

# Maximizing Demand Generation for Each Webinar You Host

5 Methods for Squeezing Every Possible Lead Out of Your Webinar Marketing Program



# 5 Methods to Help You Squeeze Every Possible Lead out of Each Webinar You Host

Webinars are a powerful tool for generating new leads and moving prospects through the buyer's journey. According to the Content Marketing Institute, 58% of marketing professionals said that virtual events, webinars, and online courses produced the best results of all their content marketing efforts in the last 12 months. Ranking as the most effective tactic, it only makes sense to leverage webinars beyond their initial presentation. And considering that the average webinar can cost upward of \$3000, savvy marketers are stretching the shelf-life of their webinars through content repurposing.

Content repurposing is the recycling of existing content for use in a new format. Repurposing content increases exposure since it can be experienced across different mediums, channels, and timelines, reaching new audiences and increasing brand awareness. It also allows you to conserve valuable resources so you can pour more of your marketing dollars into developing additional content programs.

In short, repurposing webinar content allows marketers to get the most bang for their buck. In this guide, we'll explore five ways to scale your reach by presenting your content in new ways across marketing channels.

## Method #1: Host Your Webinar Online for Easy On-Demand Viewing

Recording a webinar and hosting it online is the easiest way to scale your reach. Customers also rank on-demand viewing as the most valuable addition to webinars. Since they don't have to be present for the live event, viewers can watch at their leisure. The convenience of online viewing allows webinars to fit the schedules of additional audiences, wherever they happen to be. You might not be surprised to learn that pre-recorded webinars actually have higher rates of attendance over real-time webinars—and you can expect 47% of your views up to 10 days after the event. Statistics like these mean that simu-live or evergreen webinars can be uploaded and left to capture views for ongoing campaigns.

**Pro Tip:** Use audience engagement tools like chat and polls to simulate a live webinar experience event after the original presentation is over. Leading-edge event tech platforms allow you to capture and record this data within your CRM or marketing automation system.

## **Method #2: Use the Audio from Your Webinar to Create a Podcast**

Podcasts are another simple way to extend the life of your webinar content and grow your brand reach. Using the audio file from your webinar allows you to repurpose it as a listening-only experience.

Podcasts are an easy-to-consume entertainment experience since it doesn't require the listener to be solely focused on the content—listeners can turn on a podcast in the car or while doing chores like housework or office tasks. Podcasts are also portable and require reduced bandwidth versus video, making on-the-go consumption a perfect option.

And if those benefits weren't enough, podcast popularity is also on the rise. Statista estimates that 62% of Americans aged 12 and over have listened to a podcast in 2022, up from 57% in 2021. Plus, podcast listeners are one of the most engaged audiences, with 88% finishing at least one episode and 79% of listeners tuning in to the newest episode right away.

Pro Tip: Podcasts don't require expensive audio equipment. A free video editing tool like iMovie or Lightworks is all you need to separate the audio from the video. Next, export the content as an mp3, mp4, WAV, or other common audio file type.

## **Method #3: Create Short Video Clips of Your Webinar**

There's no denying the power of video. And given the short attention span of social media users, video clips may be just the right format to pique their interest enough to stop scrolling. Sprout Social reports that consumers consider short-form videos 2.5 times more engaging than long-form videos.

These clips act as a teaser to drive social media users to an on-demand webinar to register and watch the whole presentation. Just 15-30 seconds of your webinar can be enough to whet the appetite of your audience, allowing you to capture additional contact details from audiences you may not have been able to reach otherwise.

It's easy to slice your webinar into segments to share across social channels using a free video editing tool or the editing feature on your event tech platform. You can even consider creating a series of videos that emphasize the main points of your webinar topic.

Pro Tip: Consider adding subtitles for social media users who don't have the volume turned on. The vast majority (85%) of Facebook videos are watched without sound.

## **Method # 4: Design Shareable Graphics**

Ranking just under video, images are the second most engaging form of social media content, according to 61% of users. To make your webinar content go further, consider selecting interesting insights like statistics or quotes to create shareable social media graphics. You could even use the results of your webinar polls or question-and-answer sessions to generate image content. A well-designed infographic or social media post can generate enough visual interest to stop social scrollers long enough to click and interact with your brand.

## **Method #5: Convert Your Webinar Into Written Content**

Last but certainly not least is written content. Essential for search engine optimization and lead generation, written pieces like blog posts, ebooks, and white papers can be quickly generated from your webinars. You've already done the legwork to gather research, schedule subject matter experts, and develop messaging—translating your webinar into a written document will only take a fraction of the time and cost significantly less than creating a new piece from scratch.

And when it comes to short-form or long-form, marketers consider both written content types almost equally effective. In terms of short-form content, perhaps you could write a blog series using key themes from your presentation. For longer thought-leadership material, a gated white paper or ebook is also a great choice to grow your audience.

Pro Tip: Use a transcription service as a starting point for transforming your webinar into short-form or long-form content. Then edit your piece with the help of an experienced writer.

## Scale Your Reach with BigMarker

Repurposing your webinar content helps you grow your reach with little incremental investment. Using this technique, you can ensure your brand is well-represented across channels in a format that meets the needs of each audience.

BigMarker's webinar and events platform allows marketers to host live, virtual, and hybrid events combining customized live experiences and on-demand access with engagement tools like chat, polling, and question-and-answer sessions. With 10+ years in the webinar and events space, BigMarker has the expertise to collaborate with you on your unique challenges.

Ready to elevate your webinar and events strategy to better align with your content marketing goals? Reach out to us at [sales@bigmarker.com](mailto:sales@bigmarker.com) to meet with a webinar and events expert today.