



## THE TOP 7 STRATEGIES TO GUARANTEE YOUR WEBINAR'S SUCCESS

A recent study reports that 61% of all companies are using webinars to increase productivity and save costs. You may be thinking it's time you took advantage of this valuable resource as well.

Research clearly shows the many benefits of integrating webinars into your sales strategies.

**Webinars assist you with:**

- + Reaching the right people in the shortest amount of time
- + Achieving the highest participation rate of any form of direct marketing media
- + Quickly, easily and immediately measure the success of any campaign
- + Saving as much as 75% on event expenses
- + Increasing and qualifying lead-generation numbers

Whether you are a newcomer or a veteran, iLinc has the tools and techniques to make your webinar a qualitative and quantitative success. Our seven must-do strategies will help you prepare an effective webinar and avoid potential mistakes at every stage of the event: before, during and after your presentation.

### Market Drivers: Mega-Trends in Enterprise learning

What are the key market factors now driving change – or the demand for change – within the financial services industry? Consider these:

#### + Give registrants a good reason to log on.

The fact that your webinar is free doesn't mean you shouldn't provide value. People participate because they expect to get usable content—information that can immediately impact their business performance. Increase your prospects' motivation by providing an expert speaker or demonstrating a relevant product. Give them a good incentive to attend... and you'll be playing to a full house. iLinc can help you fill those virtual seats by configuring public registration for your webinars. A single link can send anyone to that event's specific registration page.

#### + Use an agenda.

As a business owner, you're most likely an expert on your topic. However, if you want to be perceived as an expert, you cannot afford to have a fly-by-the-seat-of-your-pants



presentation. You must have a plan. Devise a carefully outlined agenda that flows directly toward your goals, then inform your audience of the plan by letting them know what you will cover. This sets audience expectations, helps keep everyone on track, and makes it less likely you might leave out something important.

#### **+ Plan your audience interaction.**

Practice what you are going to say...and what you are going to DO. iLinc has a number of online tools to keep your audience involved including polling, instant feedback, in-session surveys, hand raise, break-out groups, online chat and more. If you want to use polls or surveys, set them up ahead of time or hire assistants to do them for you on-the-fly. A webinar doesn't have to be a stand-and-deliver presentation. You can make it as effective as—or better than—a face-to-face meeting.

#### **During the Event:**

##### **+ Make it short and sweet.**

You have roughly the first 10 minutes to capture viewers' attention and give them a compelling reason to continue listening, either because they want your valuable information or they're waiting for you to make them the offer they can't refuse. If you expect complete strangers to listen to you for up to thirty minutes, you must make it worth their time. Offer them a sweet deal as a reward. iLinc's "participation meter" provides instant feedback on audience involvement and allows you to adjust your presentation length and content to keep listeners engaged.

##### **+ Use visual aids.**

Think outside the slideshow box. Visually effective webinars are more than just words on a screen. Use videos, video conferencing, or iLinc's interactive whiteboard. Demonstrate your product or software using desktop or application sharing. Whatever your needs, iLinc can show your audience exactly what you want them to see. Like any great magician, the more tricks you've got up your sleeve the better your show will be, and the more your audience will participate.

##### **+ Demo your product.**

Have you ever wished for a way to test drive a car...without the company of the salesperson? Sometimes we just want to opportunity to take a test drive and sell ourselves on a product. Your webinar is your buyers' perfect opportunity to test drive your product without having to deal with salespeople. Give your prospects what every buyer wants... some hassle-free play time at the touch of a button.

#### **After the Event:**

##### **+ Follow Up.**

A successful webinar has the potential to generate more leads than you can handle. You absolutely MUST have a lightning-fast, immediate follow-up system. Get back in touch with your webinar attendees with pre-planned follow-up emails that include a link to the webinar recording. If you've used iLinc's cutting-edge integration with Salesforce.com, you can also build post-event workflows based on

# White Paper



attendee behavior, sending a different set of emails to the people who attended versus the people who registered but never joined the session.

## About BroadSoft iLinc

Phoenix-based BroadSoft iLinc Communications, Inc., a subsidiary of BroadSoft, Inc. (NASDAQ: BSFT), provides advanced web conferencing services for businesses, governments, and educational institutions around the world. For more than a decade, the company has specialized in helping organizations leverage virtual events and conferencing to reduce travel time, expenses and environmental impact. iLinc and its respective logo are the registered trademarks of BroadSoft, Inc.

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