



Webinar Best Practices

An Activation Playbook

LinkedIn  Marketing Solutions

In these uncertain times, you may be considering how to adjust some business activities and stay connected to prioritize the safety and well-being of your employees, customers, partners and community.

Many organizations have started to look for alternatives to in-person gatherings. Virtual events help keep safety at the forefront while ensuring business activities can still run effectively.



In a “work from home” world, webinars are an essential tool for any business to talk to customers.



Engage customers

Stay in touch with key customers.



Help customers

See how you can help key customers.

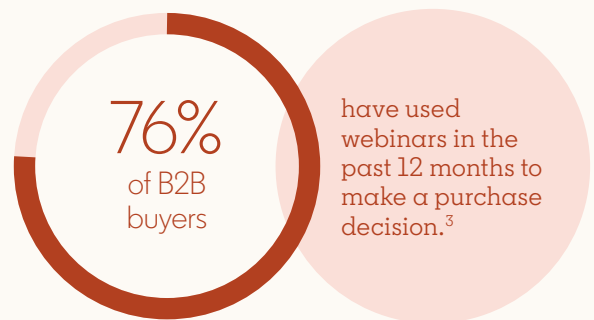


Support customers

Support key customers along their journey.

Webinars are vital to your content strategy

Both B2B buyers and sellers say webinars play an important role in the buying process.

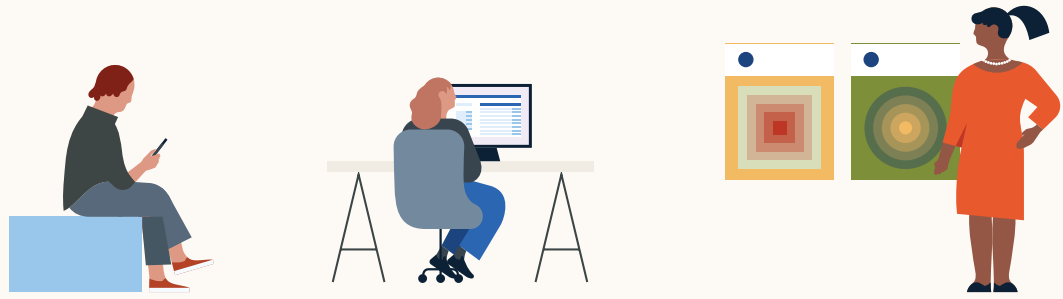


¹ The 2017 Big Book of Webinar Stats

² B2B Content Marketing Trends – Big Book of Webinar Stats 2019

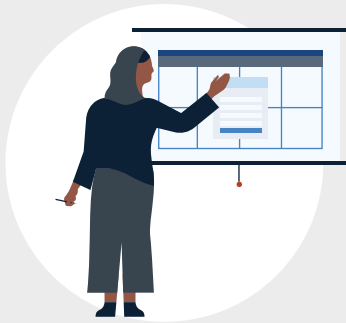
³ Demand Gen Report 2017

Build a content strategy for your webinar



You bring the **right ideas**, the **right content**, and the **right speakers**.

PRE-EVENT



DRIVE REGISTRATIONS

Drive awareness and sign-ups.

- Showcase value before sign up
- Tease content and provide webinar snippets/insights
- Put your event top of mind
- Highlight speakers/ thought leaders
- Drive leads

DURING EVENT



DRIVE ENGAGEMENT

Own the conversation and create hype.

- Increase SOV and topic ownership
- Live hashtag tracking
- Connect with customers/prospects

POST-EVENT



DRIVE THOUGHT LEADERSHIP

Drive long-term thought leadership and business growth.

- Showcase long-term value
- Share how sought after your webinar is
- Continue the conversation with content recaps

Webinar best practices

Use these helpful tips for your virtual events.

- Webinars should be 30-45 minutes long
- Avg. number of fields on a webinar registration page should not exceed 5
- Always have an on-demand version of the webinar available after the event
- Mid-week days are the best days to host a webinar
- 10 a.m. or 11 a.m. are preferred times for webinars
- Consider hosting a LinkedIn Live webinar
- Have a backup plan for technical glitches



Allocate budget pre- and post-webinar to extend the value of your efforts

60%
PRE-EVENT
of total budget

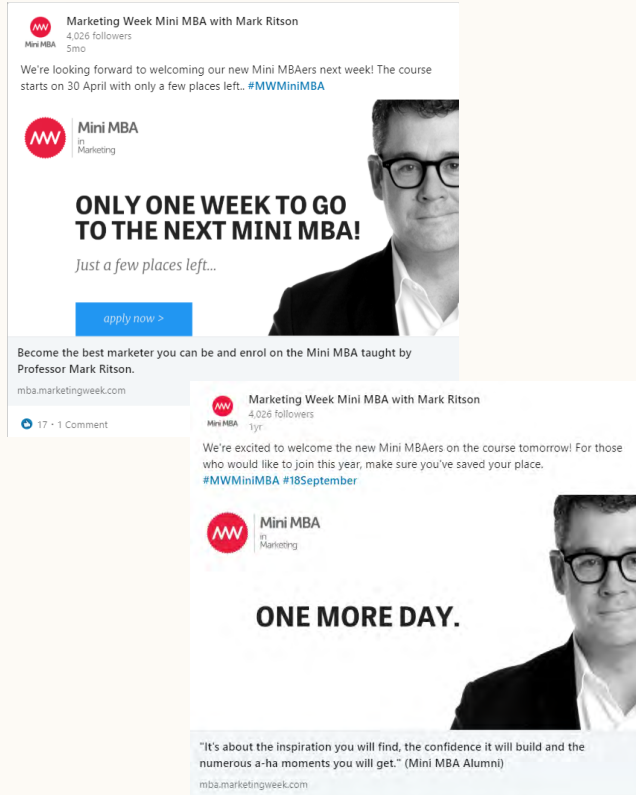
0%
DURING EVENT
of total budget

40%
POST-EVENT
of total budget

Webinar tips

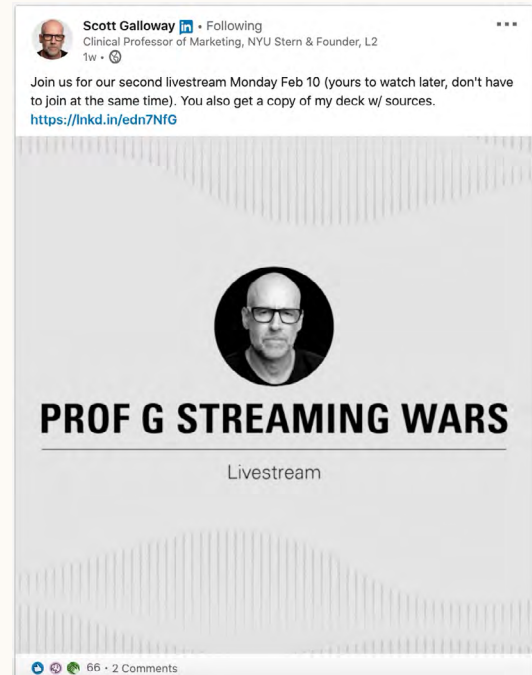
Create urgency

FOMO (“Fear of missing out”) is an emotion that motivates action.



Create videos

Don't be afraid to use video to promote your event – grab those eyeballs!

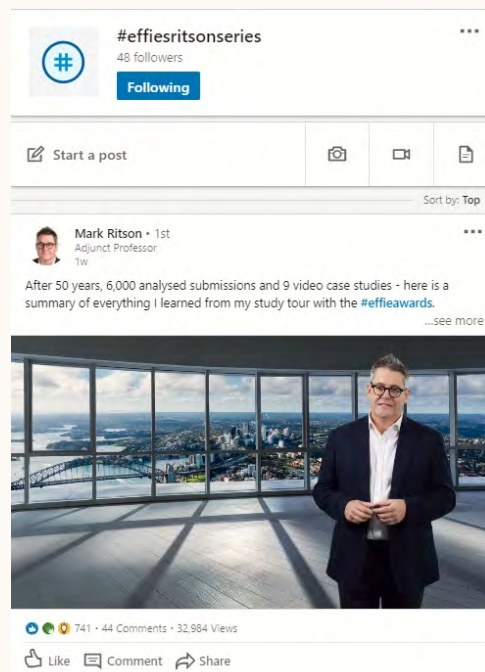


Use a hashtag

Help people find your content in a very clear and linear fashion.

#effiesritsonseries

Format: Sponsored Video
Location: Australia/UK



Give tips

Help your audience become more productive and successful.



Excellent example: REFINITIV

- **Tap into a trending topic:**
Talk about key events.
- **Highlight key speakers:**
Put a face to key speakers.
- **Indicate date and time:**
Make sure date and time are easily visible.
- **Use a clear CTA:**
Make it obvious where to register.



Refinitiv 97,336 followers
6d

Coronavirus is a daily headline. Do you understand the impact on the financial markets? Join #Refinitiv on Feb 27 to dive deep into how the #Coronavirus pandemic within APAC has impacted on different sectors and the timing for buying on sector pullbacks: <https://refini.tv/37KcDGq>


MarketPsych
Dr. Richard Peterson
CEO


Refinitiv
Richard Goldman
Quant and Feeds

WEBINAR:
Tracking Fear Cycles in Markets – Putting the Coronavirus Infodemic in Context
 Thursday, 27 February 2020
 16:30 - 17:30 AEST
 13:30 - 14:30 HKT/ SNG
[REGISTER NOW >](#)

REFINITIV 

Webinar | Tracking Fear Cycles in Markets – Putting the Coronavirus Infodemic in Context
solutions.refinitiv.com

Excellent example: Microsoft

- **Clearly structure the content:**
Include headers to introduce each new topic.
- **Consider using multiple speakers:**
Multiple voices change tempo and holds attention.
- **Leave ample time for the voice of customer:** Attendees will benefit from your answers to specific questions.



Claire Austin • 1st
Content Solutions Consultant | Coach | Public Speaker
1d • Edited • 

Loved getting the chance to work with **Microsoft** China team virtually tonight. I would have loved to be there in person, but instead I got to exercise remote working skills! #coronavirus creates barriers for businesses but it also creates opportunities. As we move to a more #virtual world we need to get better at remote meetings, remote #learning and remote #brainstorming. Thanks for listening, all your amazing questions and great pic!

Vianne Cai Sally Zhao Qianye/Carrie Wang Roan Kang Mengping 李梦平 Maria Hui Yifan Chen Jessie Guo Lin Lyu 吕琳 Daniel Hochuli Wei Wu 武威



62 • 4 Comments

Excellent example:

Leverage Alumni who have achieved success after their graduation to show prospective students the caliber of careers available to them.



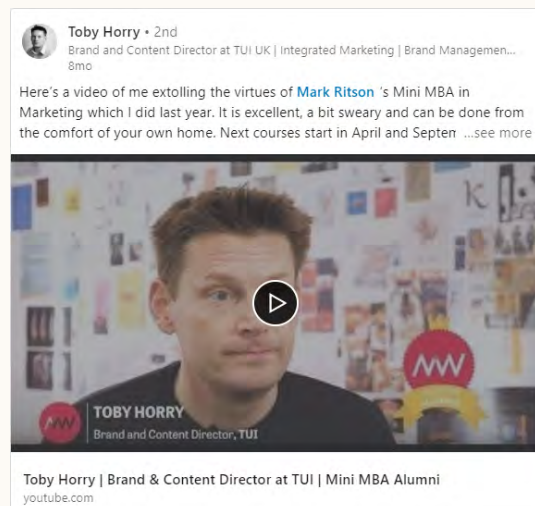
Ksenia Khalina • 2nd
Global Lead in Brand & Shopper Marketing | Head of Trade & Shopper Marketing | ...
8mo

Recently I have completed the Mini MBA in Marketing course of Mark Ritson (please see my interview about the course). It was brilliant and I enjoyed every moment of it! I can recommend it to those of you, who just started th ...see more



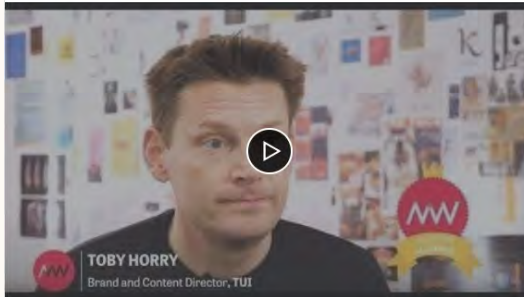
KSENIA KHALINA
Head of Global Trade Marketing, Heineken

Ksenia Khalina | Head of Global Trade Marketing at Heineken | Mini MBA...
youtube.com



Toby Horry • 2nd
Brand and Content Director at TUI UK | Integrated Marketing | Brand Managemen...
8mo

Here's a video of me extolling the virtues of **Mark Ritson**'s Mini MBA in Marketing which I did last year. It is excellent, a bit swearsy and can be done from the comfort of your own home. Next courses start in April and Septem ...see more



TOBY HORRY
Brand and Content Director, TUI

Toby Horry | Brand & Content Director at TUI | Mini MBA Alumni
youtube.com

LinkedIn is a great webinar partner throughout the journey

Pre-event: promote and amplify

2-5 weeks before event

- Company page
- Sponsored content
- Sponsored InMail
- Video ads
- Text ads
- Carousel ads
- Lead gen forms
- Conversion tracking

During event: drive engagement

At the event

- Company page
- Sponsored content
- LIVE streaming of speaking engagements
- Carousel ads

Post-event: keep the conversation going

1-3 weeks after

- Company page
- Sponsored content
- Sponsored InMail inviting key target audience to view keynotes/speaker videos
- Video captured from conference
- Lead gen forms
- Conversion tracking



Good luck with your webinar.

LinkedIn Marketing Solutions