

watchity

Watchity's Ultimate Guide to Planning & Creating a Great Webinar



TABLE OF CONTENTS

O1

INTRODUCTION

O2

SETTING GOALS

O3

THE BASICS OF PLANNING

O4

CREATING YOUR WEBINAR

O5

PROMOTING YOUR WEBINAR

O6

POST-EVENT ANALYSIS & MONITORING

The logo for 'watchity' is a white circle containing the word 'watchity' in a dark, lowercase, sans-serif font. The background of the entire image is a purple-tinted photograph of two women in an office setting. One woman is holding a tablet, and the other is pointing at it. A computer monitor is visible in the background, and a man's arm is in the foreground. The overall mood is professional and collaborative.

watchity

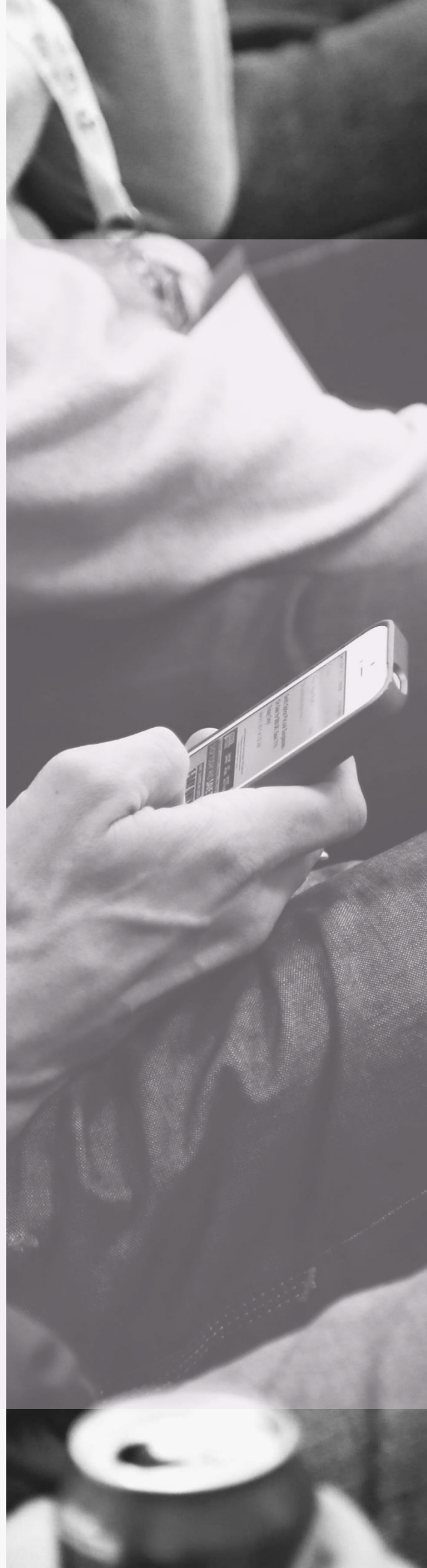
INTRODUCTION

The current times have undeniably changed how businesses engage with the community.

Webinars, now more than ever, are one of the most effective ways to engage your audience.

They are powerful. When you combine a good product/service with a carefully crafted webinar, you are setting your product/service up for success.

But you have to run a webinar the right way. That's why here we will show you how to plan and create a great webinar.



CREATING CONTENT TO GENERATE LEADS

For many companies, webinars are the best way to generate leads and transform potential customers into real ones. This makes sense, as webinars have the power to share a brand's personality.

This increases the customer's trust and identification with the brand.

But above all, webinars provide you valuable data with an extensive list of potential customers.

The logo for 'watchity' is a white circle containing the word 'watchity' in a lowercase, sans-serif font. The background of the entire image is a blurred photograph of a corkboard with several handwritten notes pinned to it. Some of the visible text on the notes includes 'Company', 'people UNDIVIDED', 'We start from W/F', 'We have digital', 'Not-only-money POWER', 'We love digital', 'Love', 'Power of ideas', and 'Digit'.

watchity

SETTING GOALS

SMART GOALS

Setting accurate and realistic goals will play a large part in your webinar success. Goals that reflect the stage you're at in your webinar journey are more likely to result in a positive outcome for your company.

Make sure your webinar objectives adhere to the SMART objectives: **Specific, Measurable, Achievable, Relevant and Time-bound.**



Specific

Be specific when making goals. This will help you stay on track and make budgeting, resourcing and other crucial decisions along the way



Measurable

Include a quantitative or qualitative attribute to your goal so you can measure your progress



Achievable

Do you have the means to achieve the goal? Do not go over or fall short



Relevant

Does this goal align with, or complement your overall business objectives?



Time-bound

When will you achieve your goal? Your goals can be based on project periods, business quarters, or any other appropriate time period

A FEW THINGS TO CONSIDER WHEN DETERMINING YOUR GOALS

- How specific is your topic?
- How big is your database?
- How many people can you reach in total?
- Will your webinar be available later on-demand?
- How will you handle the new leads after the webinar is over?

But in conclusion, what you need to **ask yourself** is:

- What is the **ultimate goal** of creating this webinar?
- Do I have the **resources** I need to achieve this goal?



watchity

THE BASICS OF PLANNING

CHOOSE A GOOD PLATFORM

If you want your webinar to stand out, create it with a **professional platform**. For example, our platform, Watchity, offers you a high level of customization (adding lower-thirds, overlays, brand logos and pre-recorded videos), among other features.

PICK THE TOPIC

The choice of topic is crucial. It must be **relevant, innovative, and pique people's interest**. In the market, some topics are very saturated and are addressed repeatedly.

Whilst you might think everyone wants to know about one particular topic, a little bit of **research** might lead you to discover that your audience wants to know something quite different. Relevance is key.

We are not saying it has to be the most ingenious topic either, just try to **think outside the box** when deciding how to explain it.

IDENTIFY THE TARGET AUDIENCE

With the topic decided, it's time to see who the main target audience for this event is. You must think carefully about who could really be interested in this webinar, you must be sure of who you will be speaking to. Knowing your audience is vital for building a strategy that will hit the jackpot.

In some cases it's obvious, like for instance if your webinar consists of corporate training, the target is the workers. But in most cases, it's not that simple.

Instead of just guessing the demographic and psychographic characteristics of your audience, you can go further and **analyze people's extrinsic and intrinsic motivations**:

EXTRINSIC MOTIVATIONS

Extrinsic motivation defines the external drives and rewards that push someone to take action or change his other current situation.

INTRINSIC MOTIVATIONS

Intrinsic motivation involves the internal rewards someone may be seeking, such as emotional connection or personal satisfaction.

Knowing the **extrinsic and intrinsic motivations** of your target audience will help you **identify people's main challenges**. Also, you'll know the outcome they're seeking, and the feelings they want to experience. You can use this information to craft a killer webinar that not only provides the solutions people want but also speaks your target audience's language.

And how can you know these motivations? By finding answers to questions such as:

- Why do these people need your product/service?
- How would they like to change their current situation?
- What's the outcome they want to achieve?
- What are the main barriers that keep these people from changing their life-situation?
- How does your product/service help people overcome their existing obstacles and achieve their desired outcome?

Collecting this information will help you not only to define a target audience for your webinar, but also for your service/product.



SET THE DATE

This one is easy. But you have to **make sure that it doesn't coincide with any important event** that may overshadow it. Except if your webinar is thematic of that same day or event of course.

For example: If your webinar is in celebration of International Women's Day, obviously we recommend you doing it that same day.

The type of webinar you have can also influence the date. If you're running a recruitment webinar, you may want to run it after regular work hours so your audience can attend the live session.

CREATE AN OUTLINE

By creating an outline first, you're able to get an **overall view of your project**. It allows you to get a good idea of the flow of your content and make decisions about what should be added or removed.

The background image shows a group of people sitting around a table, engaged in a collaborative activity. One person in the foreground is wearing a red scarf and a white shirt, leaning over the table. Another person with long blonde hair is sitting across from them. A third person is partially visible on the right, holding a smartphone. The table is covered with papers, a green cup, a pair of scissors, and some colorful materials. The entire image is overlaid with a semi-transparent purple filter.

watchity

CREATING YOUR WEBINAR

SCRIPT & STYLE OPTIONS

1

Panel Discussions

Particularly useful for sharing knowledge and thought leadership

2

One Speaker

Direct and straight to the point. It is a useful style if you want to create webinars driven by the speaker's charisma and personality

3

Interview Style

Ideal for introducing a new product to your audience, formally or informally. This style works best by having a thought leader being interviewed to give your point more gravitas

4

Interactive

Audience members can participate directly via polls, live chat and e-learning facilities. It is perfectly compatible with the other types

CONTENT PLANNING

This is essential. You have to define **how long each topic will last** and **how many blocks** the webinar will have. The information must follow a logical structure and must be connected. At this stage, besides thinking about the logistics of structuring, it is also necessary to **create a script**.

Also, if there is more than one speaker, time and content limits must be set. That way one doesn't overlap the subject matter that will be presented by the other.

CUSTOMIZATION

This might be the best and **most efficient way to make your webinar stand out** from the rest.

How many webinars have you seen that look like a simple video conference, with only one person turning on their camera?

A little bit of creativity and good visuals are key for your webinar to be remembered.

Our **Live Producer** allows you to create high-quality live videos on your own. But more importantly, it allows you to **customize your live video** connecting cameras and smartphones, sharing your screen or webcam, adding lower-thirds, overlays, brand logos and pre-recorded videos.

This way, you can create great-looking webinars with an amazing brand image that makes it stand out from the rest.



Example of a webinar created with Watchity

BE PREPARED, YET FRESH

The most enjoyable webinars are the ones where the presenters aren't stiff or overly rehearsed.

Don't get us wrong, scripting and rehearsing your presentation is great for you to get the timing down and feel confident. However, simply reading off a script with little inflection can bore your viewers.

Do you want them to remember your webinar? **Let your personality shine! Be charismatic!**

Our advice is to find the perfect balance between a professional presentation and a dynamic presentation that shows your identity and charm.



ENGAGEMENT OPPORTUNITIES

Webinars are designed to allow two-way communication and facilitate audience engagement. To engage your audience, give them a great viewing and interaction experience, and encourage them to ask questions. **Here are a few ideas** that you can do with Watchity:

- Make a Q&A
- Ask questions directly
- Address your audience as if you were speaking to them in person
- Play/pause controls for the audience
- Chatting options
- Language and subtitles selections
- Streaming quality choice

GIVE AWAY SOMETHING OF VALUE

This is something extra that you can do to give an even better image. For example, you can **offer free items of value during the webinar**. This could be some **PDF handouts**, **some infographics**, etc. Your audience will appreciate the care that you've taken to do this. It will also be something that they will be inclined to refer to in the future as well.



watchity

PROMOTING YOUR WEBINAR

Watchity not only allows you to create a webinar but also set it up and promote it.

With our **Event Manager** you can control the event lifecycle by letting you create registration form, define protected access, manage attendees lists, add calendar alerts and send email reminders.

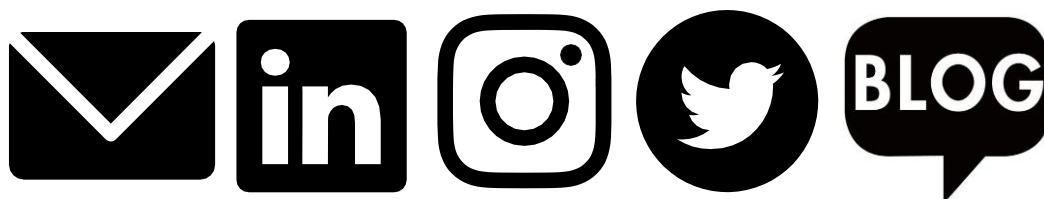
With the registration forms previously mentioned, you can capture leads, expanding your potential clients, and consequently boost sales.

CHOOSING THE CHANNELS

When you have an incoming webinar, our recommendation is to announce it on all your own **social media networks** as well as on your **corporate website**. However, you should put more emphasis on some channels more than others depending on where your target audience is.

In addition, you can write an article on your company's **blog** that talks about the topic your webinar will cover. Write about the subject in broadstrokes and promote the webinar as the place where they can learn more.

You can begin your webinar promotion as soon as you finalize your webinar title, time and date. Best practices suggest **a minimum of two weeks for promotion** ahead of your webinar date.



SOCIAL MEDIA PROMOTION

Promoting your webinar through social media is an incredibly effective method to reach large audiences and test different messaging. Besides, depending on your budget, you can explore a mix of organic and paid social media promotion.

Here are **7 effective tactics** you should consider when promoting your webinar on social media:

Create a Schedule

Establish a schedule that details when, and how frequently you will be posting on social media. Tailor your messaging to the channel to increase engagement with your posts.

Use Visuals

If you want to stand out on social media, you need to use visuals. This could be anything from original graphics to teaser videos. Rather than just sharing a link or posting about the webinar in a text post, visuals can attract your target audience more effectively.

Add a Clean CTA

It's not enough to tell people about your webinar. You should also tell them what they should do next after viewing your post. This means you need to provide a clear call-to-action (CTA) to tell them the next step of the process. Your CTA could be for example a text in your caption. Additionally, you could have the webinar host include a verbal CTA in your teaser video.

Guest speakers o influencers

If your webinar includes several presenters, you can ask each one to promote the webinar on their own platform. Alternatively, you can reach out to people with a large audience and ask them to share your webinar with their followers (of course, this might require a payment).

Pin posts to the tops of your social media profiles and pages

Another way to keep your webinar promotion going strong, is to pin the webinar announcement post to the top of your social profiles and pages. This way, it will be the first thing people see when they go to the company's social media profiles.

Use hashtags and emojis

Using hashtags is necessary to position your post, this way it's much more likely to be seen. In addition, emojis also help your post stand out.

Video clipping & editing

With Watchity you can create clips from the live webinar and share them simultaneously on social media. This way, you generate awareness, views and interactions to drive traffic through your event.

STEP EMAIL PROMOTION

1

Confirmation Email

- Send immediately upon receiving a registration
- Double-up as a thank you email
- Helps to build loyalty to your webinar and business

2

Value-Building Email

- Send 2-3 days after receiving their registration
- Include teaser content to help build anticipation for the webinar and keep them engaged
- Allow attendee to add the webinar to their calendar

3

Final Reminder Email

- Send 1-3 days prior to the webinar
- Ensures attendees don't forget the webinar
- Continue to increase interest in the webinar
- Gives attendees an opportunity to plan their schedule around the webinar



POST-EVENT MONITORING AND ANALYSIS

POST-EVENT MONITORING

Successful webinar campaigns include a multi-channel post-event marketing strategy. Considering that only 30-40% of registrants will watch your webinar live, **on-demand events are a great opportunity to re-engage registrants** that missed the live event.

To increase reach beyond those who registered for the live event, review your webinar analytics to determine which leads and demographics converted for you. Target your on-demand promotion to similar demographics and lookalike audiences to attract more new and relevant leads.

You can **reuse your content**: With Watchity you will automatically obtain the recording of your webinar and create highlights. Share them at any time to increase engagement and content monetization.



POST-EVENT ANALYSIS

A post—event analysis is necessary to know and evaluate **what you did right** in your last webinar and **what you could improve** for the next one.

In the past few years, video analytics, also known as video content analysis or intelligent video analytics, has attracted increasing interest from both personal users and businesses.

Recent improvements in video analytics have been a game—changer. Thousands of metrics have been created and thanks to them, businesses can now have a **better understanding of their audience** and how their webinar performed.

Our platform offers you a post—event analysis where you can find out how many people have viewed your content and, if it was broadcasted in multiple destinations, know where it performed better.

Here we have grouped some metrics and dimensions you have access to with Watchity to give you an idea, but there are many more.

METRICS

AUDIENCE

- **Seek Time:** Sum of all the seek time of all views registered on the platform.
- **Number of Seeks:** Shows the absolute number of seek events registered on the platform.
- **Stops:** Metric that records the total number of views terminated. In other words, it shows all stops being received in the platform in real time.

CONTENT

- **Average Completion Rate:** Displays the average completion rate of each view initiated within the time interval over time. Completion rate is understood as a percentage with 100% meaning the play reached the end of the video. Since this metric can be filtered by any dimension, it can showcase how titles are consumed over different networks or devices.
- **Video Consumption:** Displays percentage of users who started a video still viewing it at each point along a video play. In addition, video length is displayed as a percentage of total video length.

QUALITY

- **Exit Before Video Start:** It represents the video connection attempts without registered errors that have terminated before the first frame of the video has been displayed.
- **Happiness Score:** It depicts the average Happiness Score of all the plays of the platform. Therefore, the score is an algorithm extracted from every view based on quality parameters and length of the view. Views below 30 seconds are scored 0 points. Happiness Score ranges between 0 and 10, 10 being excellent and 0 being not ranked.

ENGAGEMENT

- **Plays vs Bitrate:** This engagement metric showcases how many initiated plays fall for each bitrate bucket.
- **Plays vs Exit Before Video Start:** This engagement metric provides detail on how long user's wait on average before they leave without seeing any video frame. Long video start up times cause user abandonment. In general industry standards dictate that there's 10% audience loss for each second of wait time after the first second.

DIMENSIONS

USER

Use ID: Filter your data by the UserID relevant to the end-user. This dimension will allow you to see the data of a singular user.

Use Type: Filter your data by the type of user that is consuming videocontent.

DEVICE

Browse: Filter your data by the browser being used to stream the video content. This dimension is only applicable when being viewed on a device capable of utilizing browsers.

Device: Filter your data by the device being used to stream the video content.

GEO

City: Filter your data by the city in which the video content is being consumed based on the geographical location of their IP address.

Country: Filter your data by the country in which the video content is being consumed based on the geographical location of their IP address.

State/Province: Filter your data by the region in which the video content is being consumed based on the geographical location of their IP address.

In conclusion, with all the information these metrics bring you, you will know a lot about your audience and what changes you need to do to increase their interest and engagement,
Remember, **information is power.**

FOLLOW-UP MONITORING

A good follow-up monitoring is essential. These are some monitoring actions you can make:

- **Upsell your next webinar at the end** and let them know where to sign up.
- **Email sequence:** Your email sequence plays a vital role. This is especially important if your webinar was a product launch. As great as your product will be, subscribers often need to go through a nurture sequence before deciding to buy. You should send emails before and after the webinar and keep track of your potential clients.
- **During the webinar:** you can take note of those who asked questions and follow up with a direct email offering further context to their query.
- **Thanks to the contact details:** you can also create **different target audiences** within the target group and make them an offer that suits them at a particular time.

watchity

CONTACT US

info@watchity.com

+34 931 807 120

Carrer de la Indústria, 60, Local 7, 08025,
Barcelona, Spain

www.watchity.com

