

The 2019 Webinar Strategy Report

EXCLUSIVE NEW RESEARCH REVEALS
HOW B2B MARKETERS ARE EXPANDING
THE ROLE OF WEBINARS

DEMAND GEN[®]
REPORT
SURVEY REPORT

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Introduction

Content fuels marketing initiatives, and the choice of format is crucial to ensuring that prospective buyers have the information they need to make a purchase decision. New industry data shows that webinars, in particular, have become an integral part of most B2B organizations' go-to-market initiatives.

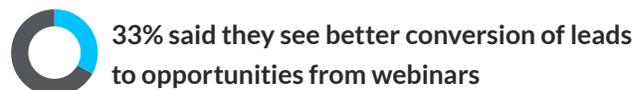
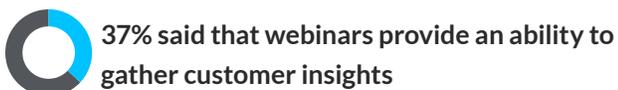
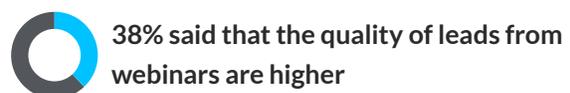
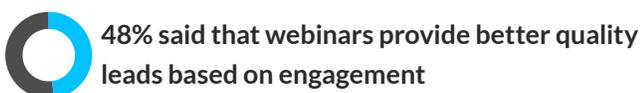
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Research conducted by *Demand Gen Report*, in partnership with *GoToWebinar* by *LogMeIn*, shows that the majority (77%) of B2B marketing teams use webinars as part of their marketing mix, with another 15% planning to incorporate them into their marketing initiatives in the next year. Only 8% said they have no plans to use webinars.

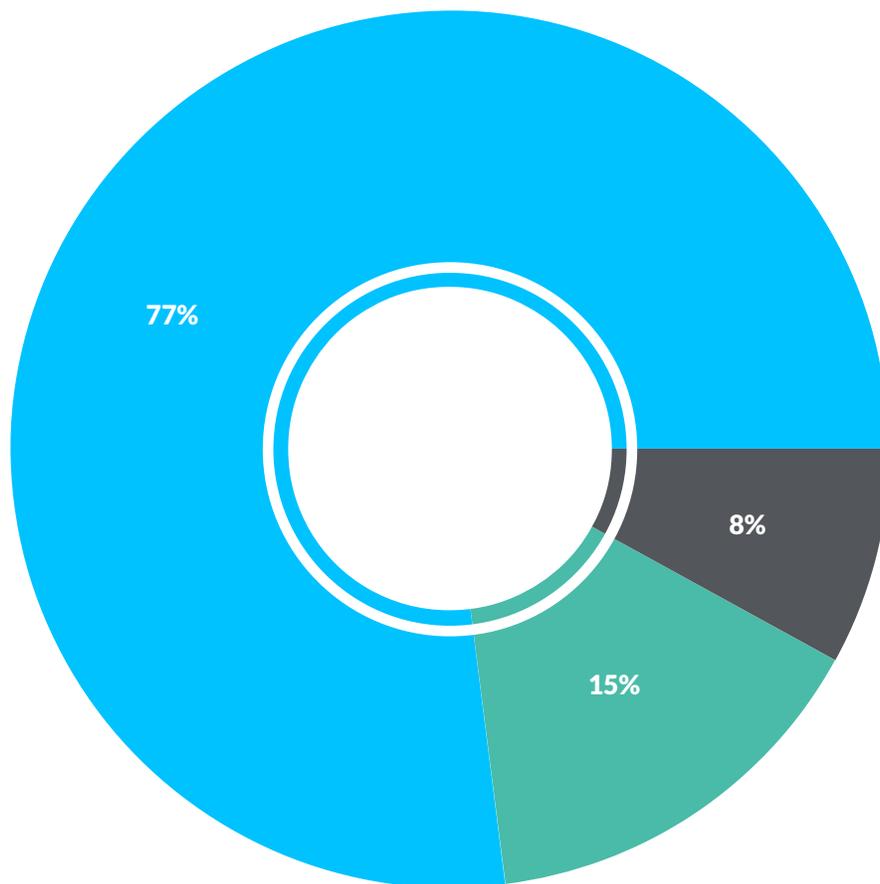
It is understandable why webinars have grown into a popular format for marketing teams.

WHY WEBINARS ARE A POPULAR MARKETING TACTIC:



The continued growth of webinar popularity in the marketplace can also be attributed to audience preferences. Prior research from *Demand Gen Report* showed that three-quarters (75%) of B2B buyers consumed webinar content in 2019 to inform a purchase decision, up from 65% in 2018. In addition, 56% said that webinars were the most valuable piece of content they consumed in 2019, up from 47% in 2018. Webinars also are rated as one of the top-two most engaging types of content formats and are one of the top-three most popular formats among professionals, according to survey data from *GoToWebinar*.

Are you currently using webinars as part of your marketing mix?



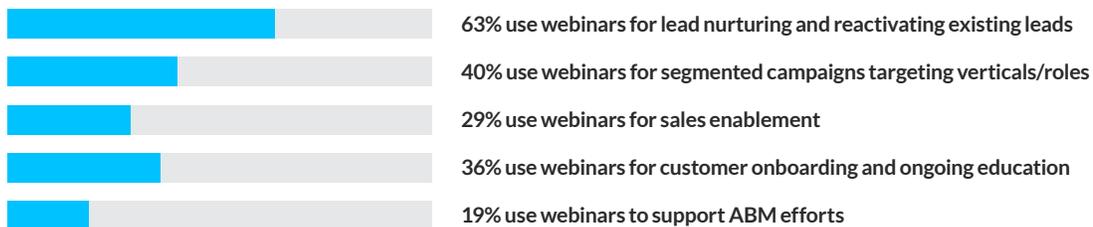
- Yes
- No, but plan to in the coming 12-18 months
- No, and don't plan to



Marketers Plan to Use Webinars For More Than Lead Gen, Acquisition

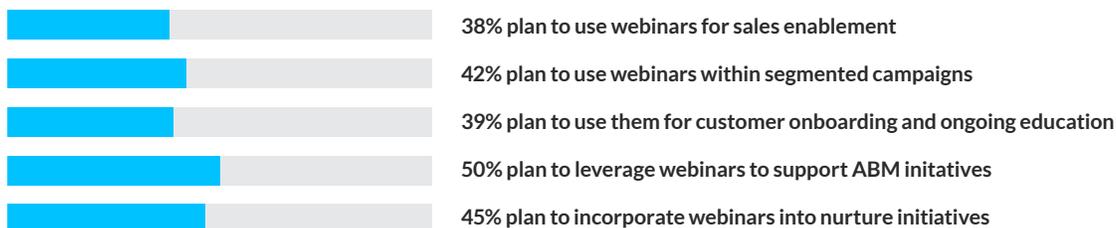
The new research, which surveyed roughly 150 B2B marketing practitioners, signaled that there are multiple opportunities for webinars to be incorporated throughout the entire sales funnel, positioning teams to engage with buyers and accelerate deals. **The majority (87%) use webinars for lead generation/acquisition at the top of the funnel.** More than half (58%) said the most effective aspect of webinars versus other content formats is their increase in lead generation and brand reach.

HOW MARKETERS USE WEBINARS THROUGHOUT THE FUNNEL:



Although current webinar usage is at the top of the funnel, the survey showed that respondents are looking to utilize webinars to support major focal points in the buying journey. Half (50%) said they plan to leverage webinars to support ABM initiatives, while 45% plan to incorporate webinars into nurture initiatives.

HOW MARKETERS PLAN TO USE WEBINARS:





As webinars are becoming a more strategic practice throughout the buying journey, this in-depth survey report aims to highlight how webinar producers at B2B organizations are:

Experimenting with a variety of webinar formats to fuel engagement with prospects;

Prioritizing measurement and reporting to better understand that engagement and ensure its being utilized by their team to refine messaging; and

Deepening focus on overall webinar efficiency and repurposing best practices to fuel other content for future campaigns and initiatives.



Accelerating Nurture Streams With Webinars
Lauren Alt, Outreach:

“We’re putting our not-quite-yet qualified [leads] through email nurtures that drive people to educate themselves via webinars and on-demand webinars. Ultimately, this helps accelerate cycles and drive new names and new deals for our sales team.”

Learn more about Outreach’s story [here!](#)



Webinars Provide Marketers Great Opportunity For Deeper Engagement

While the research showed that the initial value of webinars came from its success as a lead generator, B2B marketing teams are seeing that this content format better positions them to have meaningful, engaging conversations with buyers that can help build stronger relationships.

-  **The study showed that the majority (84%) of respondents include audience Q&As in their webinar productions, while 60% said they include polls to better gauge topics of interest and focus points from their prospects. More than half (57%) said they use screenshare features during their webinars to offer more of a conversational, workshop-type feel versus a presentation.**

However, the data showed that there is room to further increase engagement beyond the Q&A features widely available in webinars. For example:



Only 38% are using webcams, which can help create a more unique atmosphere for presenters and attendees by having presenters on screen versus PowerPoint slides



Another 38% are using audience surveys, which can help garner even deeper insights on prospective buyer needs and interests than standard polls and Q&As



The data showed that respondents are looking to adopt new approaches to webinars to further boost engagement. While a little more than a third said they currently use audience surveys in webinars, **49%** said they plan to incorporate surveys and polls into their webinars in the next year.

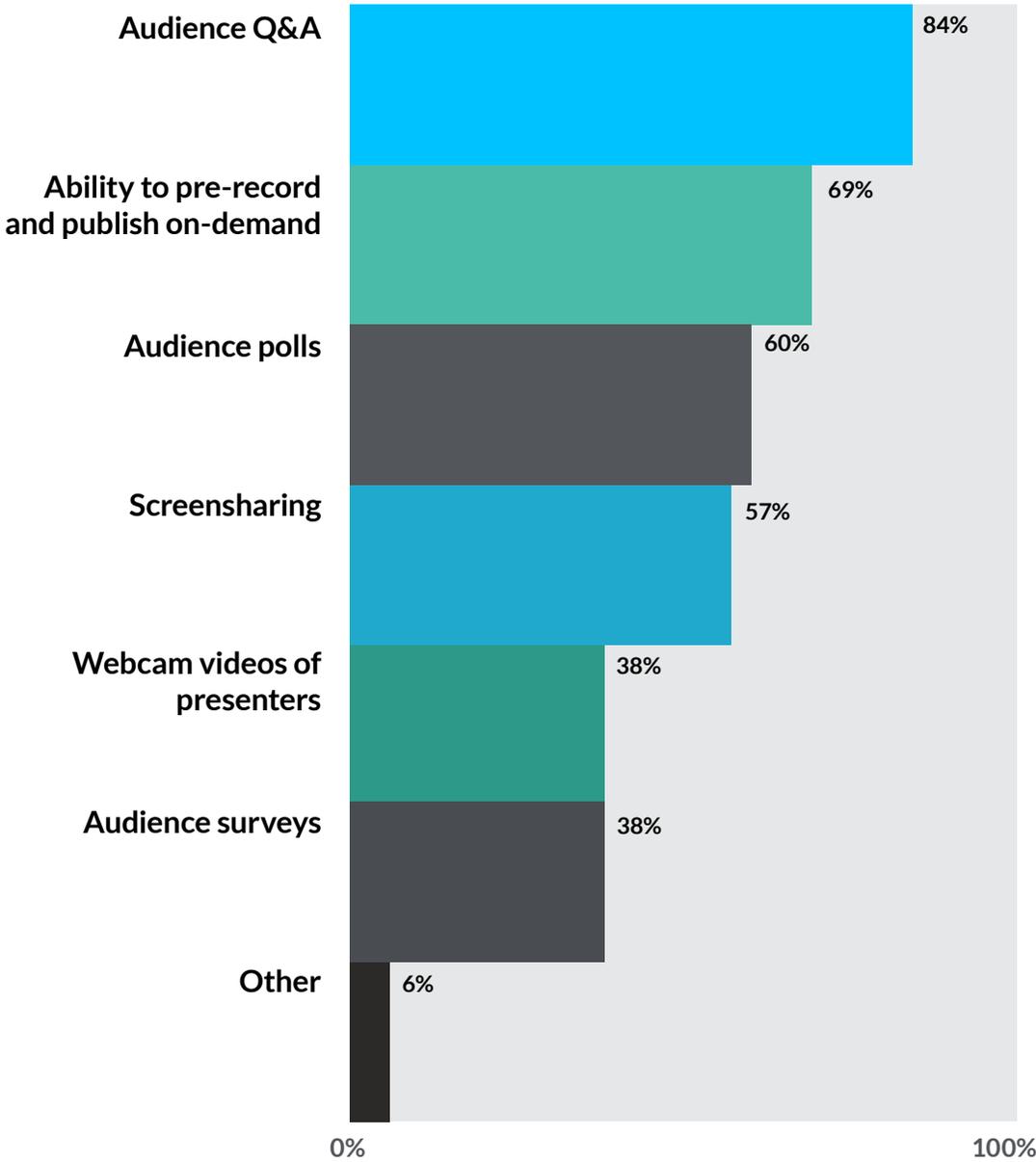


Webinars Activate Conversations
Ardath Albee, Marketing Interactions:

“I look at webinars as a pillar of content that activates a conversation. For pre-event, think sharing ideas around the topic in reminder emails and short polls that will help you orient the session to audience needs/preferences, etc. For post-event, think written answers to the questions asked and sharing the content you’ve repurposed from the webinar itself, in addition to just sharing the link to the on-demand version. Give [attendees] something more to keep the conversation going. You could even develop a nurture program around the topic to extend engagement and provide even more ideas and insights to those interested.”

Learn more from Ardath Albee [here!](#)

Which features/functions are you currently using in your webinars?



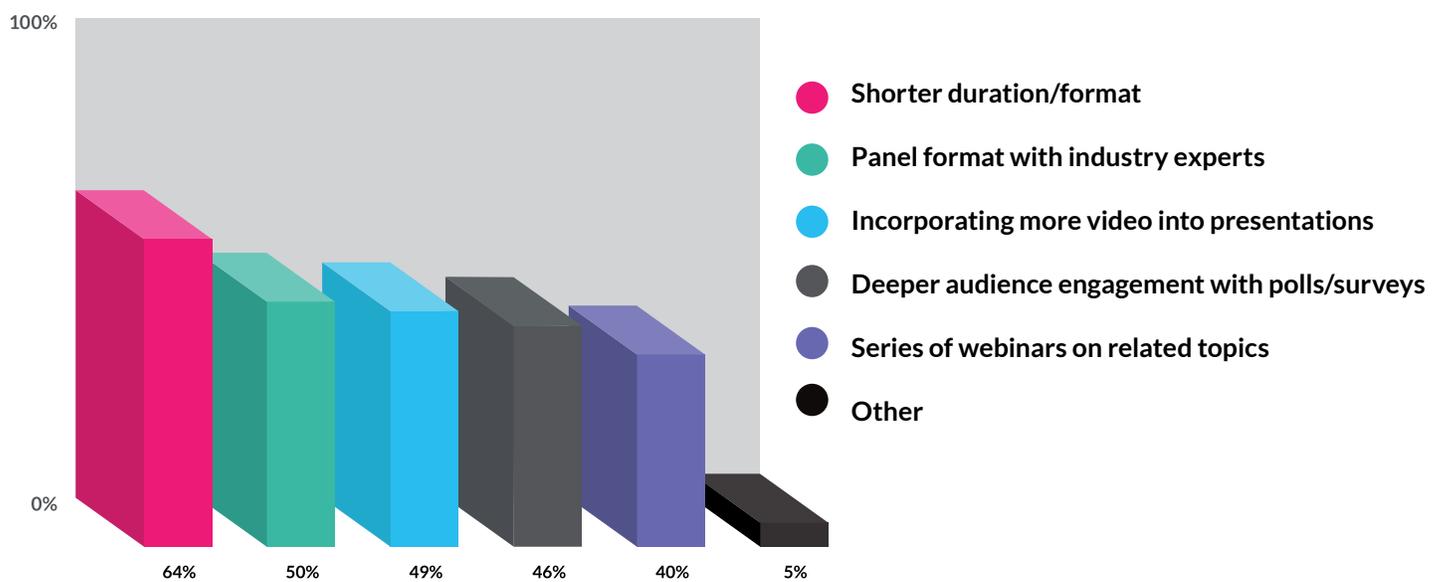


Marketers Look To Address Buyer Pain Points With Webinar Series, New Formats

The research also revealed that **64%** of respondents said they plan to produce a series of webinars on related topics, offering prospects more opportunities to engage with their brand and get a better understanding of buyer pain points and interests.

Another way that marketers are looking to fuel engagement is by changing the format of their webinars from presentational to conversational.

WHICH NEW APPROACHES TO WEBINARS ARE YOU CURRENTLY OR PLANNING TO TEST/DEPLOY IN THE NEXT 12 MONTHS?



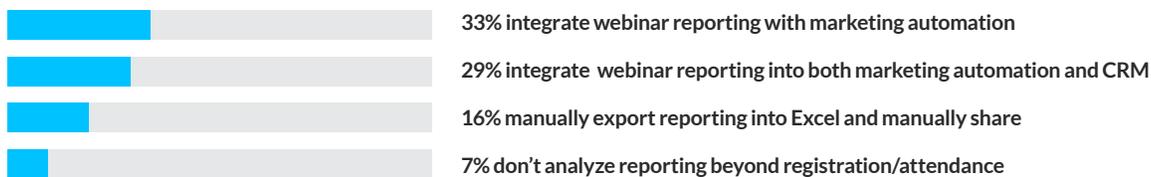


Connecting Webinar Reporting To The Big Picture

The research findings showed that B2B marketing teams have more opportunities to dive deeper into the data garnered from webinar engagement. **Forty-five percent** are analyzing live versus on-demand viewing, which can uncover the ongoing importance of the topic and help highlight prospects that weren't a part of the original live-air audience. Also, **42%** are reporting on the specific questions being asked by attendees, which can be valuable to identify exactly where prospects are in their purchase decision.

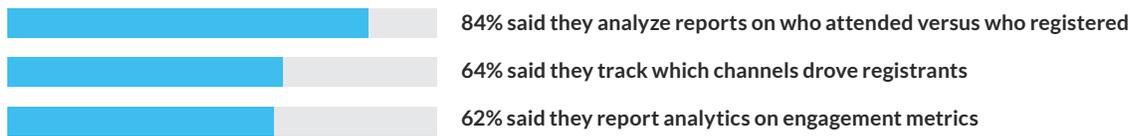
While 78% of marketers say integrating webinar analytics with their CRM and marketing automation is key to effective webinar management, only 29% are actually doing so.

HOW WOULD YOU DESCRIBE YOUR COMPANY'S CURRENT ABILITY TO MEASURE AND UTILIZE DATA AND REPORTS FROM YOUR WEBINARS?





Of those analyzing webinar reporting, data shows that the most important reporting metrics revolve around understanding attendee engagement:



***Get Granular With Webinar Audience
Polling For Better Segmentation***
Daniel Waas, LogMeIn:

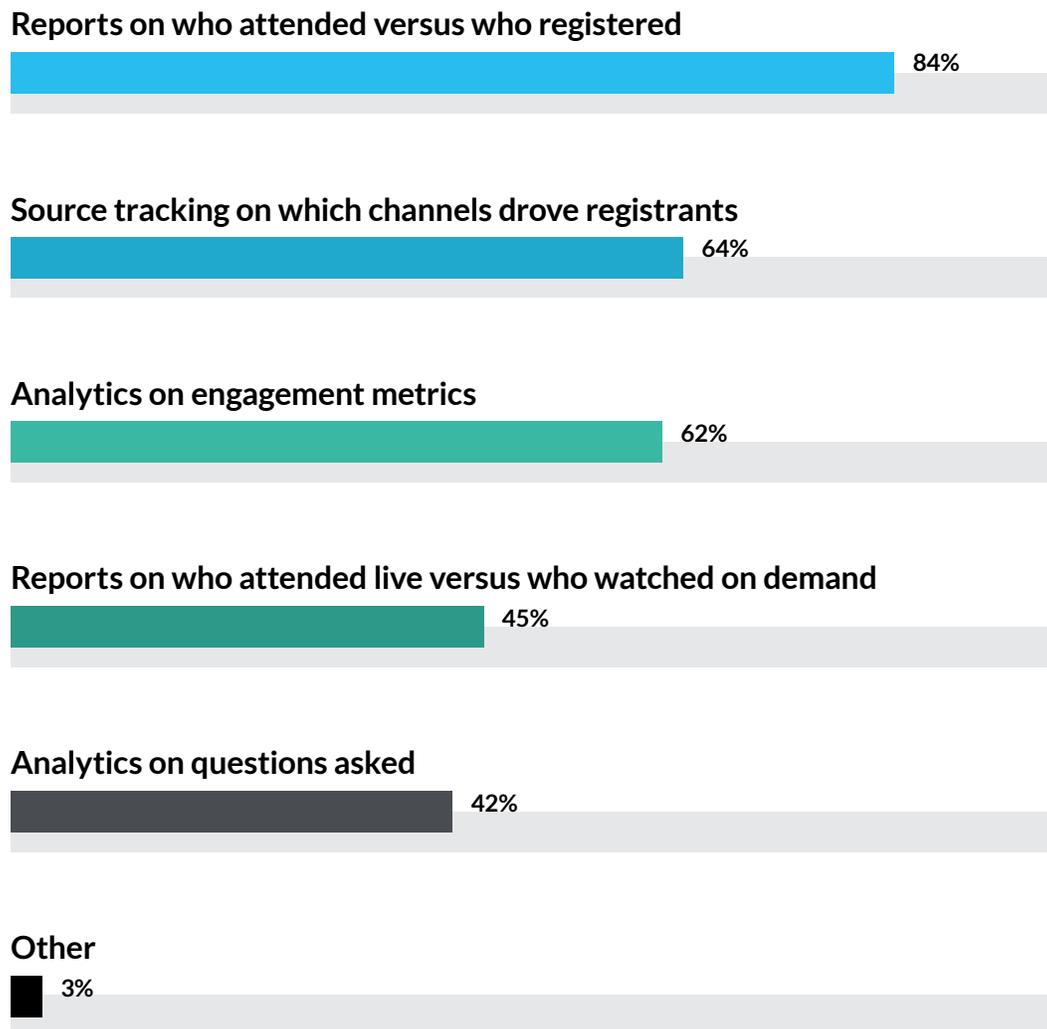
Webinars can be a great tool for understanding and segmenting your audience. I launch two to three polls in every webinar for that purpose and to be able to tailor my delivery. Good questions to ask are:

- **Experience level:** Beginner / Intermediate / Advanced
- **Urgency:** How quickly will you implement what you learned today?
- **Segmentation:** What's your main use case?
- **Buying intent:** Would you like to have a 1:1 conversation?

Integrate your webinar tool with your marketing automation and CRM system to make that type of data available to your sales teams for a more meaningful follow-up.

Learn more from Daniel Waas [here!](#)

What insights do you find most useful from the reporting you get from your webinars?





Marketers Optimize Their Webinar Strategy For Efficiency, Longevity

The study also found that the most important features and functionality wanted by webinar producers have a common quality: they ultimately help them maximize efficiency.

THE MOST IMPORTANT FACTORS TO CREATE AND MANAGE WEBINARS ARE:

 72% said it was the ability to schedule webinars to be live or on demand

 60% said it was the ability to use templates for easy form setup

 40% said it was the ability to add custom questions to registration forms

This efficiency also carried over to how that webinar content is utilized throughout the rest of the sales funnel – as well as how its curated – to help fill marketing teams' content calendars. The majority (**82%**) said that they use recorded webinars in nurture campaigns, while 18% said that they plan to incorporate this practice within the next year.



- 🐦 **Two-thirds (67%)** said that they use the key takeaways from webinars to fuel future content projects, which is an opportunity to continue the conversation with prospective customers on a topic that resonated with them. The remaining **33%** said they plan to do this in the next year.

Half of respondents (**50%**) also said that they use questions asked by the audience during live airings of webinars to create follow-up content. This is a great opportunity to fuel marketing initiatives that are relevant and speak to buyer needs and topics of interest. The other **50%** surveyed said they plan to put this into practice in the next year.



Maximizing Webinar Value Through Curation Sherrie Mersdorf, Evariant:

“We average more than one webinar per product, per month. Given our small team, it’s extremely important to ensure we see the maximum benefit for the level of effort. For us, that means truly thinking through the alignment of the content and topic with our key messages, as well as how we can leverage the content to create new formats.”

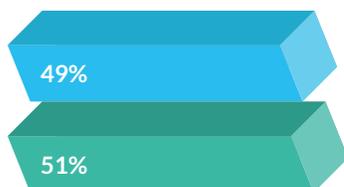
Learn more about Evariant’s story [here!](#)

How is your organization currently repurposing or planning to repurpose or re-use webinar content?

We use recorded webinars in lead nurturing campaigns



We use questions from the audience to create follow-up content



We use key takeaways from webinars to create follow-up content



Currently Using ●

● Plan To Use



Conclusion

While webinars have been used by B2B marketing teams for some time, they have become a critical part of many go-to-market initiatives. The majority (**92%**) either use webinars in their marketing mix, or plan to incorporate them within the next 12 months.

This is because B2B companies have seen considerable success and returns from leveraging this medium to share relevant and contextual information with their target audience. Close to half (**48%**) said that webinars provide better quality leads based on engagement, while **37%** said that they provide an ability to gather relevant customer insights to provide greater customer experiences. One-third (**33%**) said they see better conversions from webinars.

While **87%** of respondents currently use webinars to boost lead gen efforts, this data shows marketers are doubling down on webinars by testing new formats and expanding webinars as a full-funnel tactic.



Ultimately, webinar producers will continue to reinforce their use of the format in marketing initiatives and further engrain it as a critical asset for B2B businesses.



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