7 Tips for Editing On-Demand Webinars

A step-by-step guide to repurposing live webinars into on-demand content that converts.

BigMarker

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Webinars are a powerful tool for businesses and organizations to engage with their audiences and provide valuable information. However, live webinars can be challenging for people to attend due to scheduling conflicts, time zones, and other reasons. This is where on-demand webinars come in.

On-demand webinars typically [account for 36%](#) of total webinar views, while live webinar attendance often falls [between 20 and 40%](#). Offering your content on-demand can significantly increase your reach and play an important role in boosting your ROI. By editing your webinars for optimal on-demand viewing, you can ensure that your content is accessible and engaging for a wider audience. In this guide, we will discuss the top tips for editing your webinars for optimal on-demand viewing.

Tip #1: Start with a Script

Before you start editing your webinar, it's important to have a script to work from. This will help you to stay organized and ensure that your final product flows smoothly. Make sure that your script includes all the key points that you want to cover, as well as any visual aids or demonstrations that you plan to use.

A good on demand webinar script shares many elements in common with a good script for other types of presentations, but there are some specific considerations to keep in mind when creating a script for a webinar that will be available for on demand viewing. Here are some elements of a good on demand webinar script:

1. Clear Introduction: Start the webinar with a clear introduction that provides an overview of the topic and sets the tone for the presentation.
2. Engaging Hook: Capture the audience's attention with a compelling hook that draws them in and makes them want to keep watching.
3. Well-Structured Content: Organize the content of the webinar in a logical and easy-to-follow structure, with clear transitions between topics.
4. Concise and Focused Delivery: Keep the delivery of the webinar concise and focused, avoiding long tangents or extraneous details that could distract from the main message.
5. Interactive Elements: Incorporate interactive elements into the presentation, such as polls, surveys, or Q&A sessions, to keep viewers engaged.
6. Visual Aids: Use visual aids, such as slides or videos, to help illustrate key points and break up the monotony of a talking head.

7. Strong Call-to-Action: End the webinar with a strong call-to-action that encourages viewers to take the next step, such as signing up for a newsletter or attending a future event.
8. Professional Production: Ensure that the production quality of the webinar is high, with clear audio and video and professional graphics and effects.
9. Accessibility: Ensure that the webinar is accessible to all viewers, with closed captions and other accessibility features as needed.
10. Editing for Clarity: Edit the webinar for clarity, removing any mistakes, redundancies, or irrelevant information to ensure that the final product is polished and effective.

Overall, a good on demand webinar script should be engaging, well-structured, and focused on delivering a clear and concise message to the viewer. It should incorporate interactive elements and visual aids to keep the viewer engaged, and end with a strong call-to-action. The production quality should be high, and the webinar should be accessible to all viewers. Finally, the script should be edited for clarity and polished to ensure that the final product is effective in achieving its goals.

Tip #2: Keep it Short and Sweet

When editing your webinar for on-demand viewing, it's important to keep it short and sweet. Aim for a length of around 30 minutes to an hour, depending on the topic and audience. This will increase the likelihood of people watching the entire webinar and engaging with your content.

Research has shown that the average sustained attention span of an adult is around 20 minutes. This means that attendees may start to lose focus after 20-30 minutes, making it harder to keep them engaged. This also suggests that shorter webinars may be more effective at keeping attendees engaged and retaining their attention. While longer webinars may offer more time for in-depth discussion and engagement, they may also lead to lower attendance rates and decreased engagement over time.

Tip #3: Cut Out Unnecessary Content

During the editing process, it's important to cut out any unnecessary content. This includes any tangents, off-topic discussions, or technical difficulties that occurred during the live webinar. By removing these distractions, you can create a streamlined and engaging final product.

Tip #4: Add Visual Aids

Visual aids such as slides, diagrams, and images can help to break up the content and make it more engaging. When editing your webinar (as well as hosting the live session), make sure to include these visual aids at appropriate points throughout the presentation. This will help to reinforce key points and keep the audience's attention engaged.

Tip #5: Use Professional-Quality Audio and Video

The quality of your audio and video can greatly impact the audience's viewing experience. Make sure that your audio is clear and free from any background noise or interruptions. Use a high-quality microphone to ensure that your voice comes through clearly. For video, make sure that the lighting is good and that the camera is stable. Invest in a good camera if necessary.

When it comes to hosting webinars, having high-quality audio and video is crucial for ensuring a professional and engaging experience for your attendees. Here are some recommended mics and cams for webinar hosting:

Microphones:

1. Blue Yeti USB Microphone: The Blue Yeti is a popular choice for webinars, offering high-quality sound and versatile settings to adjust for different types of audio.
2. Shure MV7 Dynamic Microphone: The Shure MV7 is a dynamic microphone that offers both USB and XLR connections, making it a flexible choice for a range of setups.
3. Rode NT-USB Mini: The Rode NT-USB Mini is a compact and affordable USB microphone that delivers high-quality sound and comes with a range of accessories for easy setup.

Cameras:

1. Logitech C920 HD Pro Webcam: The Logitech C920 is a popular webcam choice for webinars, offering 1080p video quality and a wide-angle lens for capturing more of the room.
2. Sony Alpha a6400 Mirrorless Camera: For higher-quality video, the Sony Alpha a6400 is a mirrorless camera that offers 4K video and interchangeable lenses for more customization.
3. Canon Vixia HF G50 Camcorder: The Canon Vixia HF G50 is a professional-level camcorder that offers high-quality video and a range of features for more advanced setups.

It's important to note that the microphone and camera you choose will depend on your budget, the type of webinar you're hosting, and the equipment you already have on hand. You may also need additional accessories such as tripods, lighting, or filters to optimize your setup and ensure the best possible audio and video quality.

Tip #6: Include a Call-to-Action

At the end of your on-demand webinar, make sure to include a call-to-action. This could be a request for the audience to sign up for a newsletter, visit your website, or register for another upcoming webinar. Including a call-to-action will help to keep the conversation going and build engagement with your audience.

A call to action (CTA) is an essential component of any webinar, whether it's live or on-demand. Here are some reasons why a call to action is important for an on-demand webinar:

1. Encourages engagement: A call to action can encourage viewers to take a specific action after watching your webinar, such as downloading a resource, signing up for a free trial, or scheduling a consultation. By providing a clear and compelling call to action, you can increase engagement and help viewers take the next step in their journey with your brand.
2. Drives conversions: An effective call to action can also drive conversions by encouraging viewers to take action and move further down the sales funnel. By providing a clear and relevant CTA, you can increase the likelihood of converting viewers into leads or customers.
3. Measures success: A call to action can also help you measure the success of your webinar by tracking the number of viewers who take action after watching. This can provide valuable insights into the effectiveness of your webinar and help you improve future efforts.
4. Creates a sense of urgency: A well-crafted call to action can also create a sense of urgency and encourage viewers to take action quickly. By providing a limited-time offer or emphasizing the benefits of taking action right away, you can increase the likelihood of conversion and encourage viewers to act before it's too late.

Overall, a call to action is an essential component of an on-demand webinar as it helps drive engagement, conversions, and measurable results. By providing a clear and compelling CTA, you can increase the value of your webinar and drive success for your brand.

Tip #7: Promote Your On-Demand Webinar

Once you have edited your webinar for on-demand viewing, it's important to promote it to your audience. Use social media, email, and other channels to let people know that the webinar is available. Make sure to highlight the key benefits and takeaways of the webinar to entice people to watch.

Promoting your on-demand webinar is crucial to ensure that it reaches a wider audience and drives engagement and conversions. Here are some of the best places to promote your on-demand webinar:

1. **Email Campaigns:** One of the most effective ways to promote your on-demand webinar is through targeted email campaigns. You can send emails to your existing subscribers and customers or build a targeted list of prospects who might be interested in your webinar. Research shows that videos can increase email open rates by 19% and email click-through rates by 65%. What's more, using the word "video" in your email subject line can increase open rates by 7% to 13%.

2. **Social Media:** Social media platforms like Twitter, Facebook, LinkedIn, and Instagram can be powerful tools for promoting your on-demand webinar. You can share your webinar on your company page, create social media ads, and leverage social media influencers to expand your reach.

3. **Your Website:** Promoting your on-demand webinar on your website is an effective way to reach your existing audience and provide them with a convenient way to access the webinar. You can add a dedicated landing page for your webinar with information about the topic, speakers, and registration, or add a banner or push notification to your website for an eye-catching call to action.

4. **Industry-specific websites and forums:** Sharing your webinar on industry-specific websites and forums can help you reach a more targeted audience that's interested in your topic. For example, if you're hosting a webinar about marketing automation, you can promote it on marketing-focused forums and websites.

5. **Partner with other companies:** Partnering with other companies that have a similar target audience can help you expand your reach and attract new viewers to your webinar. You can co-promote your webinar with a partner company by sharing it on their website, social media channels, or email campaigns.

By promoting your on-demand webinar through multiple channels, you can ensure that it reaches a wider audience and drives engagement and conversions. Remember to use compelling visuals and messaging to capture the attention of your target audience and encourage them to sign up for your webinar.

Editing your webinar for optimal on-demand viewing is an important step in ensuring that your content is accessible and engaging to a wider audience. By following these top tips, including starting with a script, keeping it short and sweet, cutting out unnecessary content, adding visual aids, using professional-quality audio and video, including a call-to-action, and promoting your webinar, you can create a high-quality and engaging on-demand webinar that will benefit your business or organization.

About BigMarker

In 2010, BigMarker pioneered the webinar and virtual events space as one of the first live video platforms on the web. Today, we're a category leader helping thousands of companies accelerate demand generation and deliver targeted content experiences at scale. Regardless of your CRM, MAS, and business environment, BigMarker's unparalleled customization, expertise and partnership-approach help you achieve your unique demand generation goals.

Reach out to us at sales@bigmarker.com to see the difference today.