

WEBINARS

B.Y. Communications Worldwide, www.bycomworldwide.com

Webinars help to determine what stage of the buying process a potential customer is in, and it gives the company an idea of whether the webinar registrant's behavior is sales ready.



BENEFITS

- ◆ Lead generator
- ◆ Saves money and time
- ◆ Ability to present to prospects worldwide
- ◆ Thought-leadership
- ◆ Raises awareness about the business
- ◆ Differentiates the business from its competitors
- ◆ Cost-effective
- ◆ Draws traffic to the business site

Webinars communicate a company's value proposition to prospective clients. They also provide learning opportunities. For instance, a webinar may explain the hidden functions of a product, or it may provide training for new staff. Webinars also bring scattered team members together for one virtual meeting.

A webinar is a powerful marketing tool that allows the business to deliver its message directly to prospective customers. It offers them extra value and that extra motivation to make a purchase.

Webinars position the company as a thought leader because they offer knowledge and experience in bite size chunks to interested consumers. They raise the company's credibility because they provide the opportunity to present targeted and relevant information that connects with the audience.

Businesses offer complimentary and informative webinars on a regular basis, and the results of these webinars depend on the content that's presented. For instance, if the content describes some best practices, or if it is educational, a business would benefit from gathering contact information. If a business choose to present a product demonstration or product training, webinar registrants will likely make a purchase.

Webinars offer people a choice. They can either take time out of their busy day to either attend the event live and interact with the speaker or they can watch or listen to the recording at their convenience. Webinars don't overburden an audience with slides, or eat up their time. Most webinars are either 30 or 60 minutes long.

Business professionals benefit from webinars. Now, they are able to re-
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duce their travel to prospects' offices because they can save time and money by delivering customized presentations online.

When webinars are done well, they offer an emotional connection, so the value is clear. They use a compelling powerful story to help structure a memorable marketing message and plenty of visuals. Interactive elements are used to encourage audience feedback and participation. A question and answer session occurs; and, the webinar concludes with a strong call to action.

B.Y. Communications Worldwide can produce and host your webinars. We deliver your message. We create content that resonates and connects with your audience.



Sources:

"Webinar Training Means Seminar Internet And Teach," Image courtesy of Stuart Miles
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