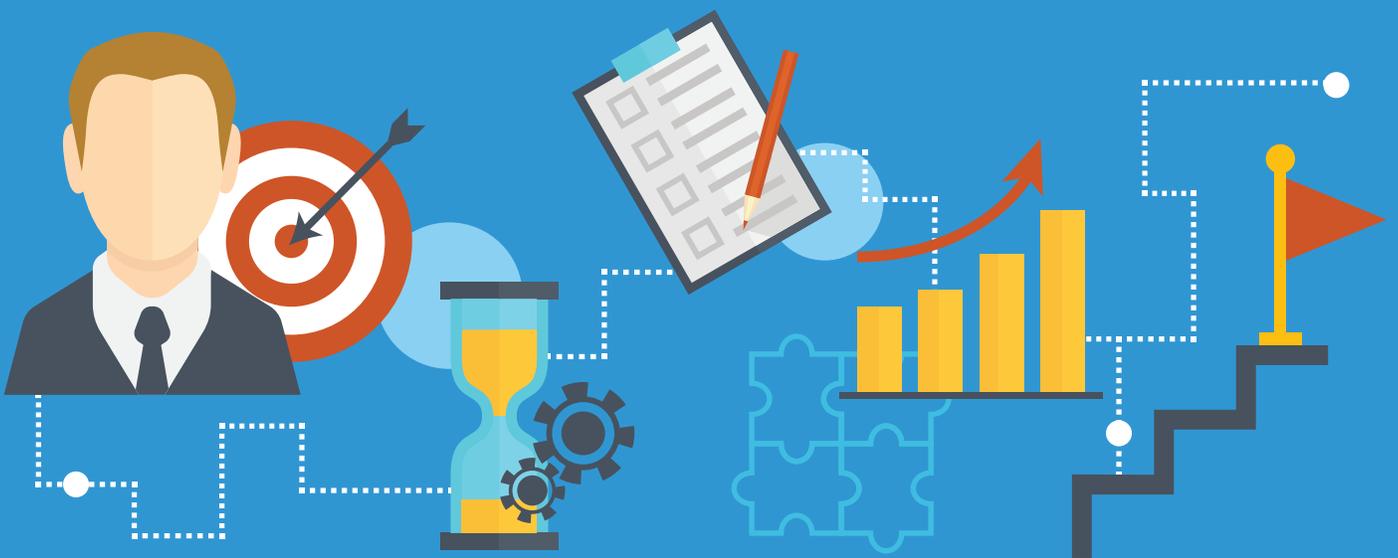


# 5 Steps to Attract Your Target Audience to Your Next Webinar

The Five Things You Need to Do to Get the Right People in Your Webinars



**Webinars provide an excellent opportunity to present information in an interactive way. There are two fundamental reasons why this is important:**

- 1 If done well, a dynamic, live presentation in which audience members are able to ask questions and actively participate, often conveys information more memorably than static content such as websites or papers. Webinars create ideal conditions for teaching and influencing a target audience.
- 2 Webinars provide the tools that make it possible to capture and analyze information about individual audience members, such as their interest level in a presentation and what specific parts of the presentation they find most attention grabbing. This lead qualification information can add great value to targeted follow-up and lead nurturing activities.

Of course, to influence an audience and capture valuable lead qualification information about audience members, it is necessary to attract the right audience to your presentation. Basic principles of audience development for a webinar do not differ greatly from audience development for other kinds of content. However, webinars do differ from static content in some key ways:

- Because webinars are scheduled events, people need to set aside specific blocks of time to attend them. Attendees can't skim for the highlights as they may do when reading a white paper. Committing to attend a webinar is a higher threshold of commitment than deciding to view a fixed piece of content like a white paper or video. Therefore, the value to the audience must be high, and it must be clear.
- A webinar platform has tools that help promote attendance and collect information about the audience.

Given these differences, here are several important audience development strategies.

**“Our webinars using GoToWebinar have been so successful that we actually had to cut back because we were overwhelmed with new business.”**

—Bryan Clontz  
CEO, Charitable Solutions, LLC



# 1 Knowing Who Your Audience Is and What They Want

The first step in attracting an audience is to understand the audience you wish to attract. This includes knowing who they are, as well as why they should be interested in what you have to tell them. Answering these questions is not always as easy as it sounds.

Many marketers recognize the need to persuade a number of different kinds of people with varying business interests in order to influence a market or business decision. However, broadening the webinar target audience to include everyone makes it difficult to craft a webinar that will say anything meaningful to any of them. Good audience definition is the key to good topic definition.

In addition to knowing who you wish to target, it is important to understand what they care about professionally, what they struggle with, what keeps them awake at night, and what makes them successful. If you intend to attract and retain an audience, you need to offer something they will find personally and professionally valuable.

**“Before GoToWebinar, we would send out random email blasts inviting contacts to see a demo of a new software feature and only get half-a-dozen attendees. When we offered free, educational content at monthly web events, we immediately attracted 80 or 90 people. Last month we had 630 registrants for our GoToWebinar event, and well over half were brand new to our database.”**

—Connor Jordan  
Marketing Director and Social Media Manager  
Competitive Solutions, Inc.



## 2 Topic Selection—Playing to the Target Audience

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Every webinar plan should include an audience objective that defines the audience and states what that audience is going to take away from the event. It's not enough to decide what you want to tell your audience—what you want to say may be important to you, but the audience might not care. You need to understand what is important to the target audience—their hot buttons and the things they worry about—then present your information in that context. The more valuable a topic or presenter (or both) is to the target audience, the more targeted your audience will be.

Attendees prefer topics with depth that teach them something useful. They are less interested in superficial treatments of large topics. Also, the way you package and present the webinar topic has a tremendous influence on registration and

attendance. For example, let's say you have just commissioned an industry analyst firm to conduct custom market research. They have come back with a rich body of data that could significantly impact your market space, so you decide to present that information in a webinar. Your goal is to have the largest audience possible. Here are two webinar topics that could cover the same material. Which one would draw the larger audience?

- In-Depth Data from Latest Market Research Provides Insights into Customer Preferences
- Five Things Every Customer Wants from You

Titles can make a huge difference when attracting an audience. A good title is a clear and simple statement of the presentation's value to the audience.

## 3 Topic Preparation

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When preparing your presentation, stay true to the target audience and the topic you are promoting. While very important, this is not just about presentation best practices that enhance audience engagement. Staying true to the topic and audience is all about meeting audience expectations. If audience members are not seeing what they expected in a presentation, it is very easy for them to drop out and move on. To get the most out of a webinar, you must retain your audience by delivering the value that you promised to attract them there.

## 4 Webinar Promotion

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Event promotion is an essential part of audience development. Promotional activities can vary depending on webinar objectives and breadth of a

target audience, but in most cases, the goal is to attract the largest possible audience for a given presentation.

**Effective webinar promotions involve a schedule of announcements through a number of channels, including:**

- **Email.** This typically includes an initial webinar announcement and one or more reminders to maximize registration. It also includes a reminder to those who have registered to ensure their attendance. Some webinar platforms automatically send an Outlook meeting announcement to registrants so that the event pops up in their calendar when they register.
- **Webinar and online event promotion services.**
- **Social networks.** Many organizations use forums and business pages at social networks like Facebook and LinkedIn to spread the word about an upcoming webinar.
- **Newsletters and online press release services.**
- **Website promotions and advertising.**

Not all webinars require promotion through all these channels. There are, however, many ways to get the word out for maximizing registration and attendance.

## 5 Keep Registration Simple

The ultimate goal of attracting and filtering an audience is to ensure the right people register for the webinar, and then to maximize attendance of those who register. A business-grade webinar platform provides tools that make registration easy for attendees. Registration is an important step because it is the first opportunity to capture attendee information. But don't overdo it!

Asking for too much information makes the process complicated and discourages registration. A webinar platform should also offer certain perks to those who register, like automatically inserting the event into the registrant's calendar and automatically sending email reminders as the webinar date approaches.

Furthermore, during the registration period, initiate conversation on your social channels about the webinar topic. Not only can you garner new

registrants from social media connections, but you can also encourage your registrants to reach out socially about what they're hoping to have answered in the webinar. This online pre-conversation helps build anticipation for the event, fosters interactivity, and allows you to tailor your content to your audiences' needs. These strategies help ensure audience retention during the event, and they help build your reputation of having an excellent webinar program.



**“GoToWebinar has helped us reduce our support calls by approximately 50 calls a week because our daily webinars give customers the opportunity to ask questions, troubleshoot and resolve issues in a live group format. It’s fantastic to be able to provide that kind of customer service!”**

—Daniel Miller  
Sales Manager, Benchmark Email

## Conclusion

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The value of attracting the right audience to your webinar comes from the opportunity to influence that audience with a good presentation as well as the opportunity to cultivate that audience for well qualified leads. A webinar represents a unique opportunity to attract, influence, and capture an audience. If the process is done well, the result is more than a set of qualified leads. It is a set of

qualified leads that are already prepared for follow-on contact. They are also leads that the marketer has learned something about during the webinar presentation, which forms the foundation from which a sales team is able to personalize subsequent engagements. To realize optimum lead nurturing value from a webinar, it is essential to attract the right high-value audience.

## GoToWebinar

### **Webinars Made Easy.**

GoToWebinar is the easiest-to-use do-it-yourself event tool that projects your message to up to 1,000 online attendees. With GoToWebinar, you can reduce travel costs, generate more qualified leads at a lower cost and enhance communication with customers, prospects and employees. Host unlimited webinars for one low flat fee and give attendees the option to join from a Mac, PC or mobile device. To learn more, visit [www.gotowebinar.com](http://www.gotowebinar.com).