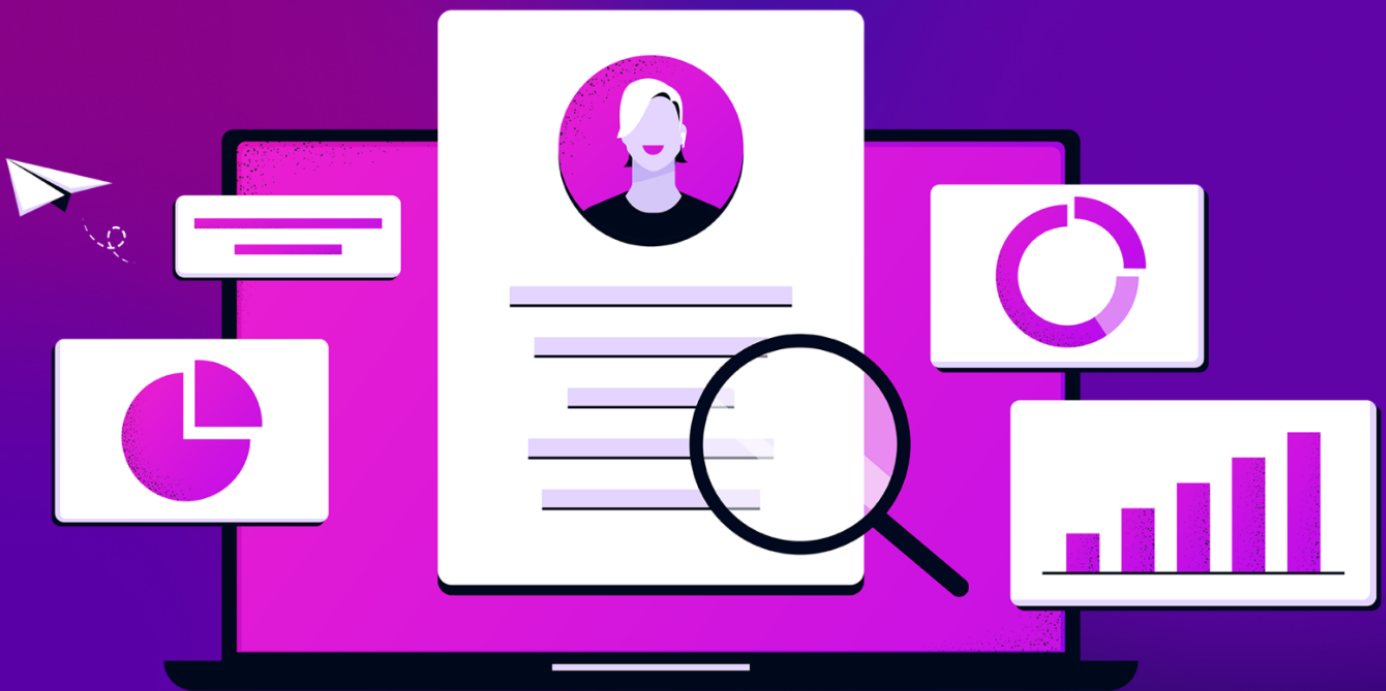


Accelerate Your B2B Webinars with Progressive Profiling

3-Step Guide

Leverage webinars and events to get to know your audience, one detail at a time, until you can paint a complete picture of who they are.



Accelerate Your B2B Webinars with Progressive Profiling

When you first meet someone, you don't ask for their full life story. You begin with the basics, like where they are from and what kind of work they do, working your way up to more personal questions and building trust as time goes on. The same is true for demand generation.

Each touchpoint with your brand is an opportunity to get to know your audience, one detail at a time, until you can paint a complete picture of who they are. This marketing concept is put into practice with a tool known as progressive profiling.

Largely achieved through online forms, quizzes, and surveys, progressive profiling is a technology built into many marketing automation systems that allows marketers to ask web visitors or event attendees for their most basic information first, gradually collecting more data with each successive interaction.

When integrated into event marketing campaigns, progressive profiling is a powerful tool that empowers marketing and sales professionals with the data they need to deliver targeted and compelling offers — further advancing prospects along their journey to customers.

In this guide, we'll walk through how progressive profiling works and why it is such an effective tool for today's marketers, exploring the benefits it provides and how to use it as a part of a successful event marketing strategy.

Traditional Forms vs. Progressive Profiling

Traditional online forms are static, meaning they collect the same data points from each respondent, no matter what — a one size fits all approach to data collection. The temptation for marketers is to ask for as many details as possible. However, as the number of fields required increases on a form, so do page bounce rates.

Web visitors or event registrants who are presented with a lengthy form may become overwhelmed and decide it is not worth the effort. Asking for information that is too personal early in the buyer's journey can also cause prospects to disengage. Likewise, return visitors who have to enter the same information repeatedly may become annoyed and choose to abandon the form.

KEY TAKEAWAY

Traditional forms are static and offer a one-size-fits-all approach to data collection.

How Progressive Profiling Works

With progressive profiling, online form fields are dynamic and change based on previous interactions with the brand and what data has already been collected. This insight is gathered using a cookie to track the visitor's activity on the landing page or website. With information on previous behavior, progressive profiling allows marketers to gather new information with every visit.

For example, suppose a web visitor has already provided their name and email address. The second time they complete an online form, they will be asked for a new piece of information like job responsibility or company size. As the prospect continues to interact with the brand, more data points are added to piece together a clear profile of the buyer's contact information, job details, pain points, and more.

KEY TAKEAWAY

Progressive profiling uses dynamic forms with fields that change based on previous data that has been collected.

Why Progressive Profiling Is So Effective

Progressive profiling offers marketers two key benefits: the ability to use shorter forms and spread out data collection across interactions, in addition to pre-filling fields in which data is already known.

Shorter Forms Result in Less Friction and Increased Data Collection

With progressive profiling, forms can be kept shorter, which helps to reduce friction, or unnecessary barriers, during the lead generation process. With this technology, capturing every last detail about your prospect in one submission is no longer necessary. Instead, ask for the most important and basic information first and follow up with more detailed questions during the next interaction. Spreading your questions over time also helps build trust with your prospects.

Pre-Filled Forms Save Registrants Time and Increase Conversion Rates

The dynamic forms used in progressive profiling also save respondents time and hassle. Instead of asking for the name and email address on each web form, fields are pre-filled with data the respondent has previously provided. Again, the form completion process is shortened with less work on the part of the web visitor, resulting in an increased form conversion rate.

KEY TAKEAWAY

Progressive profiling improves form conversion rates and allows marketers to collect new data from leads and prospects with each interaction, providing a more complete and accurate buyer profile.

Using Progressive Profiling in Webinars and Event Marketing

Events and webinars offer a unique way to elicit rich profile data from prospects as they move through the stages of the buyer's journey. With prospects already engaged, the likelihood of collecting even deeper, more meaningful data is excellent. Today's top demand generation marketers are applying progressive profiling to their webinars and events using two key tactics: registration forms and polls.

Accelerate Your B2B Webinars with Progressive Profiling: 3 Steps

Step 1

Incorporate Progressive Profiling with Event Registration Forms

Potential webinar and event attendees who visit your registration page are, at the very least, somewhat interested in further interaction with your brand. A smooth registration process encourages prospects to attend your event and begins with a well-designed registration form.

Pre-Populating Known Data Increases Registration Rates

Part of the design process is considering how much effort the registrant has to take on. Asking for the information you already have can be off-putting. If a prospect has provided their name and email address in the past, progressive profiling technology can pre-populate those form fields with known data so that registrants have shorter forms to complete, thereby increasing registration form conversion rates.

Dynamic Registration Questions Allow Increased Data Collection

Once the basic details of a buyer's profile are complete, marketers can use progressive profiling to serve different registration questions for each registrant. With known data already on file in your CRM, the next-highest priority information desired will be requested. For example, once contact details are collected, asking the registrant which topics they are most interested in learning more about may be valuable, paving the way for a follow-up promotion on breakout session upsells. This next-best-action decision engine is programmed into the marketing automation system that powers the process.

Strategic Questions to Ask:

- How many fields do I really need to capture, and what data can wait?
- What data do I need to complete my buyer's profile?
- What information should I avoid asking early on in the buyer's journey?

KEY TAKEAWAY

Pre-populating registration fields with known data increases registration rates for events and webinars, while dynamic registration questions allow increased data collection and more targeted marketing.

Step 2

Incorporate a Progressive Profiling Strategy into Webinar Polling

Polling is an effective tool many marketers use to incorporate progressive profiling into their webinars. Polling can help fill in the gaps in the buyer's profile, creating a complete picture with more in-depth information.

Polling Can Help Marketers Capture More In-Depth Data

Webinar attendees have made the time to engage with your brand. Given this higher level of interest and the personal connection formed throughout the presentation, prospects are more likely to open up and provide more in-depth information at this stage.

Develop Poll Questions By Thinking Backward

Using polls effectively requires you to think backward. Start with the data you want to capture, then design your content around that so the poll fits naturally into the content. For example, if you would like to know the timeframe for a purchasing decision, you may ask the audience how soon they plan to address a particular challenge they face. The webinar can then go on to explore all the possible solutions to this challenge. Attendees will feel comfortable answering this poll because it fits within the context of the webinar, maximizing response rates.

Strategic Questions to Ask:

- What data points will help me better segment my audience?
- What information should I collect to help me better qualify my prospects?
- What poll questions will my audience find interesting or engaging?
- What data points would be helpful for my sales team to know?

KEY TAKEAWAY

Polling helps marketers gather more in-depth data on their prospects, leading to more accurate segmentation and enhanced messaging.

Step 3

Leverage Enriched Prospect CRM Profiles to Deliver More Tailored, Targeted Content Journeys

Gathering small amounts of data over time builds trust with prospects and improves online form conversion rates. When combined with events and webinars, progressive profiling produces more intimate, deeper-level data, resulting in an enhanced buyer profile. The more data points are collected, the better you can segment your list and create custom messaging that resonates with each buyer group. Likewise, the more intel your sales team has, the better armed they will be with selling propositions to match pain points and buyer needs.

Checklist for Success:

- When using online web forms, ask for the most important and basic information first.
- Keep online web forms shorter to avoid overwhelm.
- Pre-fill online forms with known data.
- Start brainstorming polling questions based on the data you still need to capture for a complete buyer's profile.
- Use polling questions during a webinar to ask for more detailed information about your buyer.
- Ensure polling questions fit within the context of the webinar topic.

About BigMarker

In 2010, BigMarker pioneered the webinar and virtual events space. 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 are designed to help you achieve your unique demand generation goals.

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