

Benchmark and Best Practices for Webinars

Marketing is about interaction more than it is about dashboards, conversions, and tools. This is why webinars have become such people magnets in the wake of the COVID-19 pandemic. Webinar platforms are helping enterprises to bridge across the social distancing norm.

We've compiled a list of webinar statistics for 2021 that suggest webinars will continue being an integral marketing channel now and in the future.

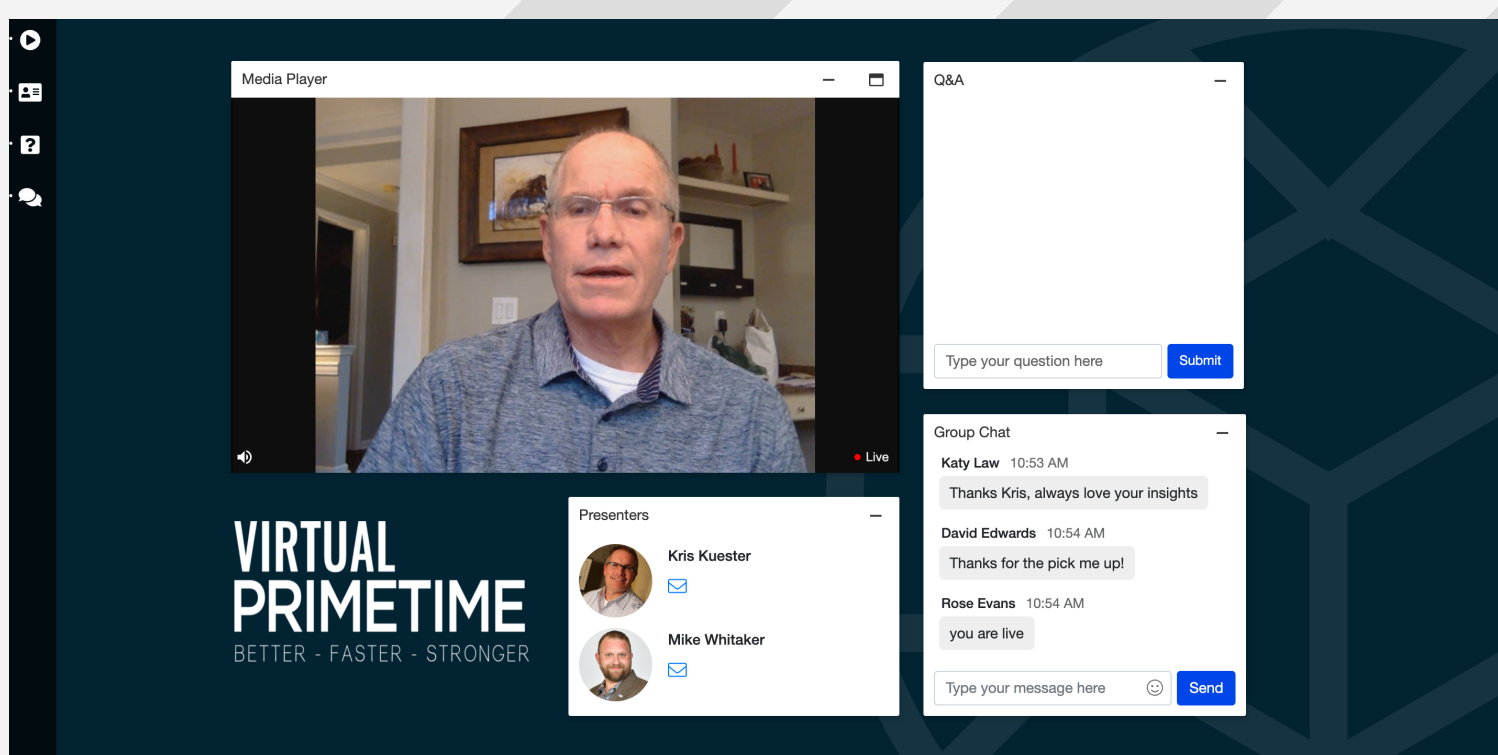
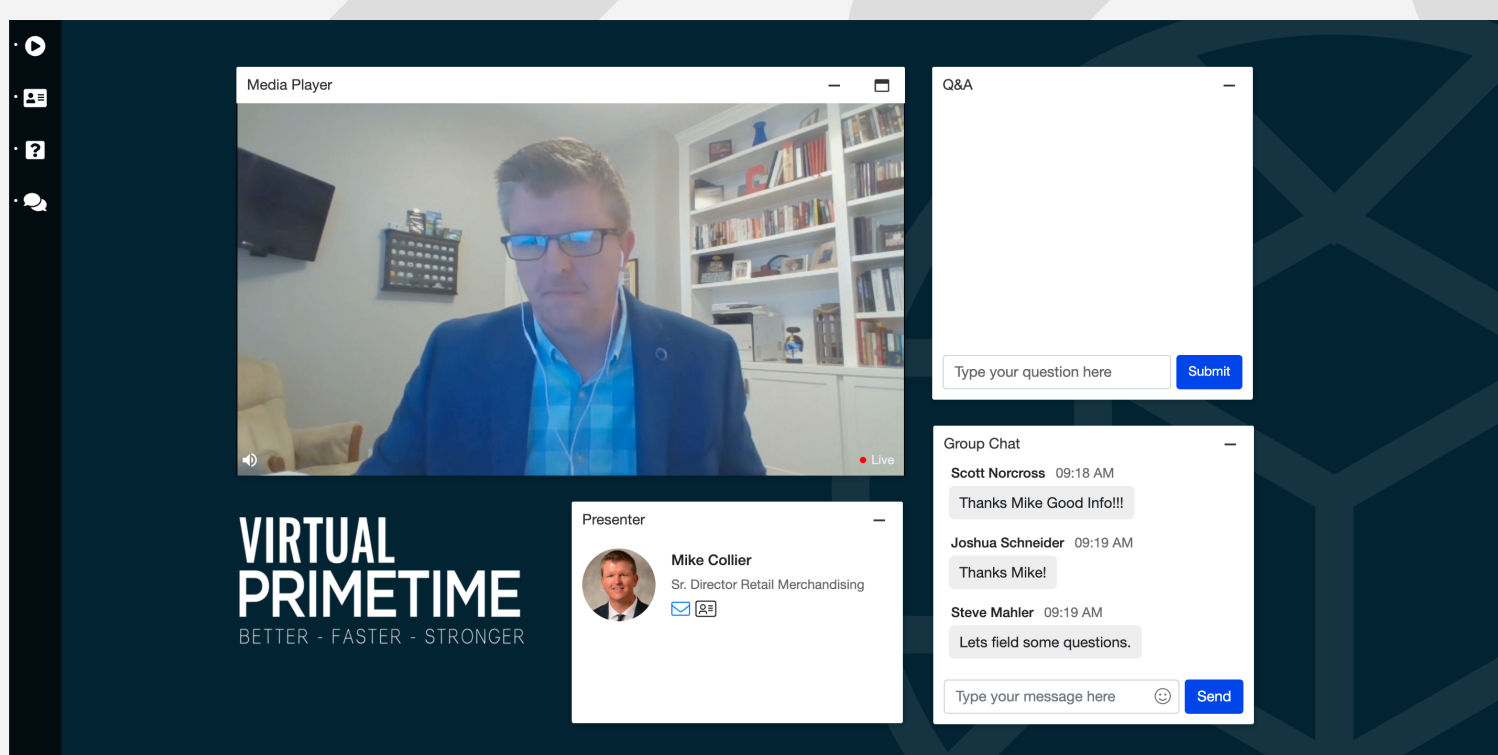


01 THE CASE FOR WEBINARS

01 Fifty-seven percent of marketers host an average of 50 webinars every year.

Most enterprises host between 50 and 150 webinars every year. The volume of webinars varies based on industry, goal, and resources. Enterprises should focus on creating quality content rather than the number of webinars they put out.

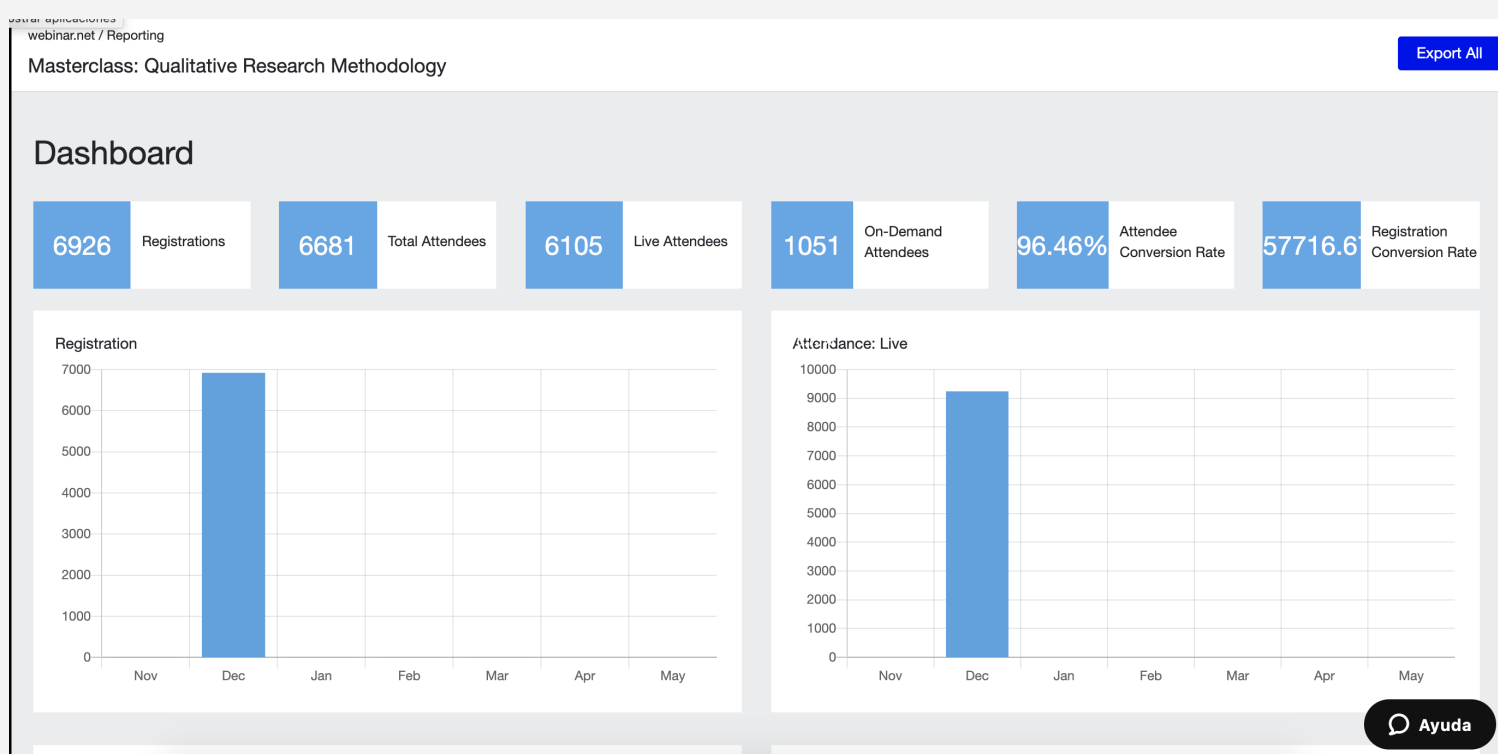
Takeaway: To meet your webinar needs, you need a platform that makes it easy to create webinars. Webinar.net allows users to set up webinars in under 60 seconds using an intuitive five-step wizard. Better yet, you can copy templates from previous webcasts, so you don't have to start from scratch every time. A calendar of upcoming events makes it a breeze to plan for events throughout the year.



02 Fifty-eight percent of marketers use webinars for promotion.

Using webinars as an alternative to in-person events allows enterprises to reach their target audiences without incurring hefty venue costs and other related expenses.

Takeaway: Webinars are a no-brainer for running promotions. After all, they allow you to reach hundreds or even thousands of people at the same time. With webinar.net, you can promote your products and services to a multitude of people cost-effectively. The webinar templates feature helps to speed up the process even more.



03 Sixty-seven percent of enterprises have doubled down on webinars since the COVID-19 outbreak.

Webinars are a panacea to the social distancing dilemma. People can access your content remotely, so there's no need for in-person events.

Takeaway: Widespread cancellations of live events, trade shows, and in-person demos have forced enterprises to rethink their marketing. Webinars are the format of choice. Webinar.net doesn't just allow you to host online meetings; it helps re-create an interaction similar to an in-person meeting. Any comprehensive marketing program can build Webinar.net into it.

04 Forty-nine percent of B2B buyers engage with webinars before making a purchase.

Leaders of B2B enterprises consume video content when researching a product or service.

Takeaway: Webinar.net allows you to create presentations that resonate with the B2B buyer. You can run them live, prerecorded, or on-demand. The tools allow you to create slides, add audio, video, web pages, images, forms, documents, links, social media feeds, and transcripts.

Conclusion

Webinars shouldn't just be a tactic to append to the end of your marketing strategy or training and education efforts. With viewer-to-buyer conversion rates of between 5 percent and 20 percent, you should make webinars a regular part of your marketing plans.

02 WEBINAR PLANNING BENCHMARKS

01 Thursday is the best day to host a webinar.

Twenty-eight percent of marketers prefer to host webinars on Thursday. Wednesday and Tuesday follow close behind.

Takeaway: This is only a guideline, and you should experiment with different days to work out the best days for your organization. Most professionals are usually busy on Monday and Friday.

02 The best time to host webinars is mid-morning (28 percent) and mid-afternoon (27 percent).

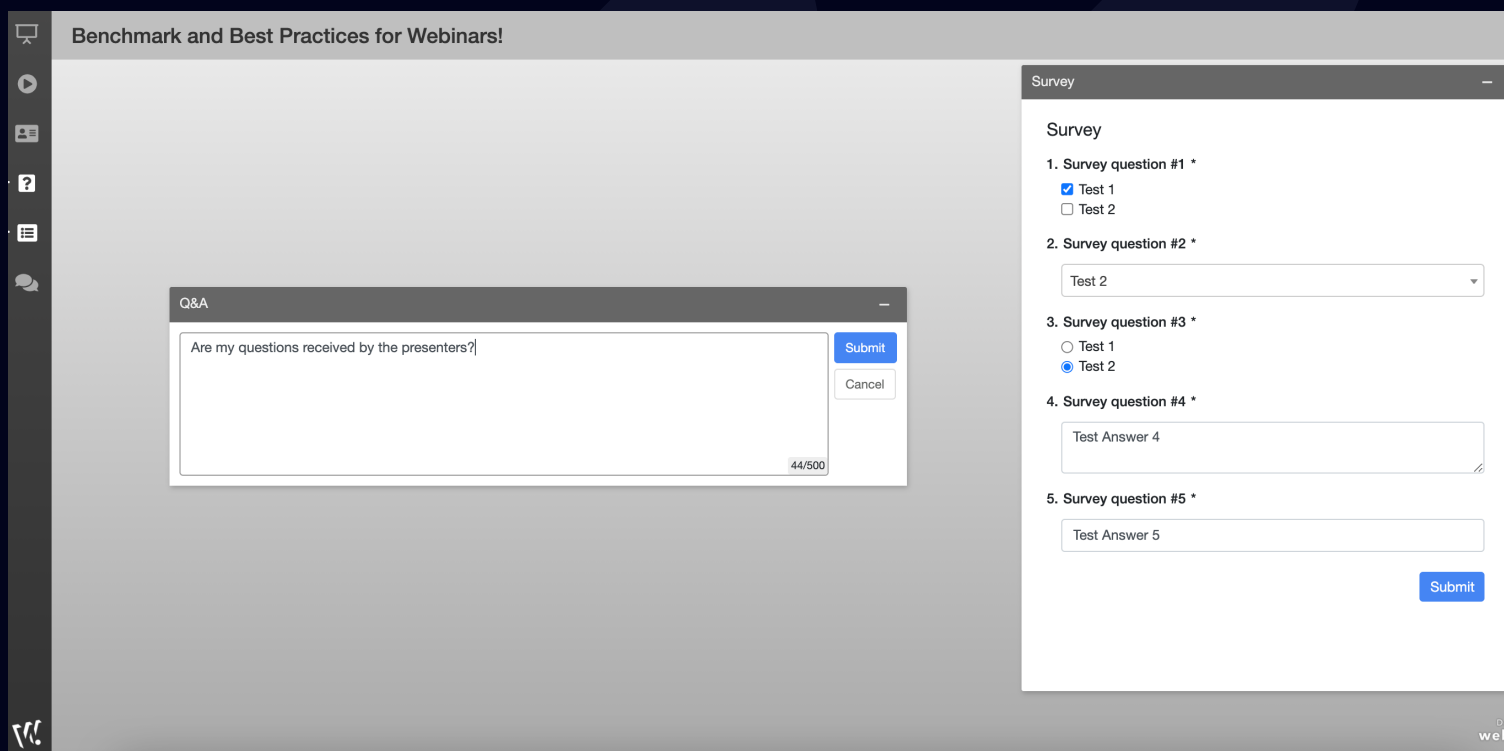
Most people prefer to join webinars mid-week, mid-morning, and mid-afternoon. Many professionals are usually busy during other times of the day.

Takeaway: Consider the time zones of your audience when picking a time for your webinar. You want to schedule it at a time that's convenient for most people to maximize attendance.

03 On average, attendees watch webinars for 52 minutes.

Sixty-six percent of attendees leave webinars early because of uninspiring presenters, misguided content, and other commitments getting in the way.

Takeaway: Generally, people have short attention spans. Often, the willingness to watch until the end depends on the value the audience is getting. As a rule, you should keep your webinars short whenever possible and make them as engaging as possible. Webinar.net allows you to improve webinar engagement through moderated Q&As, private chats, group chats, and surveys.



04 Lists are the most popular webinar titles.

To encourage webinar registration, you need to pick a title that resonates with your audience.

Takeaway: Lists are your best bet when choosing a title for your webinar. They help demonstrate your expertise and convey the value proposition of the webinar to your audience.

Conclusion

During the planning stage, you need to keep your audience top of mind. The goal is to maximize registration and attendance. You do this by understanding your audience members. Find out where they spend the majority of their day. Examine data from previous events and pay attention to the drop-off times. Webinar.net provides robust reports and analytics that provide substantial insights on attendee activity.

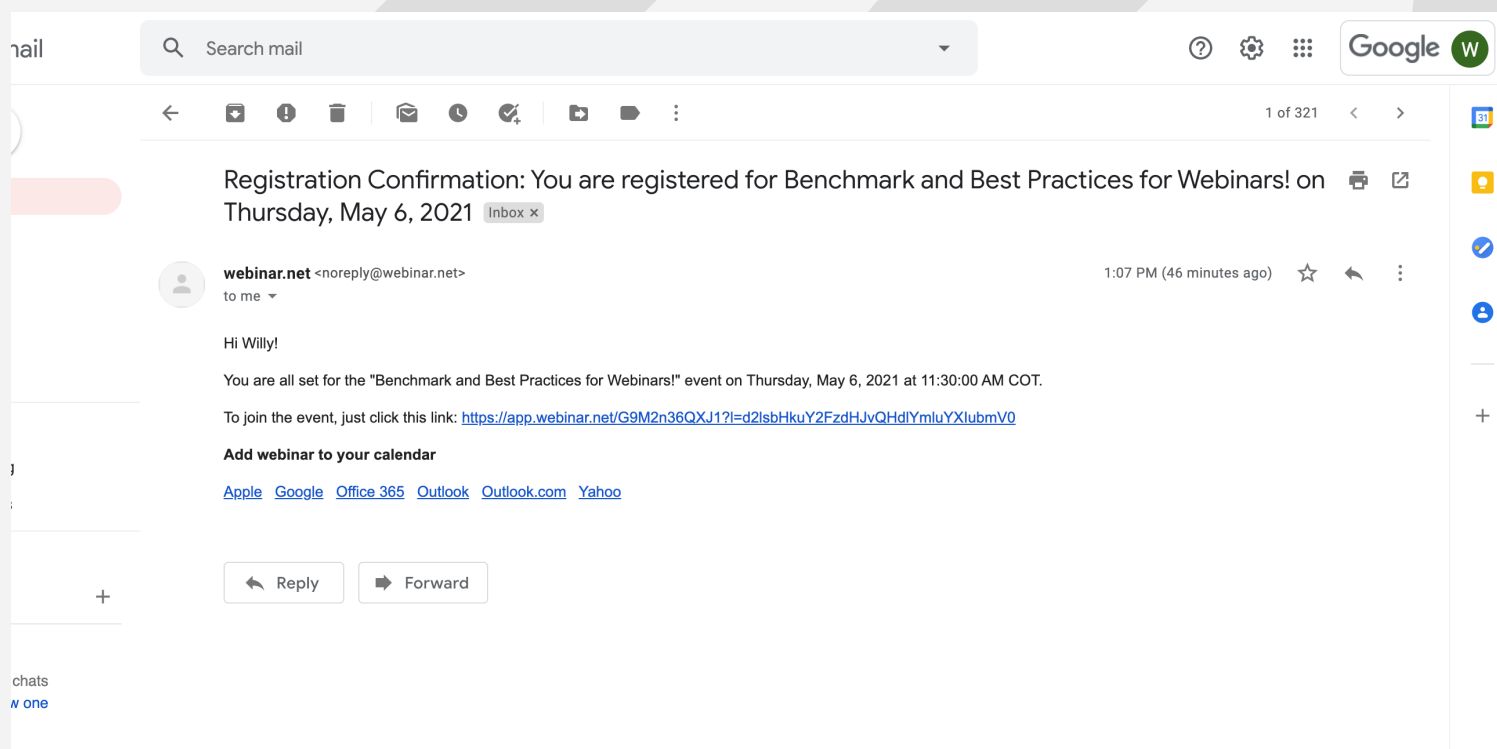
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WEBINAR PROMOTION **BENCHMARKS**

01 **Forty-five percent of marketers view e-mails as the best webinar promotion tool.**

E-mail is a powerful tool for promoting your webinar. Research shows that solicitations via e-mail account for about 73 percent of signups.

Takeaway: Using e-mail to promote your webinar is a no-brainer. After all, e-mails are free, and they're a great way to advertise your event. Webinar.net comes with e-mail integration. You can automatically generate audience confirmation and reminder e-mails, schedule webinar follow-up e-mails, and create highly customized e-mails with HTML.



02 **9 a.m. is the best time to send out promo e-mails.**

9 a.m. is the ideal time for sending out promos since it has a success rate of 14 percent.

Takeaway: People rarely register for webinars in the afternoon. You want to send out e-mail promos between 8 a.m. and noon.

Conclusion

The goal of promoting your webinar is to increase registration. Go for a longer promotion cycle to boost registration numbers and increase the chances of converting registrants into attendees. Make sure to include some great teaser content in your promo e-mails to build up some excitement.

Visit [webinar.net](https://www.webinar.net) to learn more today
& start making awesome webinars.

04 REGISTRATION BENCHMARKS

01 Thirty-five percent of registrations happen a week before the webinar.

How soon people start registering for your webinar depends on when you begin to promote it. Most registrations take place seven days before the event. Seventeen percent of the registrants will register two weeks before the event.

Takeaway: Announce the webinar at least two weeks before the official date. This allows for a longer promotion cycle and yields better results.

02 Twenty-nine percent of webinar attendees don't register until the day of the webinar.

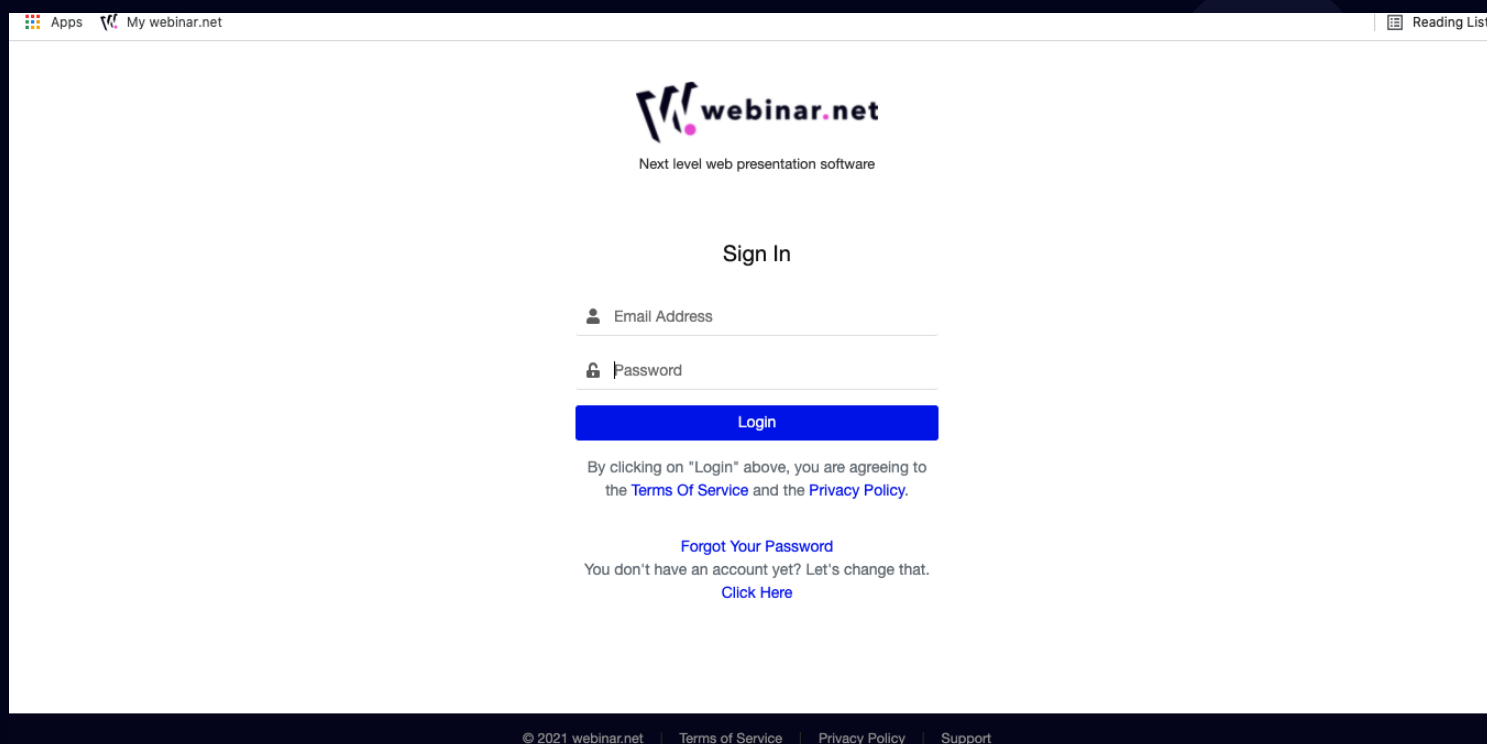
It's important to keep the registration page available up to the last minute.

Takeaway: You can increase webinar attendance by sending reminders a few hours before the event.

03 Twenty-four percent of registrations take place on Tuesday.

Focus on Tuesday and avoid weekends. Saturday and Sunday are the worst-performing days for registrations. Wednesday and Thursday are also great days for registration.

Takeaway: This is only a benchmark, so you want to use it as a guide. Experiment with different days and times. Webinar.net allows you to create dynamic webinar registration landing pages to help maximize conversions. It also comes with analytics tools that help you measure success.



Conclusion

Understanding the stats about webinar registration can help enterprises improve their promotional efforts. Most registrations come through the week before the webinar.

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05 ATTENDANCE **BENCHMARKS**

01 The average webinar attendance is 40 percent.

Between 35 percent and 45 percent of webinar registrants convert into attendees.

Takeaway: Target a registrant-to-attendees conversion rate of around 40 percent. This should give you an idea of the number of people to expect at the event.

02 Sixty-six percent of webinars have 50 or fewer attendees.

Only 1 percent of webinars attract more than 500 attendees.

Takeaway You want a webinar platform that will work with both small and large audiences. Webinar.net scales to meet your attendee demands on the fly.

03 Twenty-five percent of registrants watch the replay.

A good chunk of registrants never attends the live event. They prefer to watch the recording at a convenient time.

Takeaway: Record all your webinar sessions so registrants can watch them at a time that is convenient for them. Webinar.net automatically converts your live webinars into on-demand. Webinar.net allows you to create on-demand webinars or a prerecorded live session.

04 Only 22 percent of people always watch webinars live.

There's a split in webinar viewing behavior. The reasons why people don't always join webinars live include:

- **The lack of time**
- **Time zone conflicts**
- **General desire to consume media at their convenience.**

Takeaway: Monitor how much engagement you're getting from both the live event and the on-demand recording. This information can inform your promotion strategy. For instance, if your on-demand recording is getting more traction, you can invest more resources promoting it.

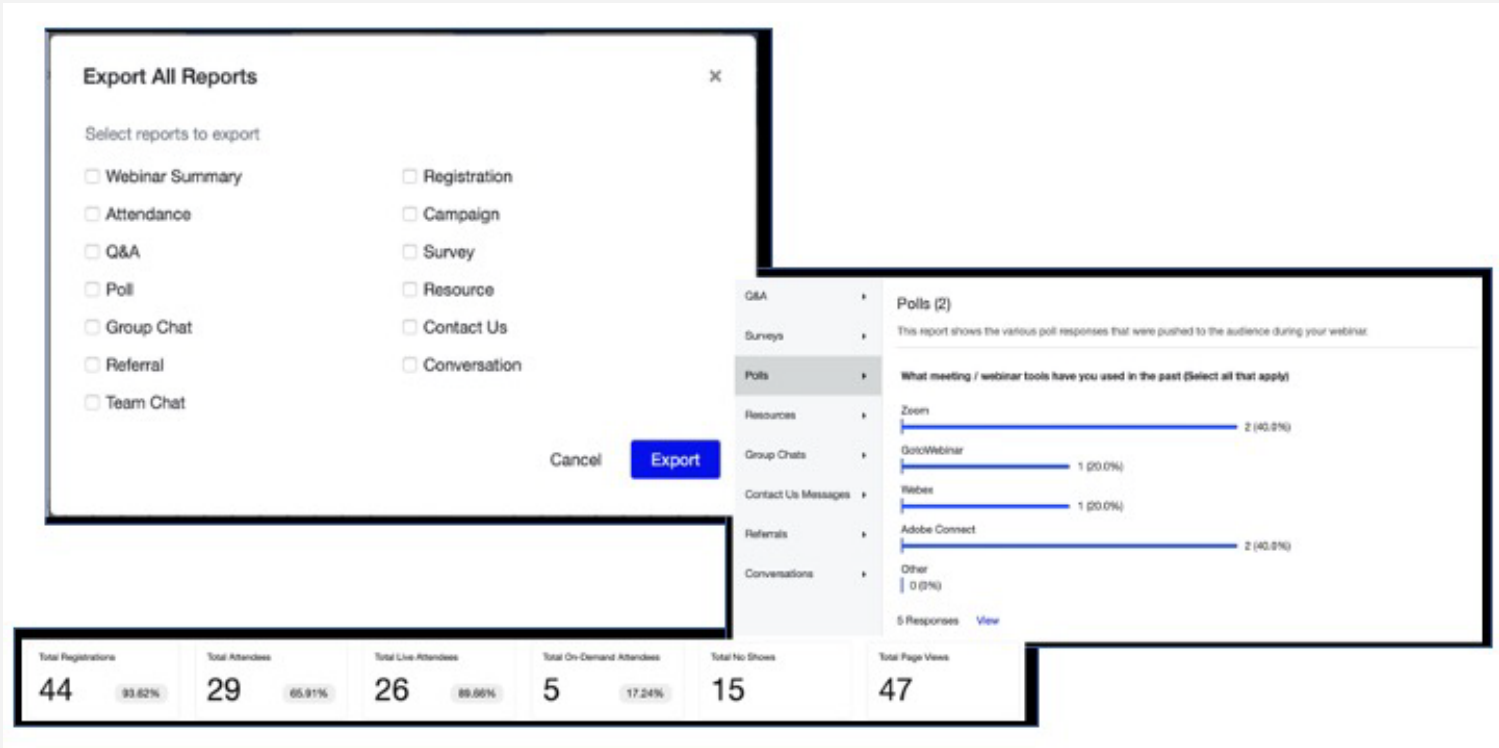
05 Eighteen percent of on-demand webinars take place over the weekend.

While viewership for live webinars is low over the weekend, there's usually a spike in the number of on-demand views. This is usually because of people's busy work schedules.

Takeaway: Promote your on-demand webinars on Friday to keep them fresh in the minds of your audience members during the weekend.

Conclusion

To maximize your webinar viewership, you need a webinar platform that can help you analyze, audit, and respond to your attendance data. Webinar.net comes with an analytics dashboard that provides substantial insights into the activities of your attendees.

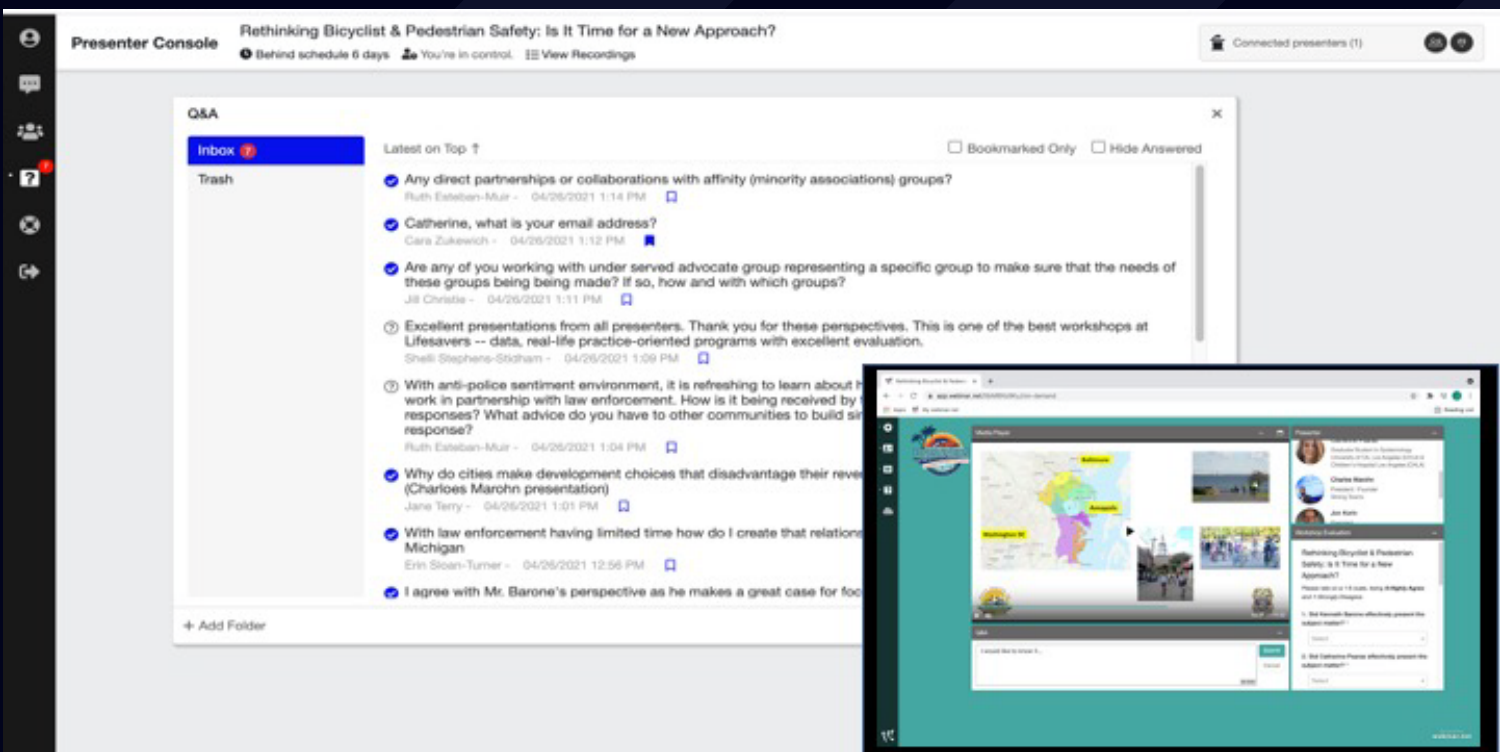


06 WEBINAR CONTENT BENCHMARKS

01 Eighty-one percent of enterprises use Q&As in their webinars.

Q&As are one of the most popular webinar engagement tools. More than 92 percent of your event’s attendees will expect a live Q&A session at the end of the webinar.

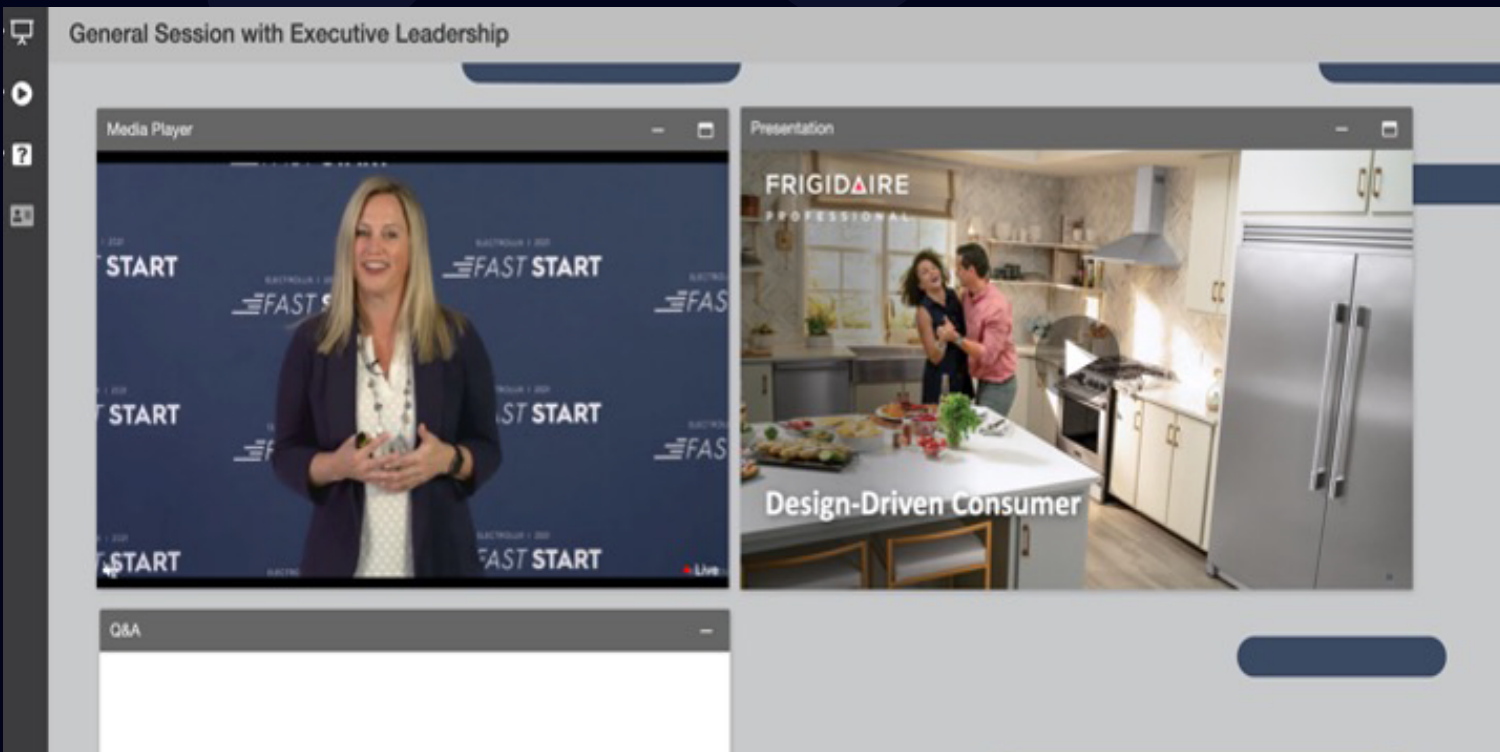
Takeaway: Q&As offer attendees a fun way to interact with the presenter during the webinar. Webinar.net provides the tools to help webinar hosts deliver moderated Q&A sessions.



02 Webinars with video content scored 7.8/10 in popularity.

Webinars with video content are more compelling and drive more engagement with the audience. Unfortunately, only about 32 percent of enterprises use videos in their events, sighting integration complexity or cost as the major stumbling blocks.

Takeaway: You need the right tools to include video content in your webinars effectively. Webinar.net comes with in-built video sharing tools that allow you to share prerecorded videos with your audience.



03 The latest industry developments interest only 84 percent of B2B viewers.

B2B viewers consume webinar video content to help them solve specific problems and issues within their organizations.

Takeaway: Your content should focus on tips, tricks, best practices, how-tos, expert interviews, case studies, data insights, and trends and predictions. Doing this will keep the B2B viewer engaged.

04 Sixty-four percent of attendees say the presenter must be passionate and engaging.

Getting the right speakers is critical to the success of your webinar. One of the major reasons for webinar drop-offs is the presenter being boring or salesy.

Takeaway: The speaker should focus on demonstrating his or her expertise in the subject matter. The speaker should also help audience members solve their problems. This helps build authority and spills over into the perception of your services and products.

Conclusion

Creating compelling webinar content is critical to the success of your events. Webinar.net provides the tools you need to create and deliver engaging content to a large audience without worrying about capacity.

Sources:
ON24.com, OptinMonster, Redback Report 2019, Inc.com, Yumpu, GoToMeeting, Inc.com, GoToWebinar, marketingcharts.com, convertkit.com, WorkCast, bloggingX, BrightTALK

Preparation and Planning



01 Recognize and Understand Your Audience

It's crucial to have a clear understanding of your target audience. You should know who they are, what their struggles are, and what they are looking to gain. This helps you decide on the most rudimentary aspects of the webinar. It also ensures you tailor the session to their needs and goals.



02 Choose the Right Topic

Your chosen theme will go a long way in getting you the viewership you are targeting. Since the key purpose is to teach or inform, it's crucial to get across your expertise in the chosen subject. This will help establish your reliability and authority as a source of information. Choose an interesting subject for the webinar and narrow it down to a specialized area. Steer clear of vague and general topics.



03 Come Up with a Catchy Title

First impressions can make or break your webinar viewership. The title you choose for the event will determine how many people click on your invitation. Choose a title that, while not being too flashy, grabs the attention of your target audience. It should pique your audience's interest. Assessing your audience's pain points and addressing them in your title could be a salient way to do just that. However, you should avoid making promises in your title that you cannot fulfill.



04 Ensure You Choose an Expert Speaker

When hosting a webinar, find a thoroughly competent speaker who knows the industry and the subject inside out. Your speaker may be an industry expert or an influencer, or even someone from within your company. Either way, the chosen speaker should deliver the content impactfully. This ensures your audience gets the most out of the webinar.



05 Pick a Format

You must not overlook or neglect the format/formats for your webinar. After deciding the subject matter, find the one that fits the best. Some commonly used formats include Q&A Webinars, Product Demonstrations, and Interview Webinars. Your webinar may have a single presenter speaking extensively on the topic. It could also have dual presenters who each talk about aspects of the topic. Or it could be a full-blown expert panel discussion.



06 Choosing the Right Date and Time

When deciding on a time and date for your webinar, consider the different time zones. Looking into different tips and tricks about scheduling can be helpful. For instance, statistics show that 11 a.m. on Thursdays is the best time to conduct a webinar.



07 Perform a test run

On the day before the webinar, it's strongly advisable to perform a dry run. You want to make sure all aspects of the session are performing as they should.

Technical Preparations

● Picking the Right Platform

To avoid any technical malfunctions during the event, choosing the correct platform is key. Keep in mind the size of your audience, among other things, while making this decision. Webinar.net, for example, is ideal for webinars that expect a medium-sized audience.

● Ensure the Stability of Your Internet Connection

A stable Internet connection will prevent disruptions caused by poor connectivity during the webinar.

● Invest in Quality Gear

Equipment, such as a good quality camera and microphone, can give your webinar a more polished and professional quality. These are not mandatory, however.

Promotion

● Create a Dedicated Landing Page

A dedicated landing page for your webinar can reap far greater benefits than a standard registration form. A landing page can drive registrations. But it can also offer greater insight into the subject matter, the speakers, the time and date, etc.

● Send Reminders Via E-mail

Send e-mail reminders on the day before and the day of the webinar to those who have registered. Many consider this sound practice.

● Promote Your Webinar on Various Channels

Promote your webinar on as many social media platforms as possible for maximum reach. Using blog posts or posting as a guest on a relevant blog with respectable reach can also help.