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Using Webinar Polls to Drive Deeper Content Personalization

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By fashioning a beautiful wooden horse disguised as a gift for the Trojans, the Greecian army infiltrated the city of Troy undetected and won the Trojan war. Today, the "Trojan Horse" strategy is the foundation of content marketing, as B2B marketers commonly offer leads something of value in exchange for their information.

By offering thought leadership that piques the interest of your audience, we encourage campaign recipients to trade their information for expertise. Webinars are a popular tool in the marketer's arsenal that do just this and can accelerate prospects along the buyer's journey, from lead to customer.

Savvy marketers use webinars and events to attract, educate, and nurture leads, to convert them into customers and customers into long-term partners. And with the help of advanced event technology tools that offer polling capabilities, marketers can continue collecting data points about their contacts with each subsequent interaction. Known as progressive profiling, this strategy of gradual data collection allows marketers to capture deeper levels of information to build out complete customer profiles. With a detailed picture of a given buyer at hand, marketing professionals can better segment audiences and personalize messaging. However, marketing isn't the only team that can benefit from this approach.

Leading content marketing teams view their role as a partnership with colleagues across the organization to collectively generate intelligence that can be leveraged to reach a variety of commercial goals. This guide will explore how to use polling during webinars and events to enrich customer profiles and deliver personalized marketing journeys, ultimately bolstering the efforts of marketing, sales, account-based marketing, and customer success teams.

Leverage Webinar Data To Inform New Dimensions Of Segmentation

Segmentation is a growing digital marketing strategy that allows marketers to personalize messaging, enhance brand interactions, and drive revenue. A study by Hubspot reported that email marketers who segmented their audience before campaigning stated that the revenue generated increased up to 760%.

A greater level of detail is needed to uncover deeper insights that can further customize campaigns that better resonate with buyers. For example, it would be extremely useful to know the buyer's stage — if they are in the market to buy or locked into a contract. Does that contract expire in the next six months, or is it up for renewal in 30 days? Key details will help marketing know whether to keep nurturing the lead or pass it to sales for follow-up. Similarly, it would be helpful to know the challenges that are the greatest sources of pain to demonstrate your solution's most important use cases. Information like this also increases the quality of your marketing qualified leads (MQLs), benefiting sales with valuable handoff information.

By working backward, it is possible to generate poll questions that will elicit the data points you need to build out customer profiles and segment your audience. For example, to identify competitors, you might ask what tools prospects are currently using to solve a challenge. Likewise, you can present a list of use cases your solution solves to prioritize which features you highlight in your follow-up materials.

Example Webinar Poll Questions for Marketing Efforts

1. **Identify competitors: What email marketing tool do you use as a part of your marketing stack to support lead generation?**
   a. Outlook
   b. Mailchimp
   c. Act-On
   d. Constant Contact
   e. We don't do email marketing
   f. Other: _____

2. **Prioritize use cases: What challenges are you hoping to solve using a CRM tool?**
   a. Managing and storing contact details
   b. Tracking sales activities

c. Tying revenue to specific marketing activities

d. Pipeline/funnel reporting

e. Other: _____

3. **Discover buying timeline: When do you plan to implement an account-based marketing strategy?**

a. 0-3 Months

b. 0-6 Months

c. 6 Months - 1 Year

d. Greater than 1 Year

Identify Where Prospects Are Getting Stuck To Support Sales Efforts And Clear Roadblocks

The opportunity for polling doesn't end when a marketing-qualified lead is generated. The process of nurturing continues through the sales cycle. Embedding polls within sales presentations or product demos can be a powerful source of information to move prospects closer to purchasing. For example, sales webinars can use a polling question to identify future objections by asking about barriers to solving a given problem. Determining the buyer's hesitations will help sales and marketing prepare objection overcomers and materials for the next interaction.

Polling can also assist with uncovering areas of buyer confusion, allowing sales efforts and marketing materials to focus on clarifying the issue. Asking the audience what factors are more important in the purchased solution can help sales professionals hone in on specific features. Polling can also pinpoint the buyer's timeline for purchase so that sales can follow up accordingly or drop the prospect into the appropriate drip email campaign. And instead of potentially butting heads, sales and marketing work together, strengthening the relationship and improving the likelihood of a deal.

Example Webinar Poll Questions for to Gather Intelligence for Sales

1. **Identify budget/purchase importance: What percentage of your marketing budget is allocated to social media marketing?**
   a. 0%-25%
   b. 25%-50%
   c. 50%-75%
   d. 75%+

2. **Identify potential objections: What are the common barriers to supporting diversity and inclusion in your organization?**
   a. Budget
   b. Training
   c. Executive support
   d. Dedicated human resources
   e. Other:_____

3. **Uncover must-have features: What are the most important features of a project management tool for your product development team?**
   a. Visual roadmaps
   b. Whiteboarding
   c. Reporting
   d. Cross-functional communication
   e. Customer feedback management

Define Content Journeys For New Target Accounts And Existing Customers

The success of account-based marketing (ABM) hinges on how well ABM teams know their audience. From selecting target accounts to developing and executing personalized campaigns, ABM teams depend on a reliable understanding of their ideal customer profile (ICP). Introductory webinars can use polling to weed out less-valuable companies early on so that ABM teams can focus on the most significant opportunities for growth and expansion. Likewise, webinars further down the marketing journey can utilize polls to discover business structure, gauge company growth, estimate revenue, and identify roles, such as purchasers, gatekeepers, key influencers, and end users. By gathering first-party data, ABM teams save time and money on research and can collect higher-quality data. With the ability to deliver relevant value propositions, the efforts of ABM will be that much more powerful.

Once a lead becomes a client, customer success teams are charged with developing the relationship to add value for the client and realize growth opportunities for the organization. These teams interact with customers personally, and any insight into their needs will increase adoption and retention rates, maximizing the customer's lifetime value. Marketing can partner with customer success teams to evaluate current efforts and help uncover future needs. For example, polling responses during training webinars and events can be used to assess the implementation and onboarding process. Another use case for polling is to generate new feature ideas or improve on existing features by surveying current clients — data that is also useful for product teams. Customer success can also use polling to identify at-risk customers by asking how often they use the solution. Customers who use the product less frequently may be flagged for at-risk promotions or education, while those who use the product daily may be candidates for referral programs.

Example Webinar Poll Questions for ABM and Customer Success Teams

1. **Identify roles/structure: Which department/role is responsible for internal communications within your organization?**
   a. Human resources coordinator
   b. Administrative assistant
   c. Marketing manager
   d. Other

2. **Identify product usage/adoption:** How often do you use the chat feature within your project management tool?
   a. Daily
   b. Regularly
   c. Every once in a while
   d. Never

3. **Pinpoint future enhancements:** What features would you like added to ABC project management tool?
   a. Goal setting
   b. Workflow charts
   c. Progress reporting
   d. Visual timelines

Producing Data-Driven Intelligence with Cutting-Edge Event Technology

In today's competitive marketplaces, data-driven intelligence is more critical now than ever, working to power the personalization behind successful marketing, sales, ABM, and customer success campaigns. By embedding poll questions into webinars and events at each stage of the marketing journey, marketing teams can partner with other departments to generate key data points, segment audiences, and support customized interactions to grow sales. Accumulating this level of detailed data requires an event-tech platform that goes beyond video conferencing to empower marketers with cutting-edge tools that not only help them reach their goals, but deliver on objectives across the organization.

About BigMarker

BigMarker is the webinar, virtual and hybrid events platform rated #1 in customer satisfaction. Founded in 2010, we pioneered live video on the web. Today, we host over 3 million events per year, powering digital event experiences for some of the world's most innovative companies, including more than half of the Fortune 500. For more information or a live demonstration, please email us at sales@bigmarker.com.