



**iConnect**  
2010 iLinc User Conference

February 23-24, 2010

# Savvy B2B Marketing

**From Sale to Renewal: Leveraging Webinars to Improve Your Entire Customer Lifecycle**

[www.SavvyB2BMarketing.com](http://www.SavvyB2BMarketing.com)

# Why Webinars?



59% of decision-makers attend at least one webinar per month



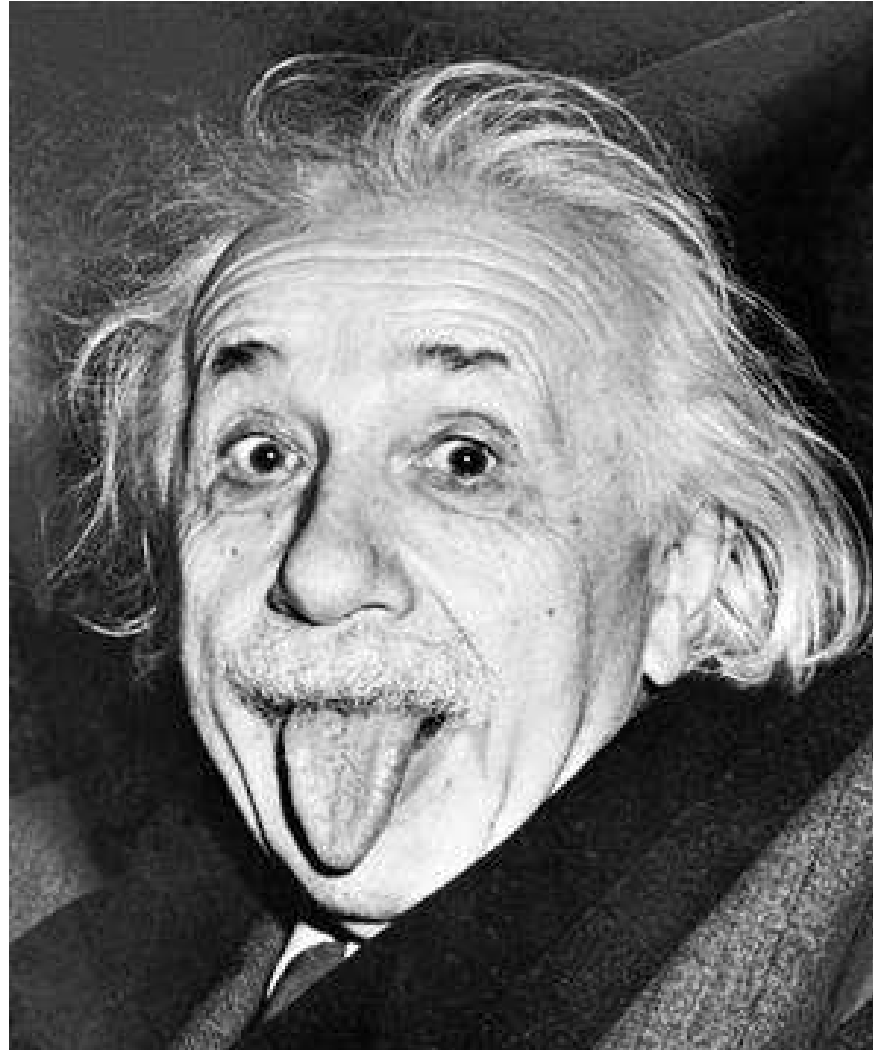
# Why should you do a webinar?

1. Brand promotion
2. Thought Leadership
3. Qualify Prospects
4. Strengthen relationships

# Build your brand



# Show thought leadership



# Qualify prospects



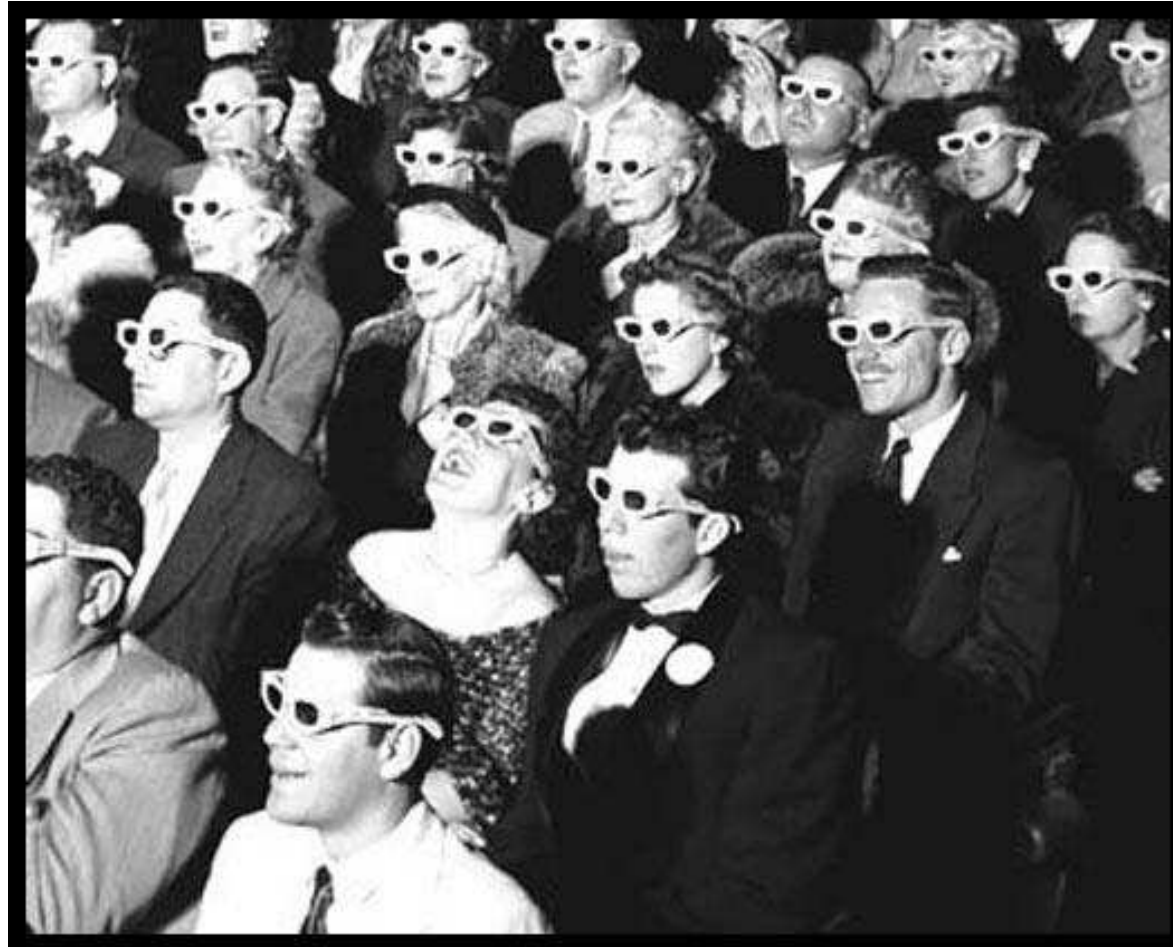
# Strengthen relationships





# How to ensure that your webinars are engaging, interesting and informative

# Inspire rapt attention



# What does it take?

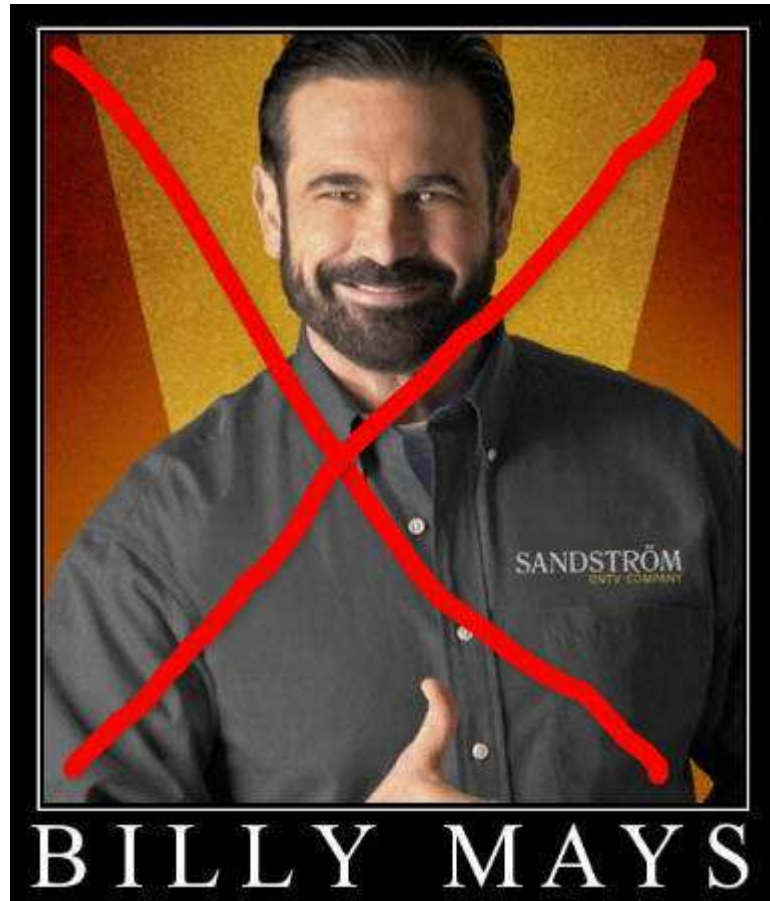


# What does your audience need?

Ask not what you can get your audience to buy from you, but how you can get buy-in from your audience.



# Don't Sell. Teach.



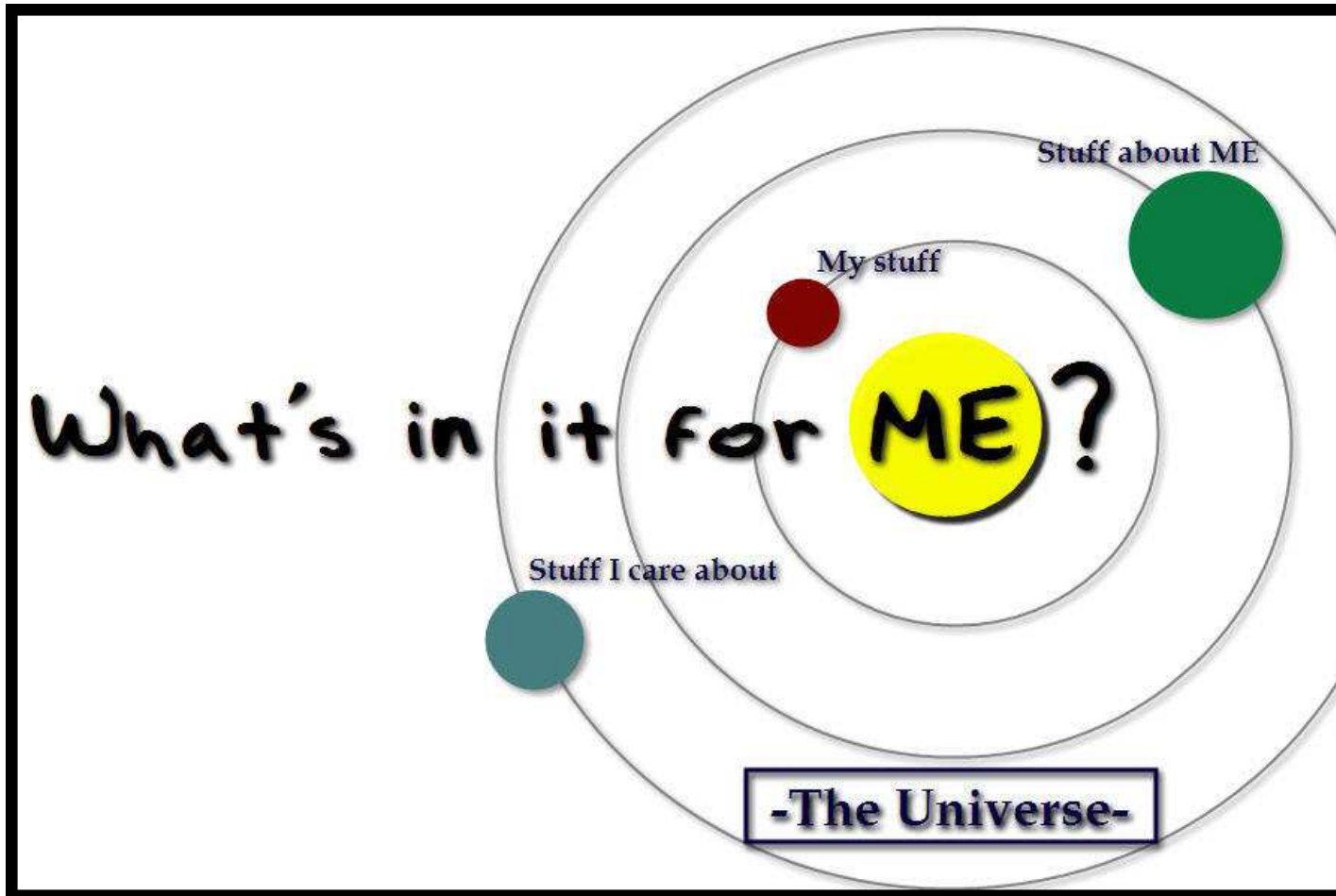
# What makes YOU want to attend a webinar?



Shine a spotlight on your...



# WIIFM?







# Use images to increase clarity

- Bullet points are booooring.

- “The term ‘bullet point’ comes from people firing guns at annoying presenters.” - Don McMillan

- Even if you add colors ....

☺ ... or cutesy bullets

- they are still boring.



# Never use two words when one will do...



# VS



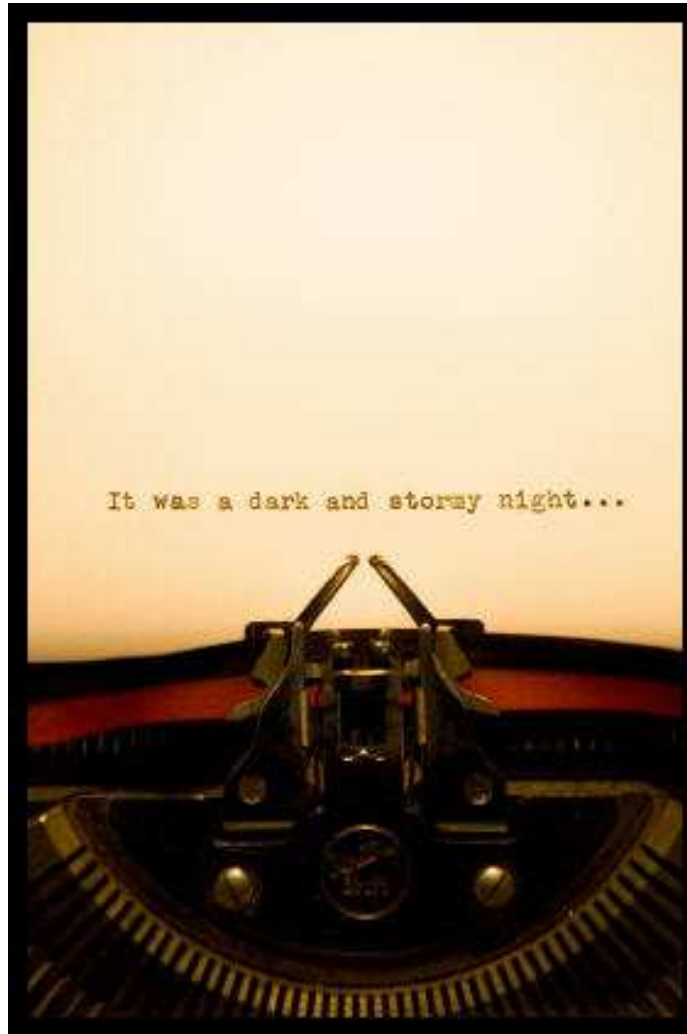
# What do you want?



# Talking Heads or Real People?



# Tell Stories



# Involve the audience

“Tell me and I'll forget; show me and I may remember; involve me and I'll understand.”

~Chinese Proverb

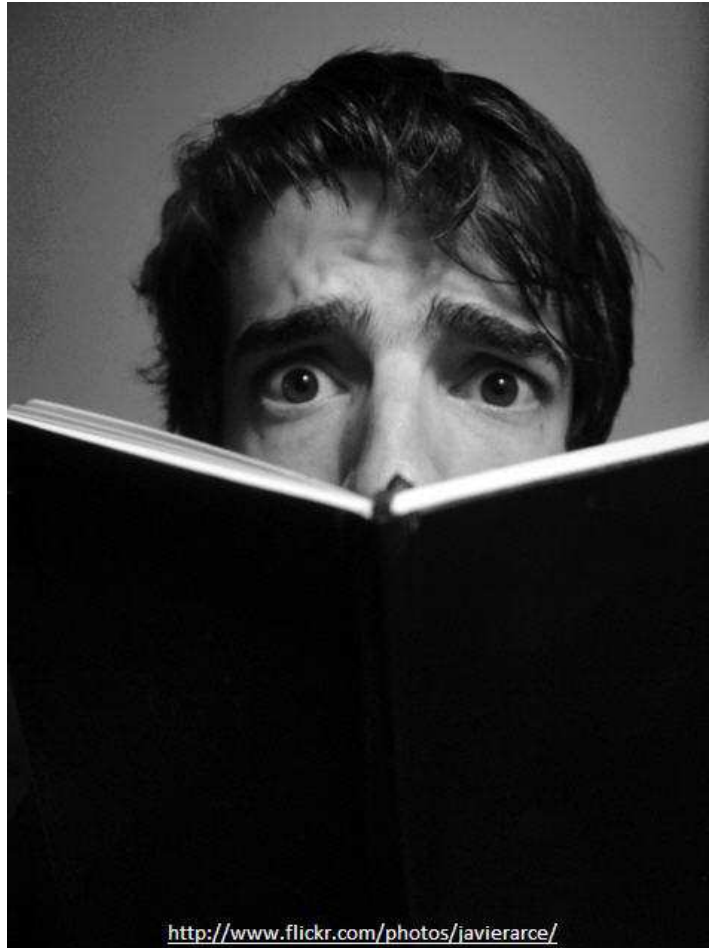


All the world's a stage...





# Don't hide behind a script



# Good things come in teams



# Practice, practice, practice



# What's in it for ME?



Be seen as the key to your audience's success



# Connect with customers



# Inspire action!



# Create a follow-up opportunity





# Bonus: spontaneous sharing



Continuing the conversation...

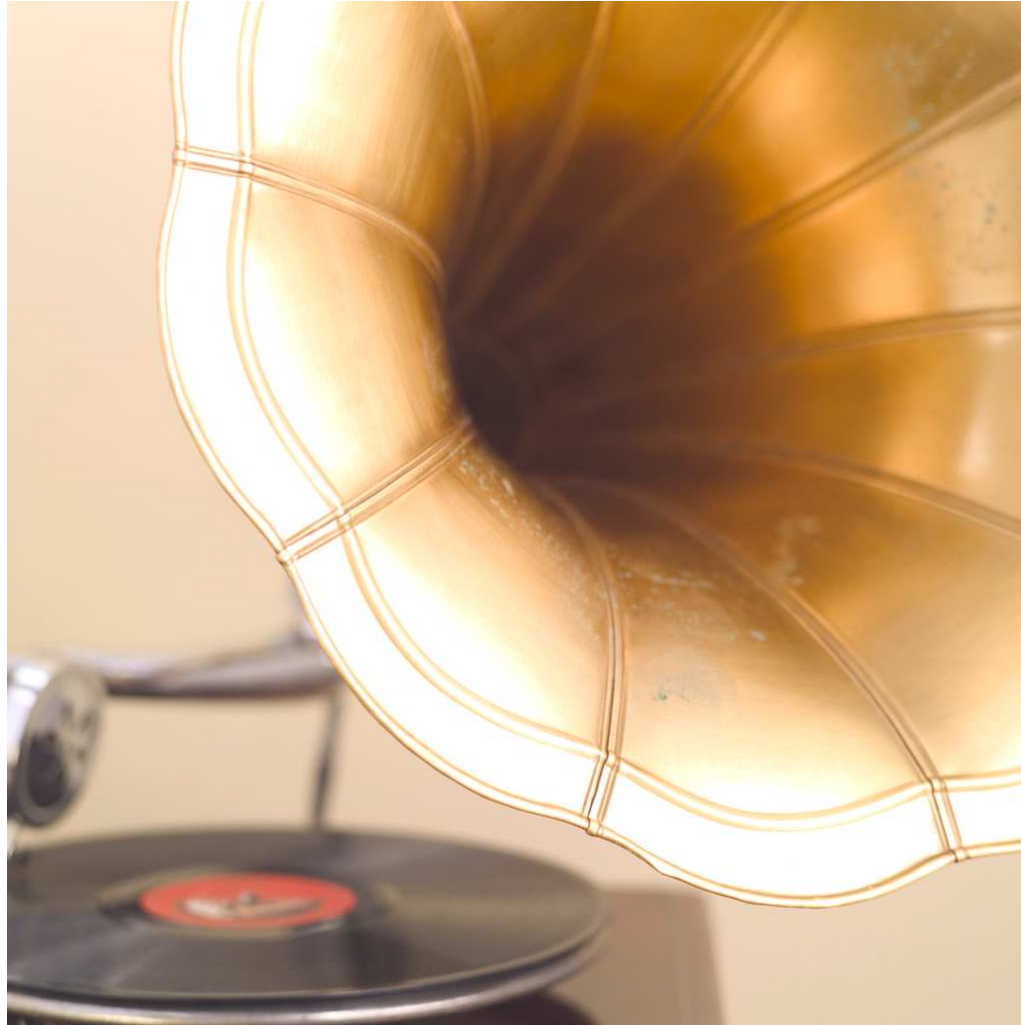
Facilitate this!



# Continuing the conversation

1. Recorded follow-up
2. Look for clues
3. Use CRM tools
4. Landing pages

# Recorded follow-up



# Look for clues



# Use CRM tools



# Landing pages





# Any questions?

