

Webinars

CHECKLIST

for successful content marketing in B2B

Complete the checklist and find out where you stand!

Team:

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Webinar planning

- Define the goal of the webinar.
- Choose the target audience you want to reach.
- Determine your key success metrics of the webinar (registrations, viewers, leads, etc.)
- Define clear roles within the team (Technical moderator, Host, Presenter)
- Determine the subject; does it offer added value for your target group?
- Choose a suitable date and time (based on the preference of your target group).
- Determine your budget for the webinar (technology, AV, speakers, promotion, follow-up).
- Is there a landing page where registrants can register? What information does the form require?
- Do you have a backup or contingency plan? (technology, speaker, etc.)

Webinar platform

- Decide which webinar tool to use and whether you want to do it yourself or require professional support.
- How can you include your corporate brand in the design?
- Test all equipment and software.
- Is the audio / video quality up to par? Can it be seen / heard on all browsers and devices?
- Do you work with a screen sharing option and will you also show other applications?
- Is there a good (quiet) location where the webinar can be held?

Webinar preparation

- Promote the webinar (social media, emails, website banners, through promotional partners, etc.)
- How will you send reminders to the participants (email or text message?)
- Choose an attractive title for the webinar
- Think about the interaction during the webinar; can participants ask questions, will you use polls, Twitter, call2actions and / or a survey?
- Plan a dry run. Do you have a good presenter?
- Are you going international? Then take into account different time zones.

During the event

- Don't let a webinar last too long (30-60 minutes). No longer than 60 minutes.
- Is there enough variety in the presentation? (voice, speakers, images)
- Are the slides designed professionally? (Too much text? Enough images?)
- Determine the tone of voice of the presentation.
- Make sure that you won't be interrupted (Cell phones off, door closed, Skype off, outside noises etc.)
- Is it clear how the questions of the participants are dealt with? Is there a live Q&A?
- Is there a clear (concluding) call-to-action?
- Hand out a bonus to viewers.

Afterwards

- Provide a quick follow-up based on the call2actions and feedback from participants.
- Is an on-demand version of the webinar available? If so, how can you further promote / use it?
- Send an email to the no-shows ("too bad you weren't there") and to the participants ("thank you very much for your presence").
- Have all questions been answered?
- Can the content of the webinar be re-used?
- Are the slides available online?
- Evaluate the session with the team.
- Have you achieved the previously set goals and expectations?
- What are the areas for improvement?

Need help with webinars?

Reach out to our team. We can offer you flexible support in webinars. Contact us via shimon@spotonvision.com.