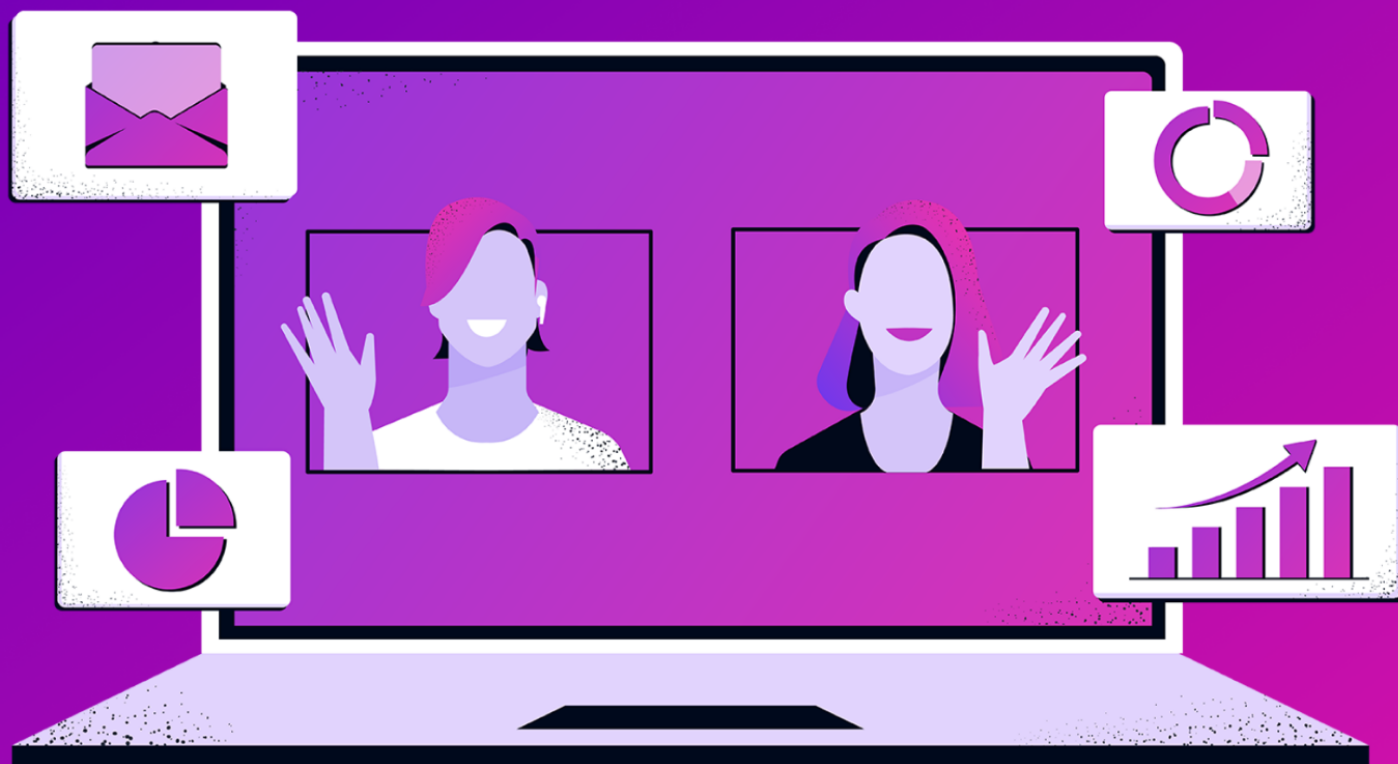


Scaling Inbound Marketing with Joint Venture Webinars



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Webinars are a great way to connect with your target audience and establish your expertise in your industry, but expanding audience reach can be a tricky hurdle for organizations of all sizes. Joint venture webinars, also known as co-hosted webinars, are considered even more effective because they allow you to leverage the audience and expertise of another company. In this guide, we will explore how joint venture webinars can accelerate demand generation to hit your pipeline goal faster.

Benefits of Joint Venture Webinars

The benefits of joint venture webinars are vast and can easily skyrocket your goals and KPIs. These benefits include:

1. Joint venture webinars allow you to leverage partners to grow your audience faster

One of the biggest benefits of joint venture webinars is that you gain access to a larger audience. When you co-host a webinar with another company, you are tapping into their audience, which in some cases, can be significantly larger than yours. This means that you have the potential to reach new leads and customers who may not have been aware of your brand before.

When it comes to co-promoting your webinar in a joint venture webinar, there are several best practices to keep in mind. These practices can help you maximize your reach, generate more leads, and ensure that your webinar is a success. Some best practices for co-promoting your webinar include:

- **Set clear expectations:** Before you start promoting your webinar, it's important to set clear expectations with your partner. This includes agreeing on the goals for the webinar, the target audience, and the timeline for promoting the webinar. This will ensure that both parties are on the same page and can work together effectively. Plus, it's a good idea to formally agree on your respective outreach strategies to ensure list size, messaging and outreach cadence are committed from both parties. This will not only help you define your goals and targeted outcomes, such as registration numbers, but will also ensure that both parties are equally contributing to the success of the event. With an end-goal of splitting

the leads list, it's important to iron out the specifics before proceeding with the partnership.

- **Identify the target audience:** It's also important to identify the target audience for your webinar and tailor your promotion efforts accordingly. This includes identifying the demographics, interests, and pain points of your target audience. By understanding your target audience, you can create messaging that resonates with them and encourages them to register for your webinar.
- **Leverage multiple channels:** To reach the largest possible audience, it's important to use multiple channels to promote your webinar. This includes email marketing, social media, paid advertising, and content marketing. By using multiple channels, you can ensure that your message reaches your target audience no matter where they are online.
- **Leverage your partner's audience:** One of the biggest advantages of a joint venture webinar is the opportunity to leverage your partner's audience. Make sure to coordinate with your partner on the messaging and timing of your promotion efforts. This can help to ensure that your promotion efforts are aligned and that you are maximizing the impact of your joint venture.

2. Joint venture webinars allow you to build credibility faster

When you co-host a webinar with another company, you are also leveraging their expertise and credibility. This can help to establish your own brand as an authority in your industry. By associating yourself with a well-respected company, you are able to build trust with your audience and increase your own credibility.

However, picking the right partner is imperative for your joint venture's success. When it comes to establishing trust with webinar attendees in a joint-venture webinar, there are some specific tips to keep in mind:

- **Choose the right partner:** Choosing the right partner is essential for establishing trust with webinar attendees in a joint-venture webinar. Look for a partner who shares your values and has a similar target audience. This will help to ensure that your messaging is aligned and that your attendees feel that they are getting valuable information from both parties.
- **Coordinate your messaging:** Coordinating your messaging with your partner is key to establishing trust with webinar attendees. Make sure that you both have a clear understanding of the goals and objectives for the webinar, and that your messaging is

aligned. This will help to establish credibility and ensure that attendees feel that they are getting consistent information from both parties.

- **Showcase your expertise:** Make sure to showcase your expertise during the webinar. This means sharing your knowledge, providing real-world examples, and answering questions with confidence. By showcasing your expertise, you demonstrate that you are a credible and trustworthy source of information.

3. Joint venture webinars are cost-effective

Webinars can be expensive to produce, especially if you are trying to create high-quality content. Joint venture webinars are a cost-effective way to produce high-quality content because you are sharing the cost with another company. This can help you to stretch your marketing budget further and achieve better results.

Plus, you'll be saving money spent on marketing and advertising efforts, as you'll get the additional benefits from organic leads from your partner's list.

4. Joint venture webinars help you generate new leads

One of the primary goals of any marketing campaign is to generate new leads. Joint venture webinars are an effective way to achieve this goal because they allow you to reach new people who may not have been aware of your brand before. By providing valuable content, you can capture the attention of your audience and encourage them to take action.

5. Joint venture webinars allow you to build relationships with industry peers

Finally, joint venture webinars are a great way to build relationships with other companies in your industry. By working together on a project, you are able to establish a rapport and potentially open the door to future collaborations.

Best Practices for Joint Venture Webinars

Joint-venture webinars are an excellent way to supercharge your webinar marketing efforts. But it's imperative to take the appropriate steps to finding the right partners and producing the right content to effectively reach and connect with the right audience. Use the following tips as best practices for joint venture webinars:

Choose the right partner

The success of your joint venture webinar depends largely on your choice of partner. You want to find a company that shares your values and has a similar target audience. It is also important to find a company that has a strong reputation and a track record of success. Utilize the following tips to help you choose the right joint venture webinar partner:

1. **Find a partner with a similar audience:** Look for a partner who has a similar target audience to yours. This will help to ensure that your messaging is aligned and that your attendees feel that they are getting valuable information from both parties.
2. **Look for complementary expertise:** Choose a partner whose expertise complements your own. This will help to ensure that your webinar covers a broad range of topics and provides valuable insights for your audience.
3. **Evaluate their credibility and reputation:** Check the credibility and reputation of your potential partner. Look at their website, social media presence, and any other online reviews or testimonials. This will help you to determine if they are a credible and trustworthy source of information.
4. **Consider their level of engagement:** Choose a partner who is engaged with their audience. Look at their social media followers, email subscribers, and any other metrics that show their level of engagement with their audience. This will help to ensure that they have a loyal following who will be interested in attending your joint venture webinar.
5. **Check for alignment of values and goals:** Check that your values and goals align with your potential partner. This will help to ensure that your messaging is consistent and that you both have a clear understanding of the goals and objectives for the webinar.
6. **Assess their willingness to collaborate:** Choose a partner who is willing to collaborate and work with you to create a successful joint venture webinar. This means having open and clear communication, sharing ideas, and being willing to compromise to ensure that both parties are satisfied.

Define your goals

Before you start planning your webinar, it is important to define your goals. What do you want to achieve with this webinar? Are you looking to generate new leads, increase brand awareness, or establish yourself as an authority in your industry? Once you have defined your goals, you can create a plan that is tailored to achieving them.

Create valuable content

The success of your joint venture webinar will depend largely on the quality of your content. You want to create content that is both informative and engaging. Your content should provide value to your audience and leave them with a positive impression of your brand.

Promote your webinar

Promotion is key to the success of your webinar. You want to promote your webinar to both your audience and your partner's audience. This can include email marketing, social media promotion, and paid advertising. The more people you can get to register for your webinar, the more successful it will be.

Follow up with attendees

Finally, it's important to follow up with attendees after the webinar. This can include sending a thank you email, providing additional resources, or even scheduling a follow-up call. By following up with attendees, you can continue to build relationships and potentially convert them into customers.

Joint venture webinars are a highly effective way to accelerate demand generation. By leveraging the audience and expertise of another company, you can access a larger audience, increase your credibility, and generate new leads. Joint venture webinars are also cost-effective and a great way to build relationships with other companies in your industry. To ensure the success of your joint venture webinar, it's important to choose the right partner, define your goals, create valuable content, promote your webinar, and follow up with attendees. By following these best practices, you can maximize the impact of your joint venture webinar and achieve your marketing goals.

If you are looking for a new way to reach your target audience and achieve your marketing goals, joint venture webinars are definitely worth considering. By partnering with another company, you can create a powerful marketing tool that can help you stand out in your industry and achieve success. So why not give joint venture webinars a try?

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.