or service, your own testimonial on how you were able to overcome the problem or answer the need, the testimonials of other people or a discussion on the cases wherein you were able to help others, solutions to the problem and a call or encouragement to your audience to act upon similar need through the product you are endorsing.

The next tool that you need to have is your visuals. These tools are considered the heart of the webinar. As webinars are transmitted through the web, it could be difficult to hold the attention of the audience for long. They might fall asleep when they only hear your voice drone on and on for an hour or so. You can avoid this by preparing good visuals that would maintain their interest.

The last but very critical tool is technology. You would need a webinar hosting account, web conference software, telephone line, computer and, of course, internet. Although technical glitches can happen, you as the host should make sure that the technology you use will work on the day of the webinar. Thus, it would be wise if you can conduct a dry run once or twice prior to the webinar.

How to Pitch Your Product during the Webinar

If you are intending to use webinars as your primary marketing tool, you might have been advised that one of the errors you can make in hosting a webinar is to make it into an infomercial about your product. Covertly selling your product during the webinar might turn your audience off especially when the content of the presentation is entirely focused on the product. On the other hand, not mentioning or emphasizing the product at all would give you the sales results that you want. What you need to do is to create a balance between the informational and promotional aspects of the webinar.

To achieve this balance, there are several considerations that you would have to think about in conceptualizing the webinar. The first one is time. You should remember that your sales pitch must not overshadow your goal of giving something of value to your audience. Thus, in a webinar that lasts for about one hour, 45 minutes should be spent teaching and the remaining 15 minutes should be allotted for the promotional part. If you go beyond this, you might not be able to establish the rapport that you need with your audience.

While this time assignment is ideal, there is no assurance that you would be able to sell your products by following it. This leads us to the second consideration in achieving that balance in your webinar. What would actually sell your product is how you present it. A good sales pitch would include a detailed explanation of what your product is, testimonials from people who actually bought the product and were benefited by the product and, of course, how and where they could buy your product. You must also be able to give credible answers to the questions from the audience about your product.

Another important consideration if you really want to achieve your sales target is for you to be able to establish a need for the product in the informational part of the webinar. You should be able to present the rationale why they have to buy your product. Once you have done this, it will be easier for you to promote it since their minds have already been set to look for their options to answer the need that you created.

How to Monetize your Webinar

Apparently, there is money in webinars that is why it has become one of the top marketing tools today. More than starting or increasing a company's client base, webinars can also be a business opportunity. There are free webinars being advertised on the internet but at the same time there are those that require fees. To come up with webinars that are worth somebody's hard-earned money, there are certain tips that could help you do it.

A webinar's top selling point is content. People buy tickets to webinars because they know that they could get something out of the presentation or lecture. The basic question they would ask themselves is, "what's in it for me?" Thus, if you are conceptualizing a webinar which focuses mainly on selling something, then you are in for disappointment. If you want your webinar tickets to sell like hotcakes, you should stop thinking about what you can get from your audience but what you can offer them. This way, you can give something of value to your audience which could be additional skills, a solution to a problem or personal development.

Once you have laid out the content of your webinar, the next thing to do is to set your ticket price. It is best to study the prices of similar webinars you are offering. When you are a beginner in the field of webinar hosting, you should set a price lower than the prevailing price in the market. You can raise your price once you already established yourself in the field.

To further get attention to your webinar, it is best to offer incentives to those who buy your tickets. One suggestion is to offer two webinars for the price of one especially when you are promoting your first webinar. You can also give out free tickets to those who register early or cash to those who refer a friend. Or you can start a raffle and give out the prizes on the day of the webinar.

To maximize the potential of your webinar to give you extra income, you should schedule your webinar properly. Webinar developers have found webinars are less attended during vacations and holidays because people are busy having fun. It is also not wise to schedule it over dinnertime for obvious reasons. Webinars are best scheduled during the middle of the week because this is when most people have time to spare. Mondays and Fridays, on the other hand, are usually the busiest days of the week so inserting a webinar into their working schedule could be close to impossible.

Conclusion

By the very facts stated above, it can be concluded that webinars are effective modes of communication which save both on time and money. But, it necessitates an effective publicity campaign of the event whilst maintaining the 'quality' level of the webinar by keeping some key points in mind. It is also clear that it is harder to keep the audience at the same level, so it also requires an effective orator to keep them bonded with the session and thus your marketing message. If such basic points are considered while organizing a webinar, then it is assured to be a very successful event.

Such a successful event is the key driver for any organization which may be calculated by ever increasing email lists and incomes. Effective participation of people not only requires the exploitation of present participants but also the participation of new entrants. One must also focus on building their email lists by offering them great features and opportunities to ensure a large crowd and their effective participation.