

Turning Webinar Tricks into Treats

How to Build Ongoing Audience Engagement (Even After Your Webinar Ends)!

Webinars have become a cornerstone of B2B marketing, but many organizations aren't realizing the full potential of webinar content. Virtual events offer unprecedented accessibility but the real magic happens when you integrate a single webinar into a comprehensive content program and re-use webinar content to continue the discussion long after the event concludes.

Let's see how to turn your webinar investment into a content treasure trove that keeps delivering value through the sales cycle.

KEY TERMS

Content Repurposing:

- ▶ The transformation of webinar content into multiple formats to extend reach and engagement throughout a campaign

Webinar Experience:

- ▶ What your audience gets from a crafted virtual event that combines expertise, engagement, and authenticity to create meaningful connections

Content Cadence:

- ▶ Timing and pacing of post-webinar content distribution to maintain audience interest without overwhelming them

Pre-recording Strategy:

- ▶ Recording webinar content in advance to ensure quality, enable creative formats, and reduce speaker stress

Creating an Engaging Webinar Foundation

[LEAP TO SEGMENT 9:35](#)

- ▶ Virtual events offer unique benefits including accessibility and global reach
- ▶ Success requires clear objectives and audience targeting
- ▶ Create brand awareness by building a focused audience connection

What makes a good speaker?

[LEAP TO SEGMENT 15:43](#)

- ▶ Telling engaging stories requires a combination of emotional intelligence (EQ) and subject matter expertise (SME)
- ▶ Pre-recording offers flexibility and creative control, allowing speakers to overcome nervousness and create polished content
- ▶ Interactive elements like games or demonstrations can create authentic experiences and re-engage audiences. Match these activities to the speaker's personality – don't force something on the speaker.

What happens after a webinar is given?

[LEAP TO SEGMENT 25:20](#)

- ▶ Maximize webinar value by creating diverse content formats, from quick-hit infographics and social snippets to comprehensive ebooks and thought leadership pieces.
- ▶ Make content accessible through timestamped summaries, on-demand recordings, but be sure to accommodate different audience preferences and attention spans.
- ▶ Survey audience feedback for tips on future content creation

ChatGPT: Maximizing Budget

[LEAP TO SEGMENT 37:00](#)

- ▶ Remember, you want to maintain the human element and authenticity in your content so use AI as a supplementary tool not as the primary source
- ▶ Human oversight is essential for adding nuance, strategic thinking, and incorporating brand awareness.
- ▶ AI-generated content requires careful revision and human refinement to deliver meaningful experiences.

Top Q&A

[LEAP TO SEGMENT 47:00](#)

- ▶ What is a good cadence for post-webinar content delivery?
- ▶ How to best manage lead hand-off from a webinar?
- ▶ What's the best content for hot leads?

DOWNLOAD THE FULL WEBINAR!

Checkout [Turning Webinar Tricks into Treats: How to Build Ongoing Audience Engagement \(Even After Your Webinar Ends\)](#)! to learn how to create engaging webinars and create a post-webinar strategy to maximize the value of your content.

HIGHLIGHTS INCLUDE:

- ▶ Use pre-recording, interactive elements, and storytelling to create engaging experiences while maintaining authenticity
- ▶ Transform webinar content into multiple formats, from quick social snippets to comprehensive thought leadership pieces to continue to engage with your audience
- ▶ Use webinars as a part of comprehensive campaigns that engage your audience and drives sales

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