

#### Savvy B2B Marketing

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

#### Why Webinars?





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





#### Why should you do a webinar?

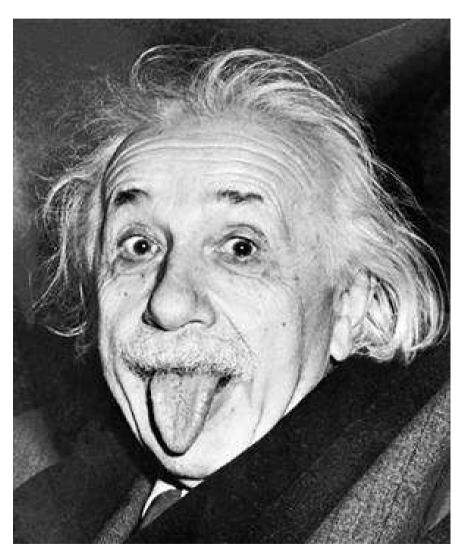




#### Build your brand



#### Show thought leadership





#### Qualify prospects





#### Strengthen relationships

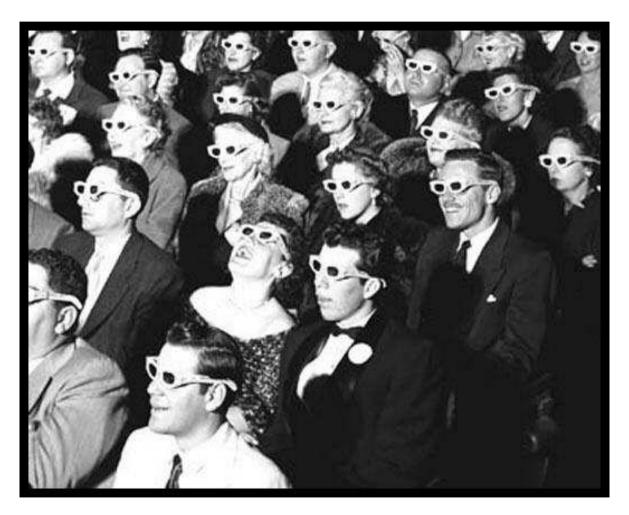




# How to ensure that your webinars are engaging, interesting and informative



### Inspire rapt attention





#### What does it take?



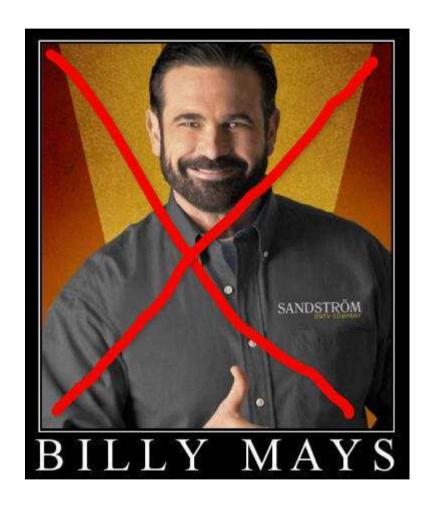


## What does your audience need?

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?



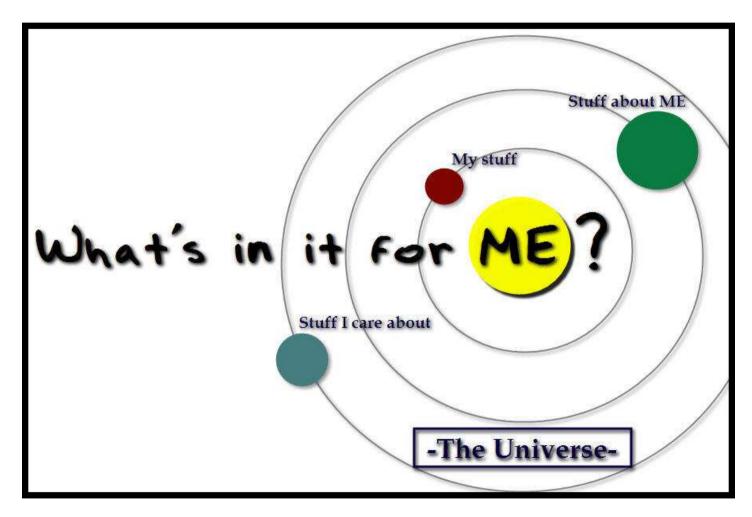


#### Shine a spotlight on your...





#### WIIFM?





#### One Idea

idea i dea idea idea idea idea idea ide ea idea i lidea idea idea idea idea idea a idea ide ide. a id idea ide a idea idea ide idea idea ide 



### Use images to increase clarity

· Bullet points are booooring.

presenters." - Don McMillan

• Even if you add colors ....

in or cutesy bullets

they are still boring.





#### Never use two words when one

will do...





#### Who Else Wants to Get Fit?

merking correct start shoulding arrold from people, rulting carbo, faithering our alle, and gittening our givins. Though we rup plant the here have full of poor meetings along halong when he's of purieties, one often our the alignous. Batters was before





indicate Rewing to do here. Having outline, sverige, or funds for examiny

Well, more fear - Potable is harm the 'vergot TV impring requests to make more between you and your Pinets you'r.

Check out our list and then share your tim, tricks, and mestages of support eth the Jehan mores our thank who need a Jirde eaths encouragement. SAA ry: #18 yeys, notremmer what you need in a "buildy."

#### 15 Healty Good Respons to Exercise

15 Really Cook Systems to Execute: In Today Special of Orces Otherson recyclal agents; (prystics) in the Insus, to precise execute or Insulance larger Encyclates which art as insulant particulars, that invoid columns the suff that explains several arts go happer triungly latins and delivery without problems.

- Stress Release Nito revels stress retref more than resmall ferter Sters New J. 1987 (1997)
- Months Time Experie Alife to section analy to exercise on your own. Chiesa the extra ligness of sums young does time ... a making "time
- Crayler Confidence Whether you've reacted your fitness goal or not Clear Committees - Whether You've reacting pair Things goes on not. Marrial action gives your in Ferring of engineerment, a more opportunit body image, and the confidence to pur specially first things.
   Monoging Conformations - If your Shoots to Make your Briefs making a great activity, You'll have the things to Supplement Strategy and number.
- Select might a Three are a ton of specific leadin benefits, but one all outh is exportant for mores. After all, we're the one ofto entire taking care of everyone and when they get skill.

  8. Opinior immunity: When you've healths, your minute system is
- Targer, which helps you stay healths.
  Increased Good Cholessenid Exercise boosts the good suffi-
- Cover Bood Pressure Law when the KIDs are postering all year tions, availtas will help use relatance things to pour facility. More Exergs It County make immediate carea, but nothing out-does
- or you more energy. And, if anythe can our more energy. In a most:

  1. Stronger Musikis Stronger includes doin't just help you carry all those
- country, they also help project you from vourse. To only also, for instance Stratoer Brown - Nomen in particular should for what they can in
- Scrooper spars—sporser in particular Interior on mark they can be interpreted that their competitions of many transport of part that our interpreted the part that the Carpine Flackboth Spars—Stocked in part of the particular Carpine Sparser of the carpine Sparse
- 15. Hou're Setting a Coot Example As yours, we in everything se ran to a cords for and feath our Wildows Investing time and effort in taking rare of opcords by elementing regarderly only a great example for plan 4 left to 500cm.
- 70 Figs to Overcome the Top 4 Hundles to a Successful Filmess

- cace for minutes invited of Result + You stock next to obselv our poster.
- Nationalist Do a few counciles white applied carching the evening news, a the country puch age white you've easing for the bugger on the over, some locals white you've factory the laundly.
- open latter year of beauting the suppress.

  Nection the seath is someous of bying to squareze environe in around the
  tips, make a superstring year can our such them. Yate them for a lines rolls,
  soft the youther along at an economical peak, challenge your onties both to a to one concern body).

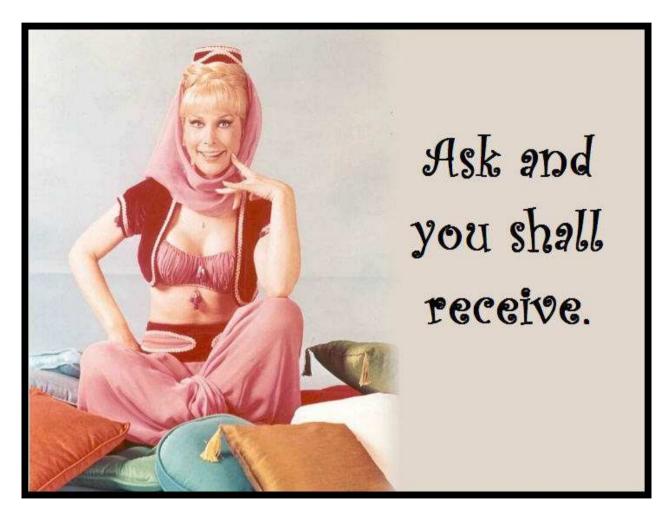
  Tag name with earther more in Apa at French to seep offill core with your
- for a half hour every other day.

  L. Fund gotts that offer chief call if a jugm is your styll, book for ones that
- ofter in-force criticiaes in channen's forest programs.

  6. Tanget tile "GPT-books". Try to find a fee minutes surving eagines, when the size are at action, before everyone gets up, or after everyone's settled.



#### What do you want?





### Talking Heads or Real People?







#### **Tell Stories**

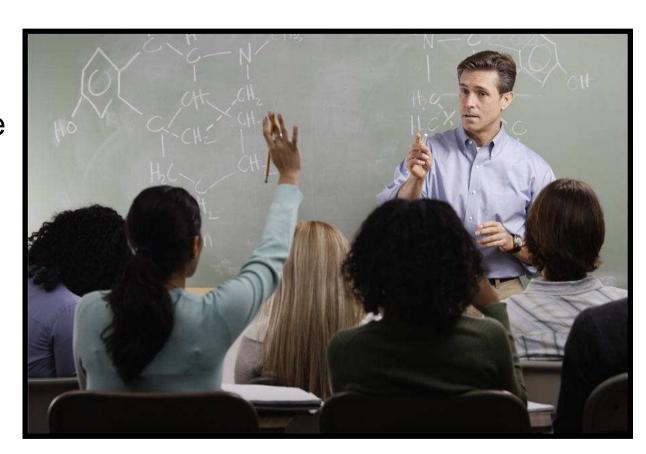




#### Involve the audience

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

~Chinese Proverb



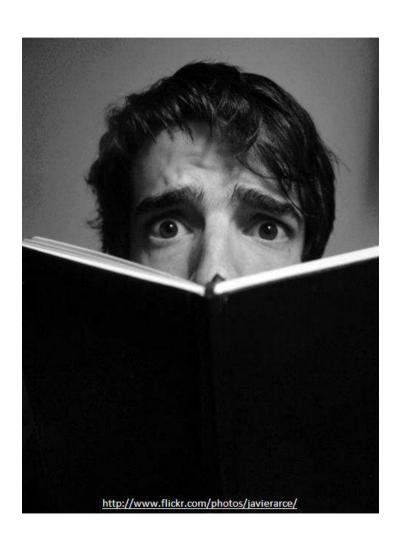


#### All the world's a stage...





#### Don't hide behind a script



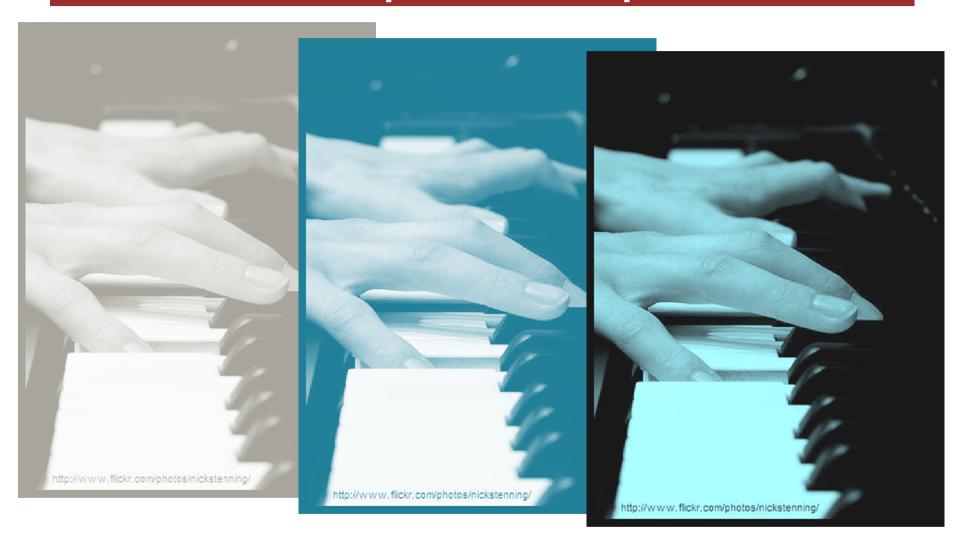


#### Good things come in teams





#### Practice, practice, practice





#### What's in it for ME?



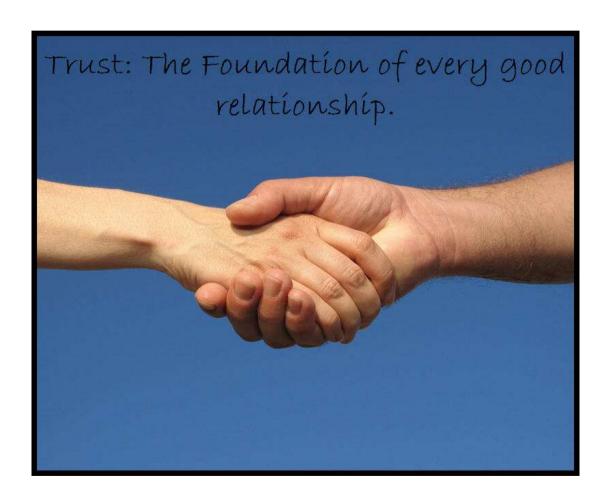


## Be seen as the key to your audience's success



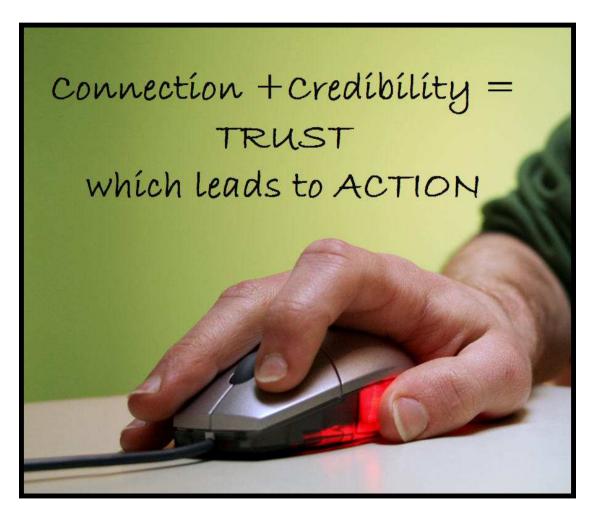


#### Connect with customers





#### Inspire action!





#### Create a follow-up opportunity





#### Bonus: spontaneous sharing





Continuing the conversation...



#### Facilitate this!



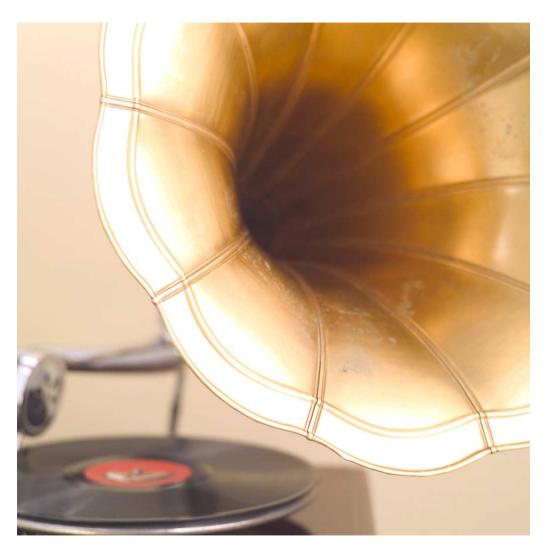


#### Continuing the conversation





#### Recorded follow-up





#### Look for clues





#### Use CRM tools





### Landing pages





### Any questions?



