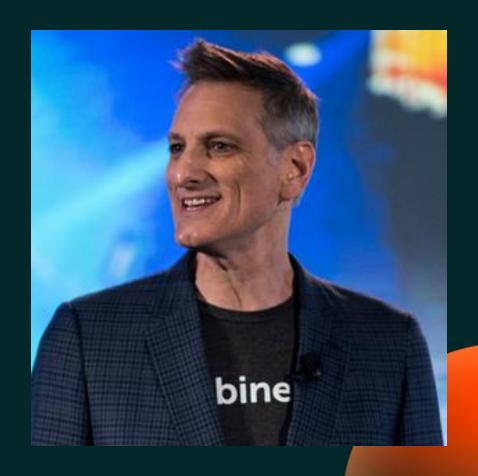
INBOUND

The Modern Webinar Workshop: Engage, Connect and Convert

Mark Bornstein | September 5, 2025

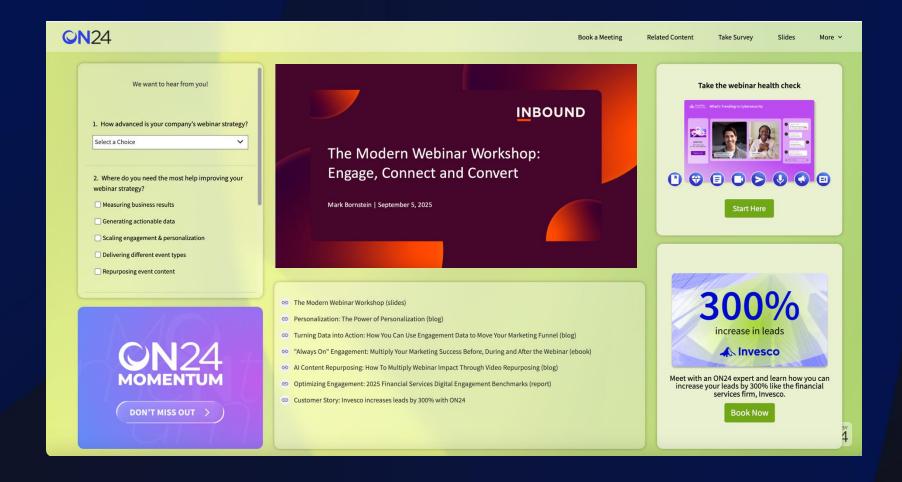
Mark Bornstein

VP, Marketing, ON24



Engage with this experience







Do more with less...

- More programs, less resources
- Cut programs, increase results
- Increase results, less spend
- Increase results, less headcount
- Increase ROI, decrease tech stack
- More webinars, double results, less resources...

For many, webinar programs don't evolve



5 signs your webinars are stuck in the past

-♥ Webinar delivery

Passive experience, little interaction or engagement

Event format

Live event only, no on demand strategy or additional value

Audience targeting & personalization

One-size-fits-all experience

Data generation

Names on a **spreadsheet**

Business goal

No documented goal other than form fills



To propel pipeline forward we need to re-think how we engage, connect and convert

Audience expectations are changing

- Easy to find, easy to consume
- Right content, right time
- Their schedule, not yours
- Personalized, curated options
- Engaging, interactive, connected

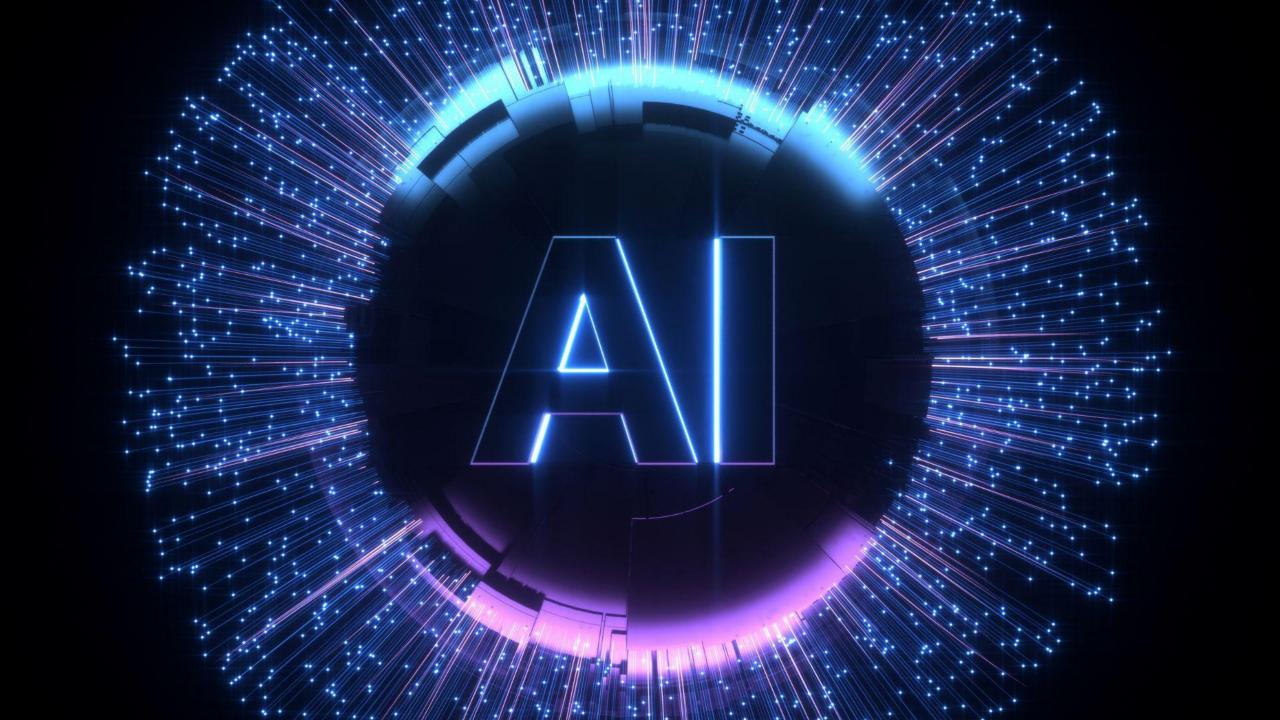


The New Way to Webinar:

- Optimized for engagement & conversion
- From generalized to personalized experiences
- Globalized for maximum reach
- From a moment-in-time to ongoing campaign
- Content that feeds multiple channels
- Success is measured by pipeline impact



"But I am only an army of one?"



Al-driven automation, simplifying marketing execution



Creating a multiplier effect to drive results

Optimizing Live Engagement

Segmentation & Personalization

On Demand Engagement Campaign/ **Nurture**

Turning engagement into actionable insights

Multiplier Effect 1: Live Event Optimizing for maximum engagement

How do you feel about your webinar programs?



216

Average number of webinar attendees in 2024 * up 7% year-over-year

Source: 2025 ON24 Digital Engagement Benchmarks report

Webinars audiences are growing



52 Minutes

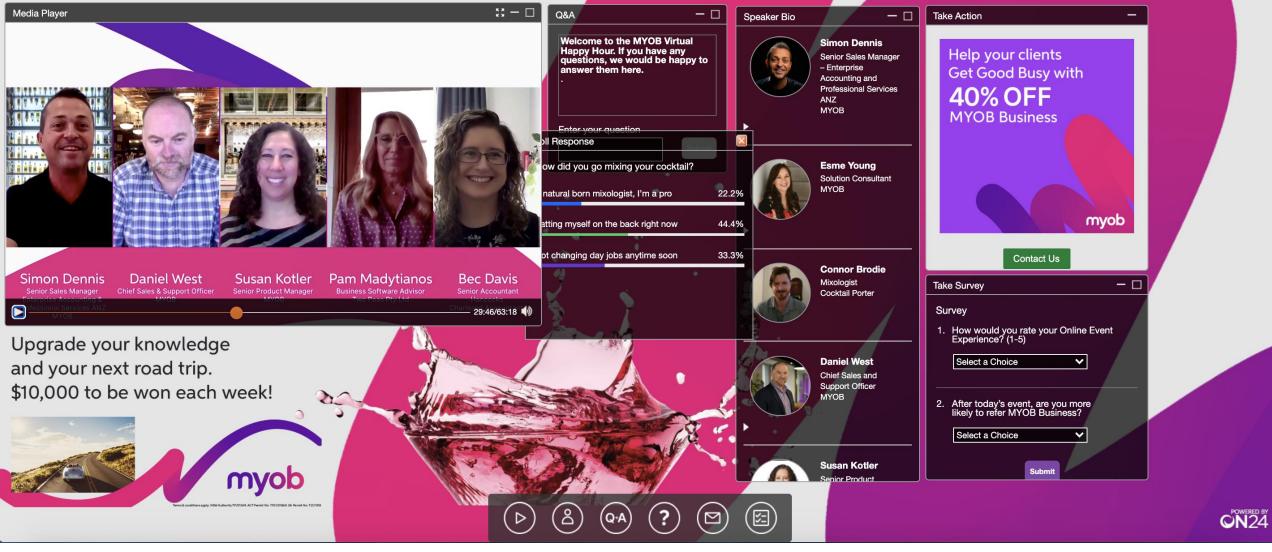
Average length of webinar engagement

Source: 2025 ON24 Digital Engagement Benchmarks report

Webinars capture and hold audience attention



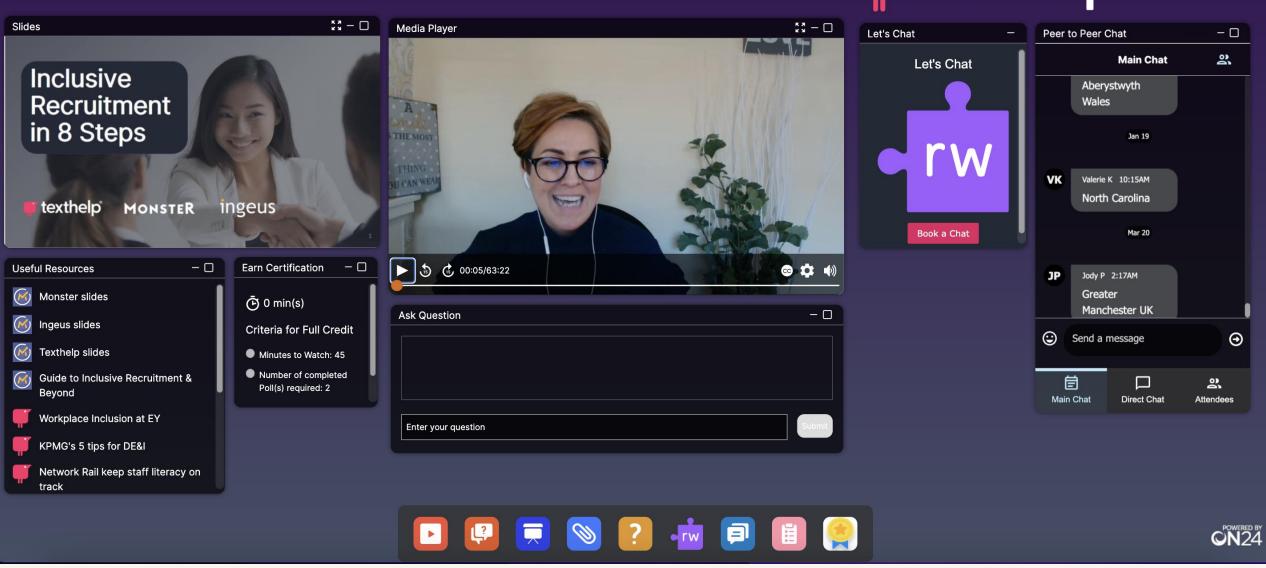
myob Virtual HAPPY HOUR





Inclusive Recruitment in 8 Steps











Join us in July in Seattle for PowerSchool's flagship user conference:

CHECK IT OUT!















Shivani Stumpf

Chief Product and Innovation Officer





Jeff Pelzel

Education Strategy Director





- Proven Practices AI Sessions
- Transforming Education with Responsible Al: Introducing an Al Assistant for Every Student, Teacher, Parent, and Administrator
- Evaluating Al Applications: Questions to Ask
- 3 Ways Edtech Can Maximize Productivity in Understaffed K-12 Tech Teams

Will this be recorded?

Yes! You will receive a link to watch it again later today in your email.

Will Al be part of my specific product? We will be showcasing all of the systems current and upcoming that will feature Al capabilities in the webinar!

Can I see that demo video again? Of course:

https://www.powerschool.com/powers chool-ai/

Does powerbuddy work with mutliple languages?

Yes, PowerBuddy can operate in a user's native language and has translation capabilities. We are

New question submission has been disabled by the organizer

See how PowerSchool can help meet your Al needs:

BOOK A DEMO







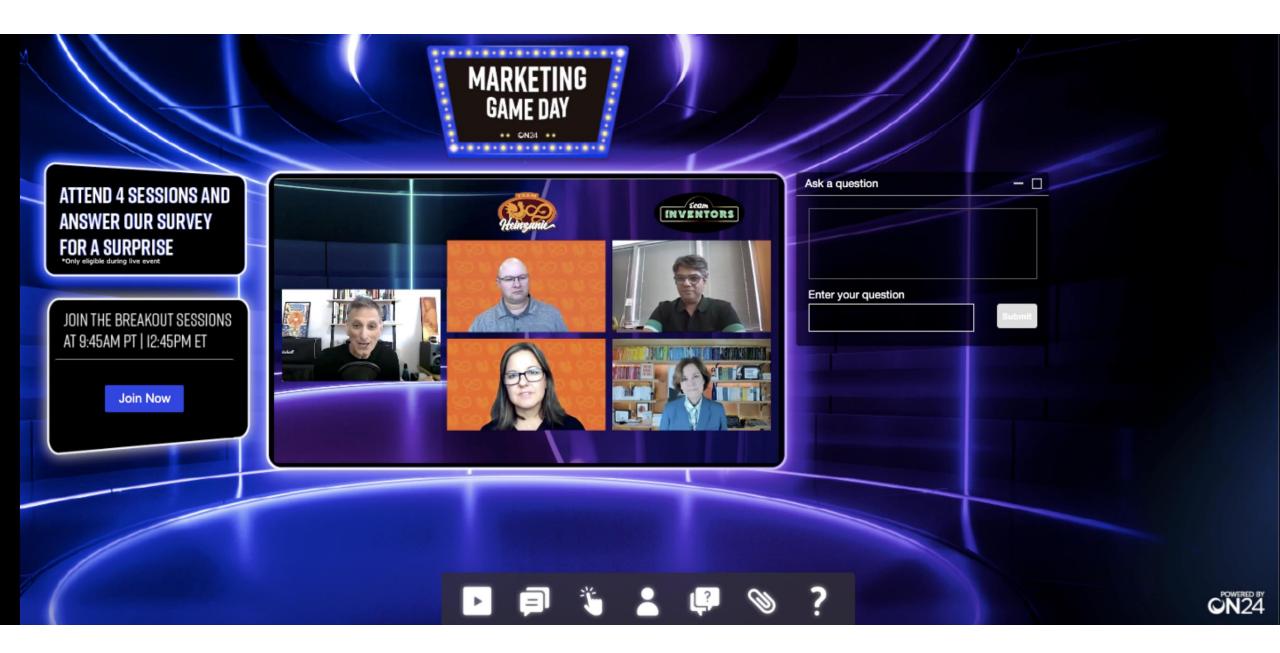










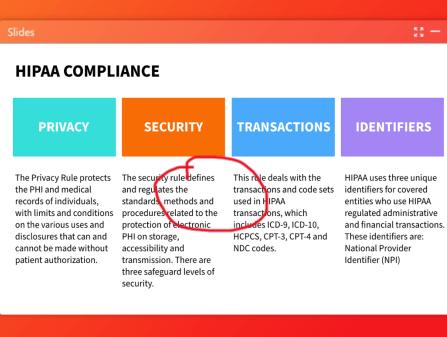


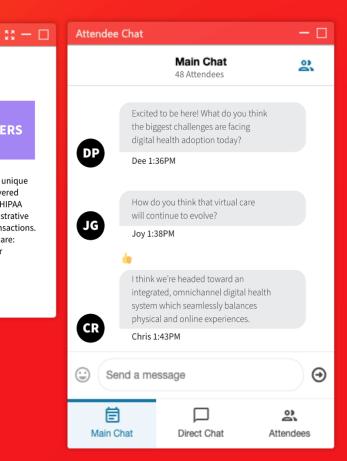




The Latest Trends in Patient Care









Presentations into breakouts









One of the best channels to drive pipeline







Best Practices



Mid Funnel



Customer Interviews



Bottom Funnel



Demo Webinar



Expansion



Community events

How do you measure webinar success?



When does the numbers game run out of numbers?



Sales Executive



Rethinking webinar goals

Volume problem?

Increase

?

Registration

Attendance

Engagement

Marketing qualified leads (MQL)

Sales meetings

Conversion problem?

Improve _

_`:

Registration to attendance

Attendance to engagement

Engagement to MQL

MQL to sales meeting

Sales meeting to pipeline





Business goal: volume & conversion

200

Registrants

112

Attendees

6

Sales meetings

5

Pipeline



56%

Registrant-to-attendee conversion

5%

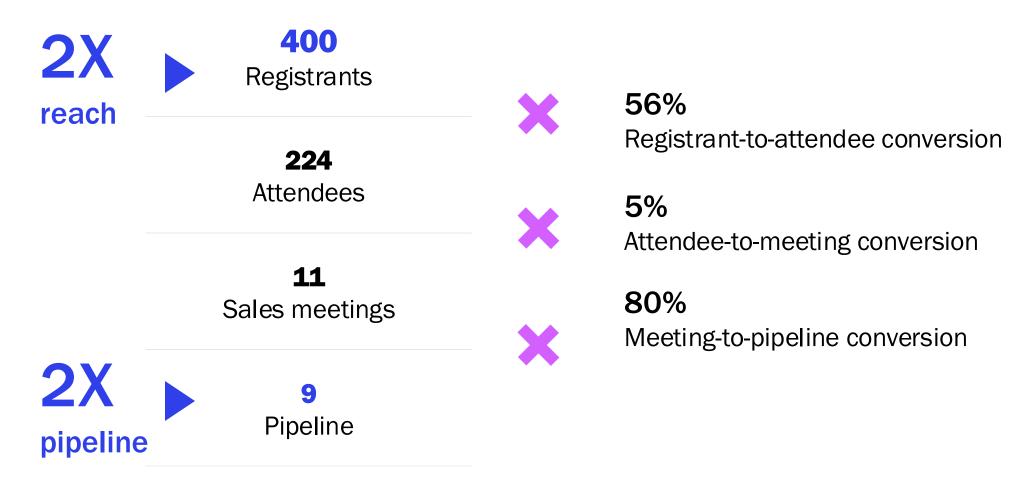
Attendee-to-meeting conversion

80%

Meeting-to-pipeline conversion

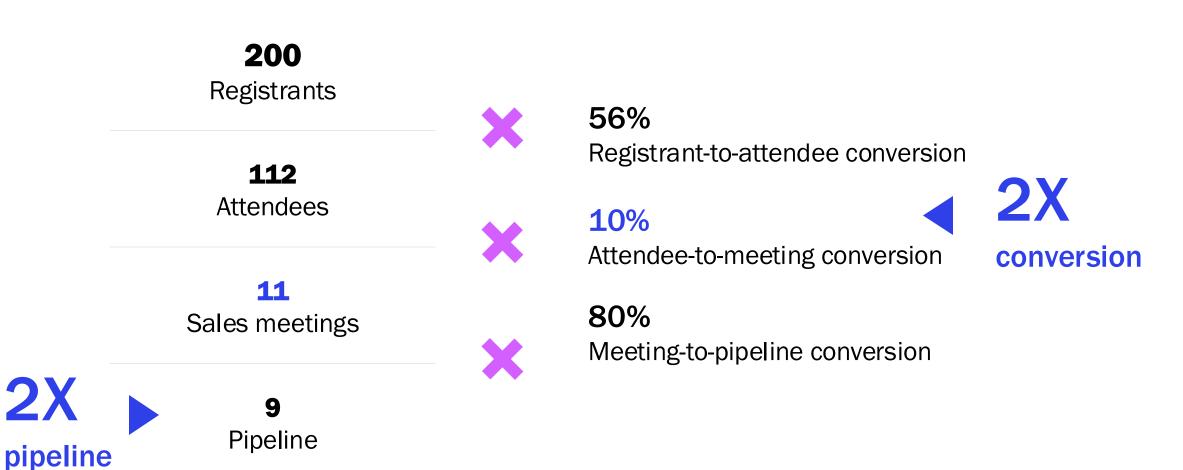


Business goal: increase volume





Business goal: improve conversion





Engagement: the key to driving pipeline in a digital world



Drive **engagement**

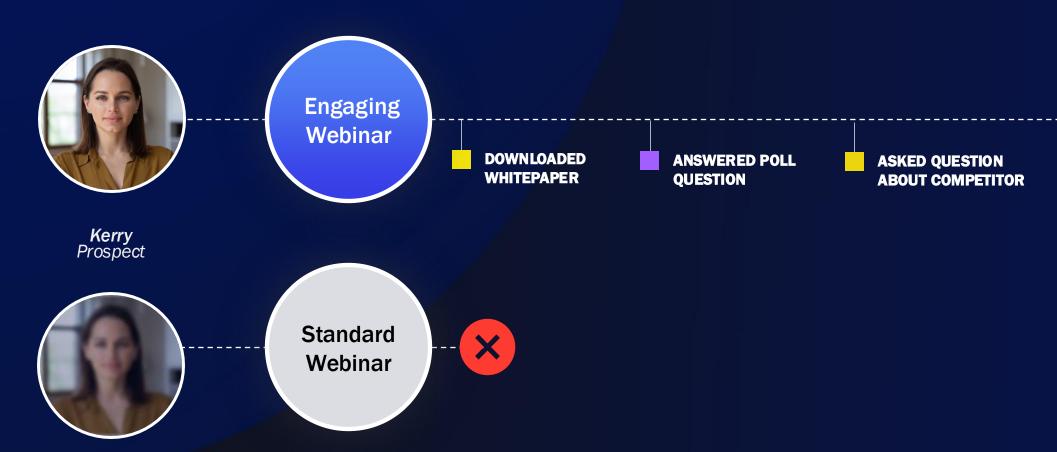


Generate first-party data



Convert pipeline/revenue

The more your audience engages with your digital experiences, the more you learn about them.



SIGNED UP

FOR DEMO

Basic Lead Data

PHYSICAL EVENT ANALYTICS

NAME Paula Price



COMPANYMetropolis

INDUSTRY Financial Services

ROLEDirector,
Network Security

ENGAGEMENT DATA

✓ Attended event

AUTOMATED MARKETING ANALYTICS

NAMEPaula Price





Financial Services

ROLEDirector,
Network Security

ENGAGEMENT DATA

- ✓ Click
- ✓ View
- ✓ Download
- ✓ Form Fill

1ST PARTY DATA

ENGAGEMENT ANALYTICS



NAME Paula Price

COMPANYMetropolis

INDUSTRY

Financial Services

ROLE

Director, Network Security

ENGAGEMENT DATA

- ✓ Polls Answered
- ✓ Surveys Answered
- ✓ Questions Asked
- ✓ Resources Viewed
- ✓ Live Attended
- ✓ Live Minutes
- ✓ Group Chat
- ✓ Social Shares
- ✓ Colleague Referrals
- ✓ CTAs Clicked

BUYING SIGNALS

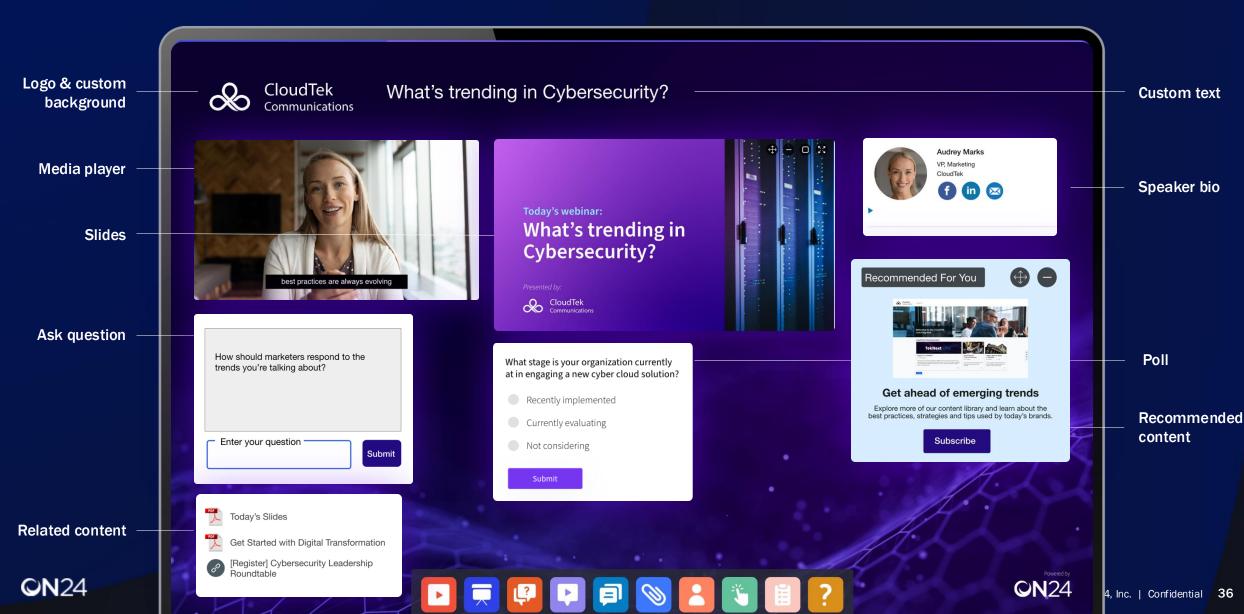
- ✓ Demos Booked
- ✓ Meetings Booked
- ✓ Free Trials Started
- ✓ Contact Requests
- ✓ Pricing Requests
- ✓ Chat with Sales

From tactical to strategic

From To **Business** goal Attendance Pipeline impact Data generation Names Actionable insights Audience targeting None One-to-one at contact level & personalization **Event format** Live only Personalized journey Content delivery Campaign Download



Optimizing for engagement



Optimizing experiences for engagement

Conversion tools for buying signals 80 9 **Book Meeting** Contact Us **Drift Chat** Request Demo Start Free Trial **Engagement tools for qualification** Ask Ouestion Attendee Chat Engage On Facebook **Breakout Room** Earn Certification Donate Engage On Twitter Help Media Player Poll Reactions Image • Refer Colleague Related Content Share Experience **Table Of Contents** Slides Speaker Bio B 0 Take Survey Text With Banner Url Take Action Take Test Text

ENGAGE

Entire buyer's journey of engagement in every webinar

Awareness

Content Options URL Links Q&A, Polls

Interest

Survey
NPS Poll
Event promos
Product content

Intent

Book Appointment
Demo
Free trial
Chatbot

What adjustments are being considered for the current investment lineup to better align with participants' needs and market shifts?

We're evaluating adding more diversified and lower-cost options, aligning with both short-term market shifts and long-term participant goals.

How are we managing and evaluating fees/ costs to ensure they remain competitive and reasonable for participants?

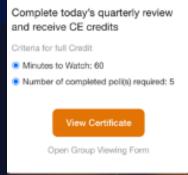
We conduct regular benchmarking to ensure our fees remain competitive, and we're exploring ways to reduce costs without compromising the quality of our offerings.







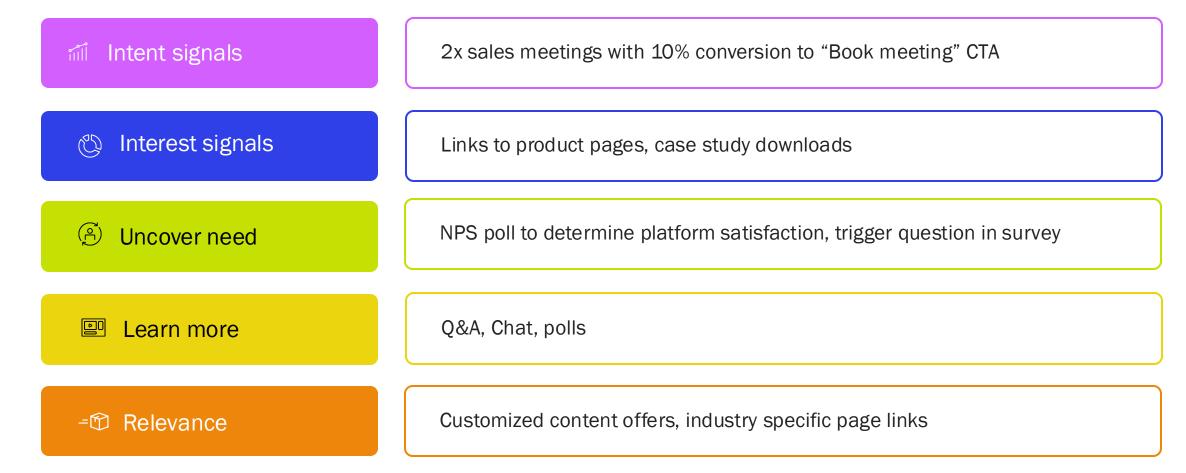








Matching engagement to actionable goals







What's trending in cybersecurity today?





Presented by.



Get your cloud journey started

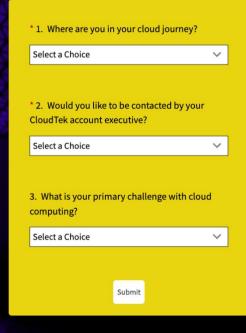
Book a meeting with your dedicated CloudTek expert to learn how you can transform your business.

Get Started



1:24PM
hi everyone, thanks
for joining... curious
who is currently
changing their cyber
strategy?

Send a message



Presentation Slides from Today's Webinar

Case Study: The Digital Transformation of

☐ Video: 5 Steps to Migrate to the Cloud

Metropolis



















Get your cloud journey started

Book a meeting with your dedicated CloudTek expert to learn how you can transform your business.

Get Started

Book meeting CTA

How confident are you in your current









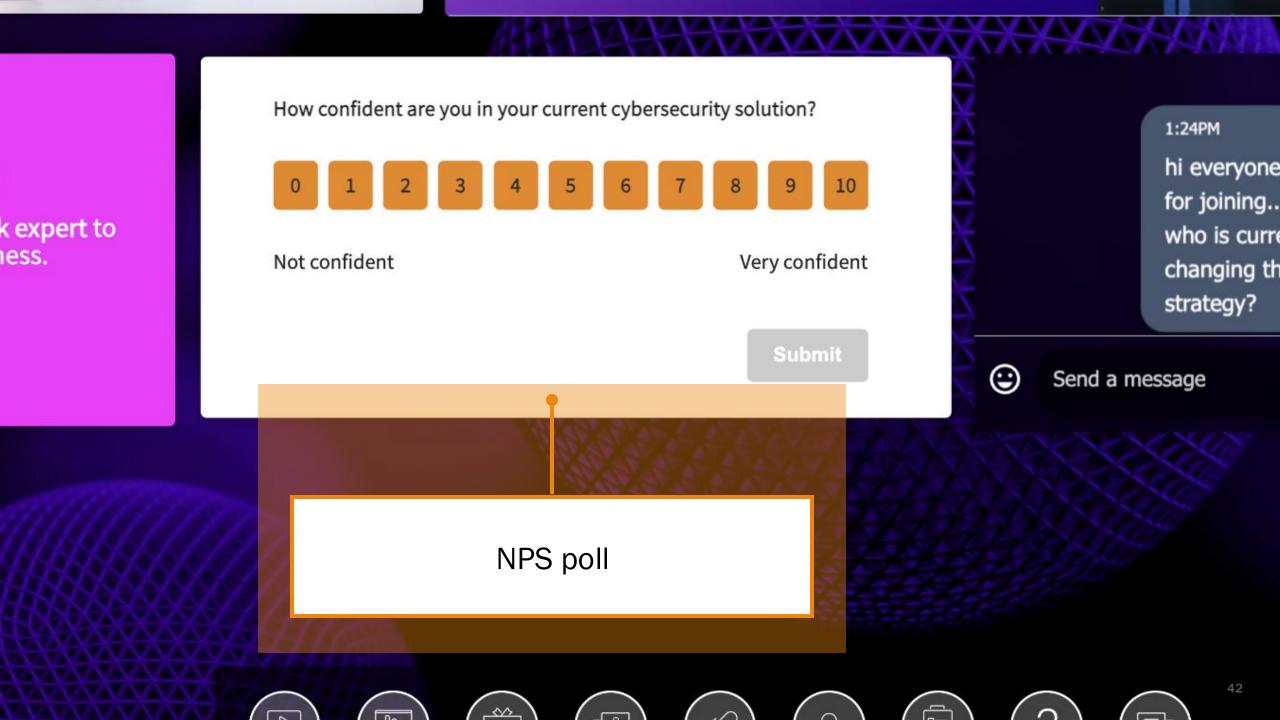
Not confident

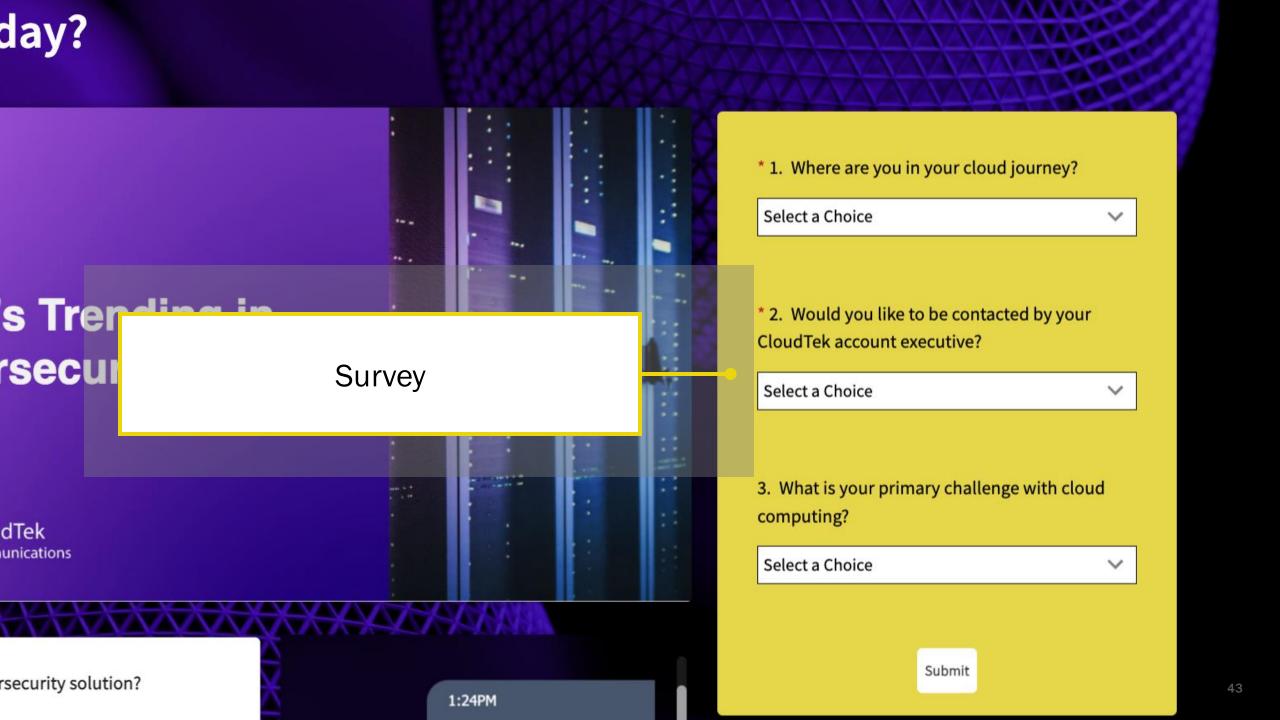












everyone, thanks
joining... curious
is currently
inging their cyber
itegy?



Presentation Slides from Today's Webinar

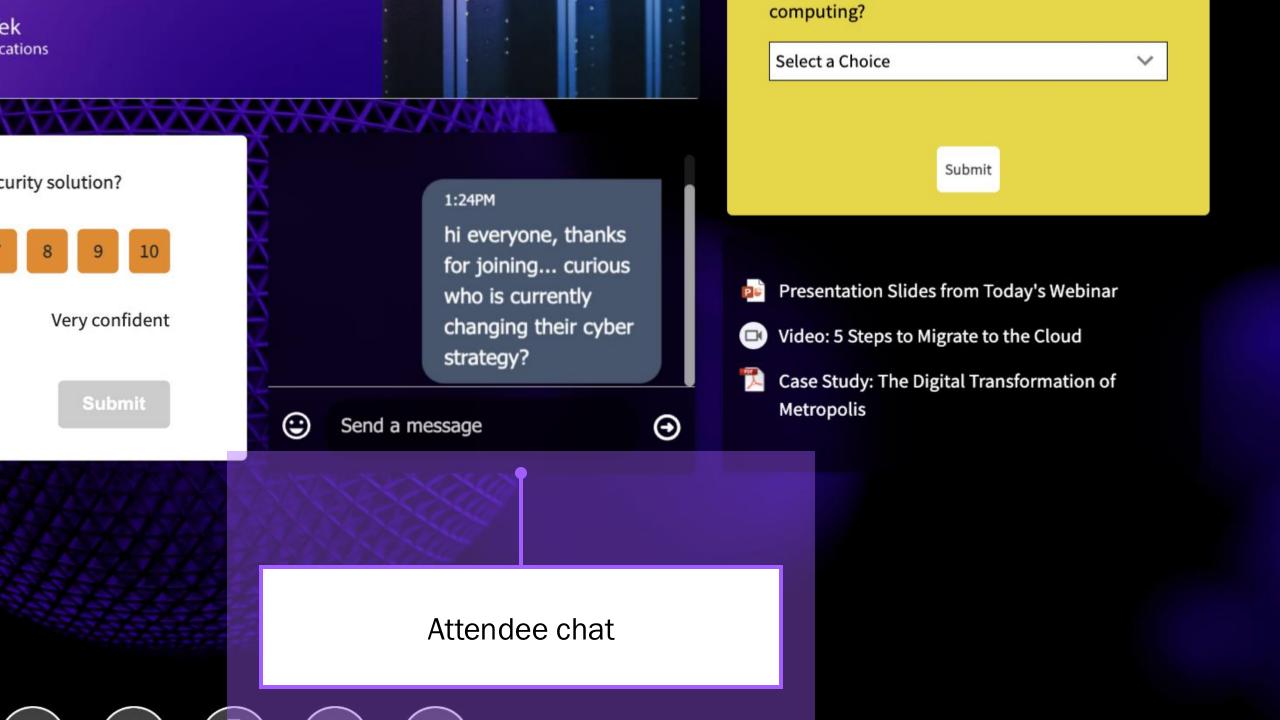


Video: 5 Steps to Migrate to the Cloud



Case Study: The Digital Transformation of Metropolis





lay?



What's Trending in Cybersecurity Today?

Presented by:



CloudTek

How confident are you in your current cybersecurity solution?

Get your cloud journey started

0

L

ļ,

5

7

9

4 hi e for

1:24

Ready to engage

Ready for a solution

Ready to buy

Ready to switch

Ready to talk

Ready to learn

















Consideration

Business goal

MQL

Follow-up action

Invite to webinar

Marketing content

Trend content

Key CTAs

Register for webinar

Engagement

Resource download

Delivery mechanism

Live webinar

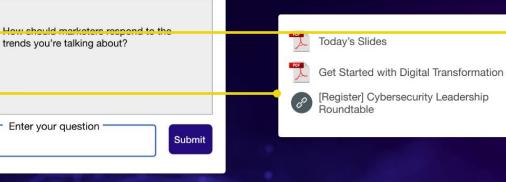


What's trending in Cybersecurity?

CloudTek

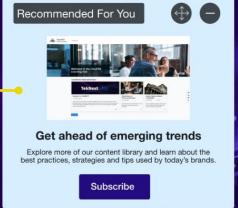




































Selection

Business goal

SQL

Follow-up action

Start ABM retargeting

Marketing content

Best practices content

Key CTAs

Book consultation •

Engagement

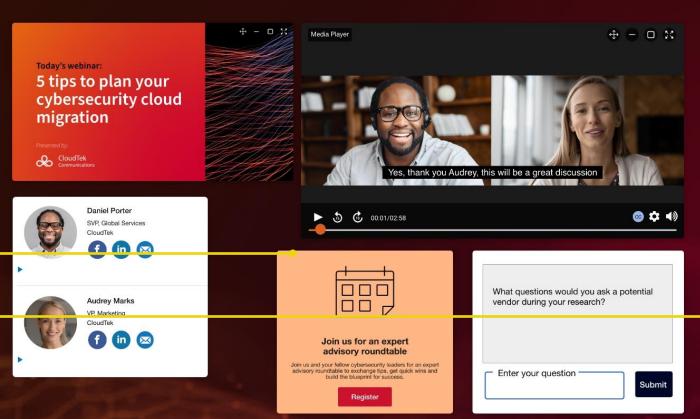
Survey

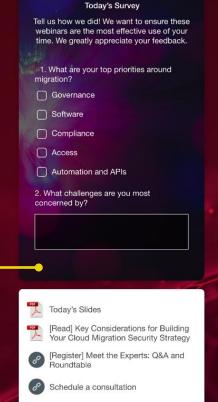
Delivery mechanism

Live webinar



5 Tips to plan your cybersecurity cloud migration





Take Survey



ON24

Purchase

Business goal

Pipeline

Follow-up action

Send direct mail

Marketing content

Product content

Key CTAs

Start free trial •

Engagement

Chatbot Q&A

Delivery mechanism

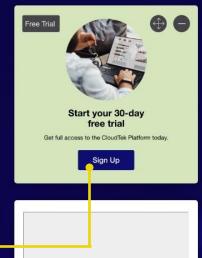
Simulive webinar



Daily demo: Cybersecurity solutions in action









Hi! So Would you like to talk to a human now or schedule a meeting later?

Let's talk now!

Let's connect later.

Choose an option above..



















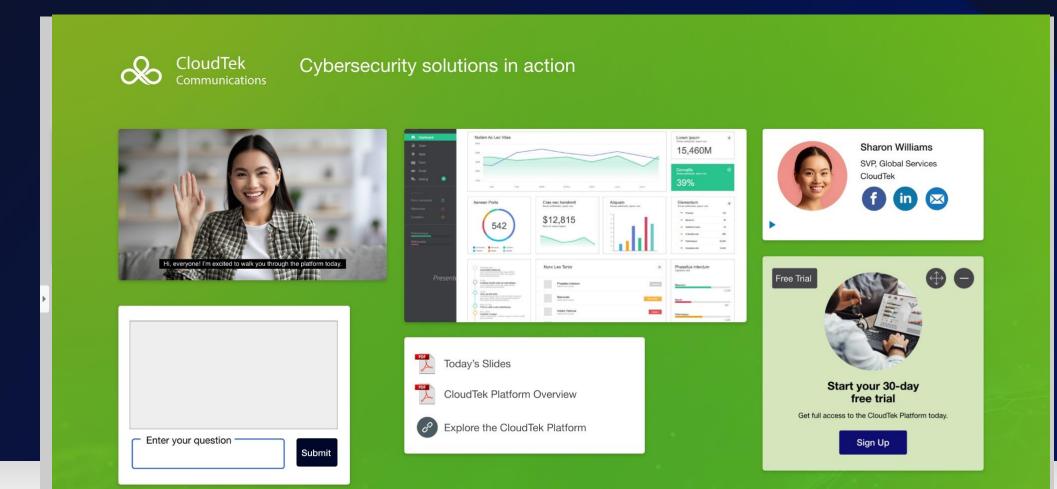




Turning webinar data/insights into action

Engagement	Datapoint	Insights	Marketing actions	Sales actions	
Call-to-action	Book meeting	Ready to buy	ABM campaign	Personalized outreach	
NPS Poll	Score of 7 or less	Ready to switch	Competitive campaign	Competitive outreach	
Survey	Currently evaluating	Ready for a solution Solution nurture		Solution outreach	
Related Content	2+ consumed	Ready to learn	Use case nurture	Use case outreach	
Attendee Chat	Question asked	Ready to talk	Warm marketing nurture	General sales follow-up	
Attended	90% duration	Ready to engage	Warm marketing nurture	General sales follow-up	

Templatize for easily repeatable programs

























Pro Tip: Set triggers to find hand raisers



Interactivity with a Purpose: Polls

Do you currently deliver first-party engagement data on every lead to your sales teams?

No, they just get the basic demographic details

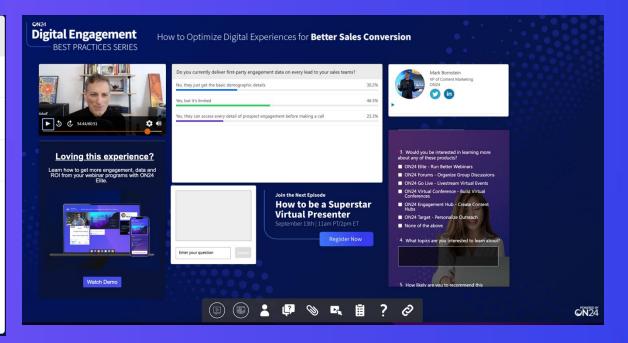
30.2%

Yes, but it's limited

46.5%

Yes, they can access every detail of prospect engagement before making a call

23.3%





Poll Question

Would you like us to register you for our upcoming webinar March 14th, 12pm PT / 3pm ET, "Exploring the Next Wave of Personalized Learning Cloud Updates in 2024" to learn more about AI in the PowerSchool Personalized Learning Cloud?

- A Yes, please sign me up
- B No thank you, I'll do it myself

Submit

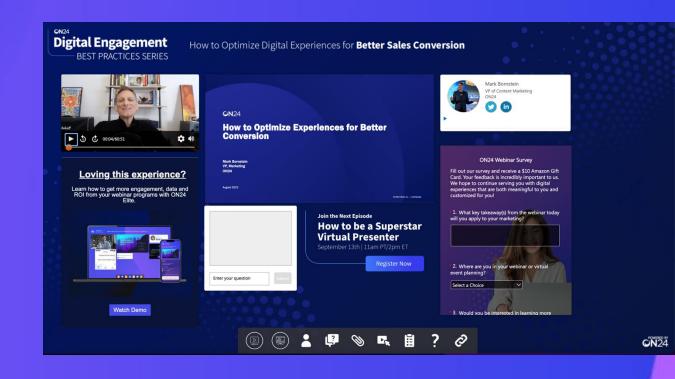


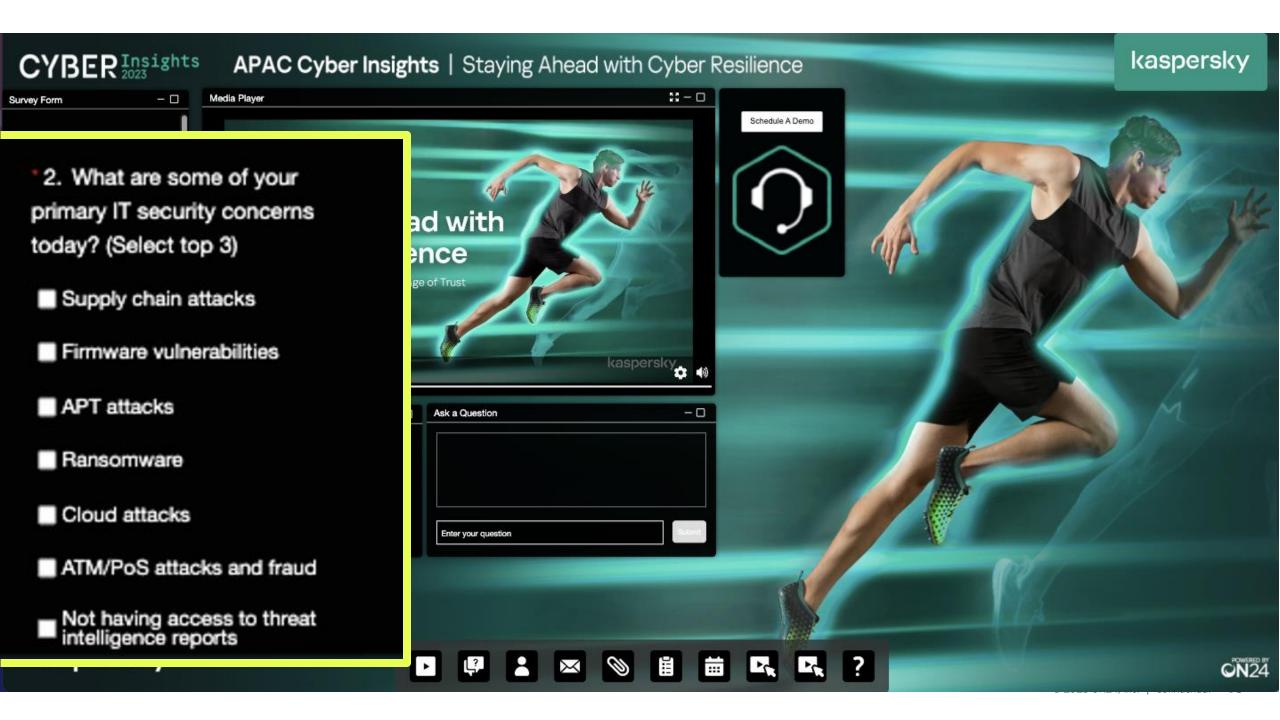




Qualifying survey questions

- * 3. Would you be interested in learning more about any of these products?
- ON24 Elite Run Better Webinars
- ON24 Forums Organize Group Discussions
- ON24 Go Live Livestream Virtual Events
- ON24 Virtual Conference Build Virtual Conferences
- ON24 Engagement Hub Create Content Hubs
- ON24 Target Personalize Outreach
- None of the above
- 4. What topics are you interested to learn about?





Real World Examples



SOCIAL VIDEO CONTENT FOR HOTELS

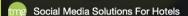


Schedule Your Social Media Strategy Consultation Today!



Schedule Now







Podcast: Instagram Reels for Hotels

TMG's Social Media Masterclass





11 am PT







Follow TMG on social media and stay up to date with all the latest digital marketing trends















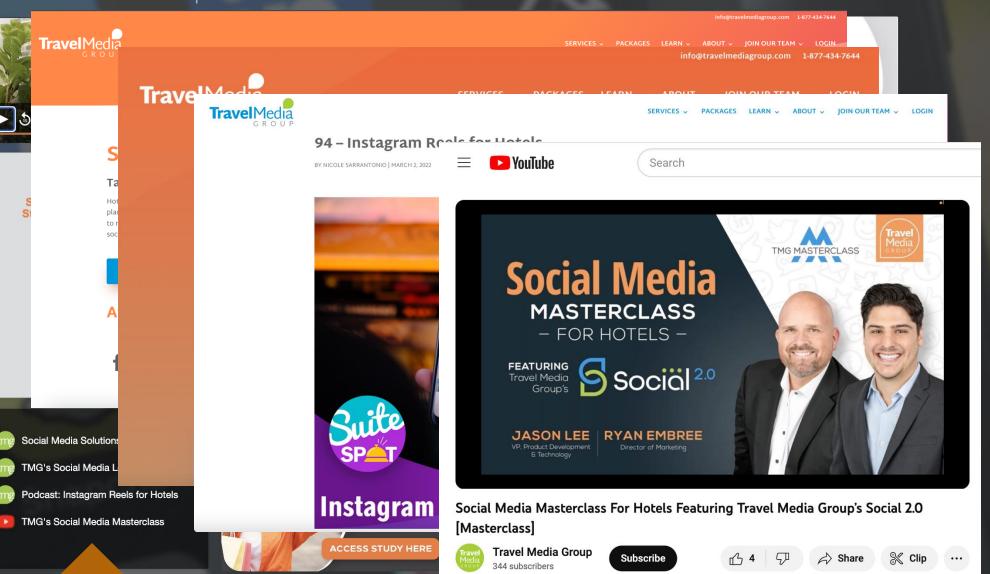






SOCIAL VIDEO CONTENT

FOR HOTELS















Travel Media







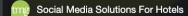


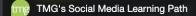


SOCIAL MEDIA STUDY

- 1. Does your hotel have an Instagram account?
- O Yes
- O No
- 2. If Yes, do you post Reels on your hotel's Instagram page?
 - O Yes
 - O No
 - O N/A

REGISTER NOW





- Podcast: Instagram Reels for Hotels
- TMG's Social Media Masterclass









Travel Media Group

Follow TMG on social media and stay up to date with all the latest digital marketing trends















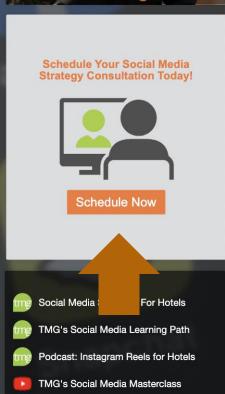














Diane Elderkin

30 Minute Meeting

(\) 30 min

Web conferencing details provided upon confirmation.

Select a Date & Time

December 2023



SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

31

Time zone

S Pacific Time - US & Canada (11:30am) ▼

Cookie settings

Report abuse



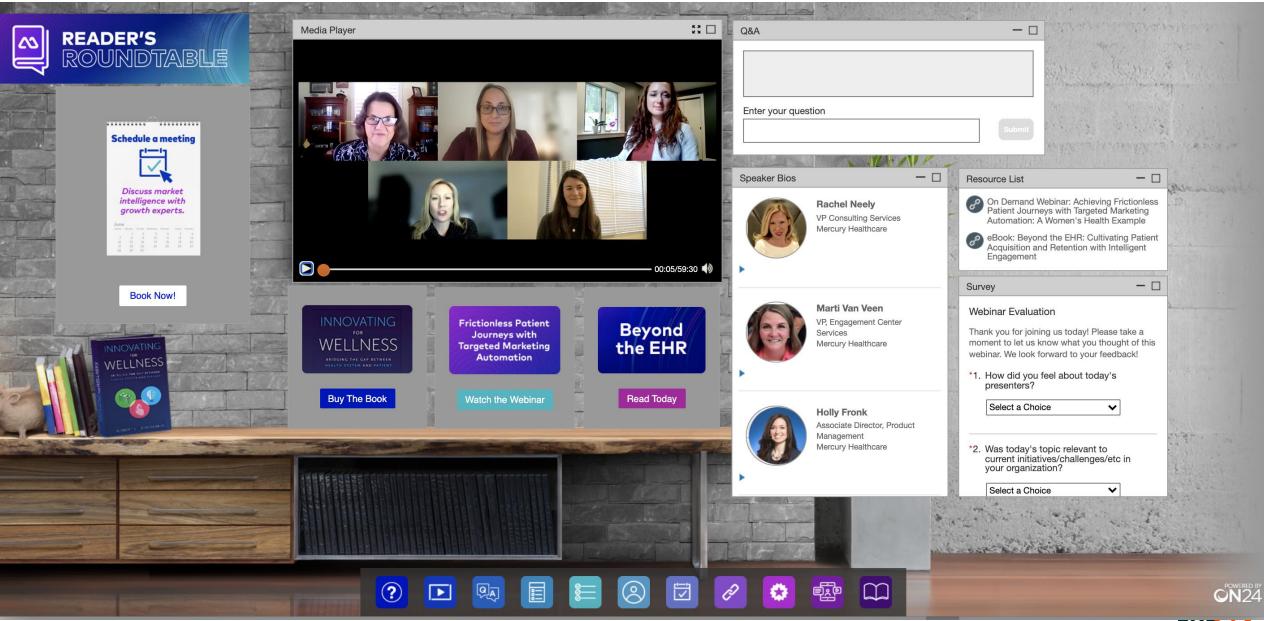


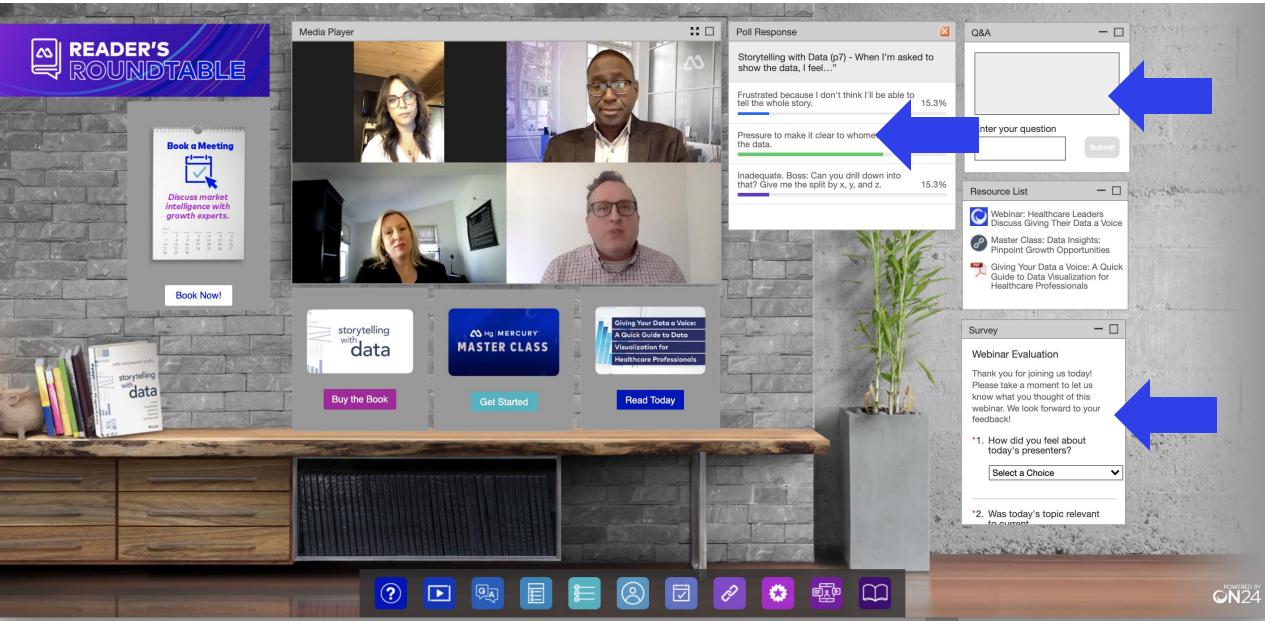


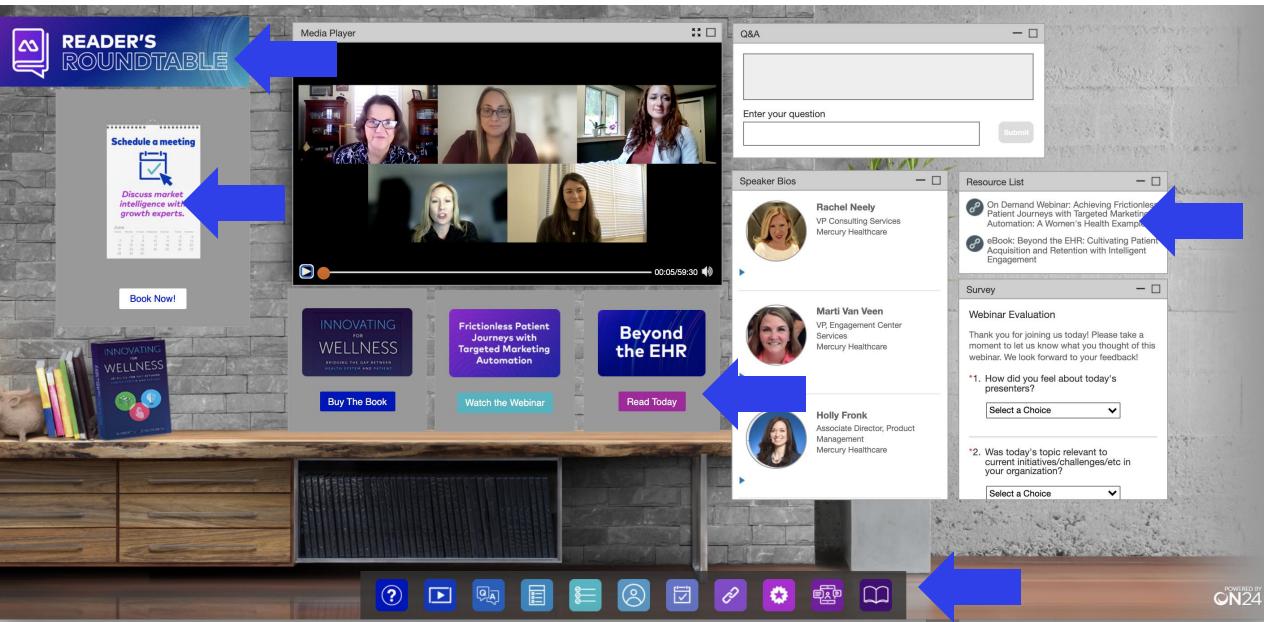


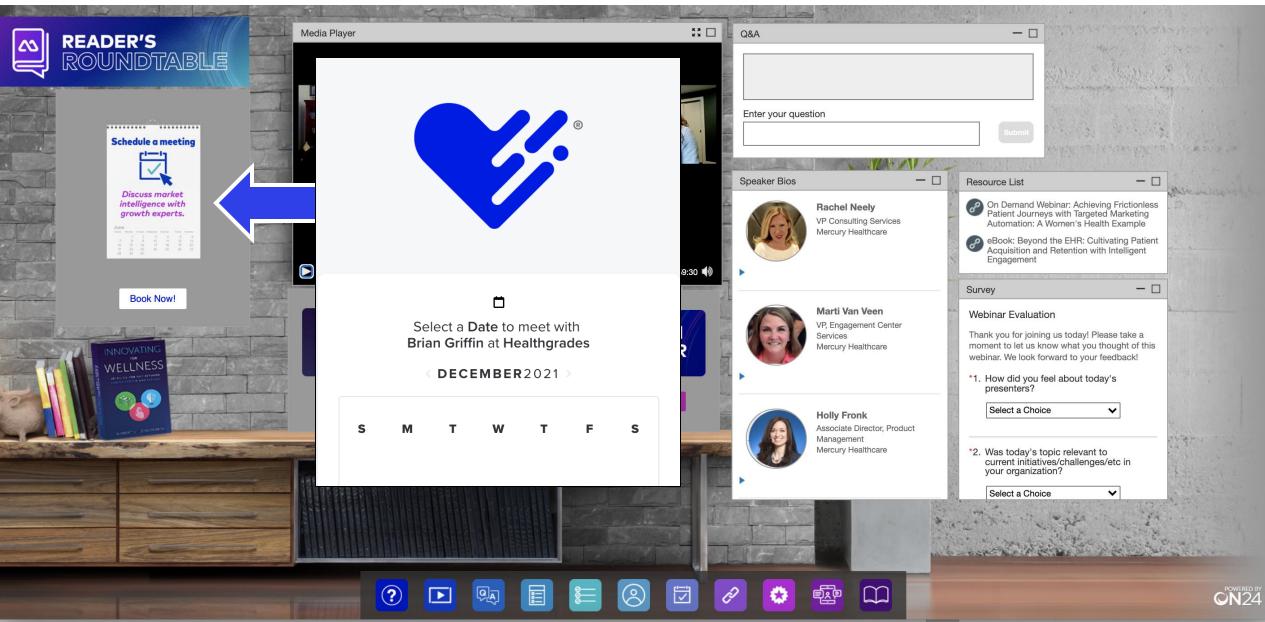


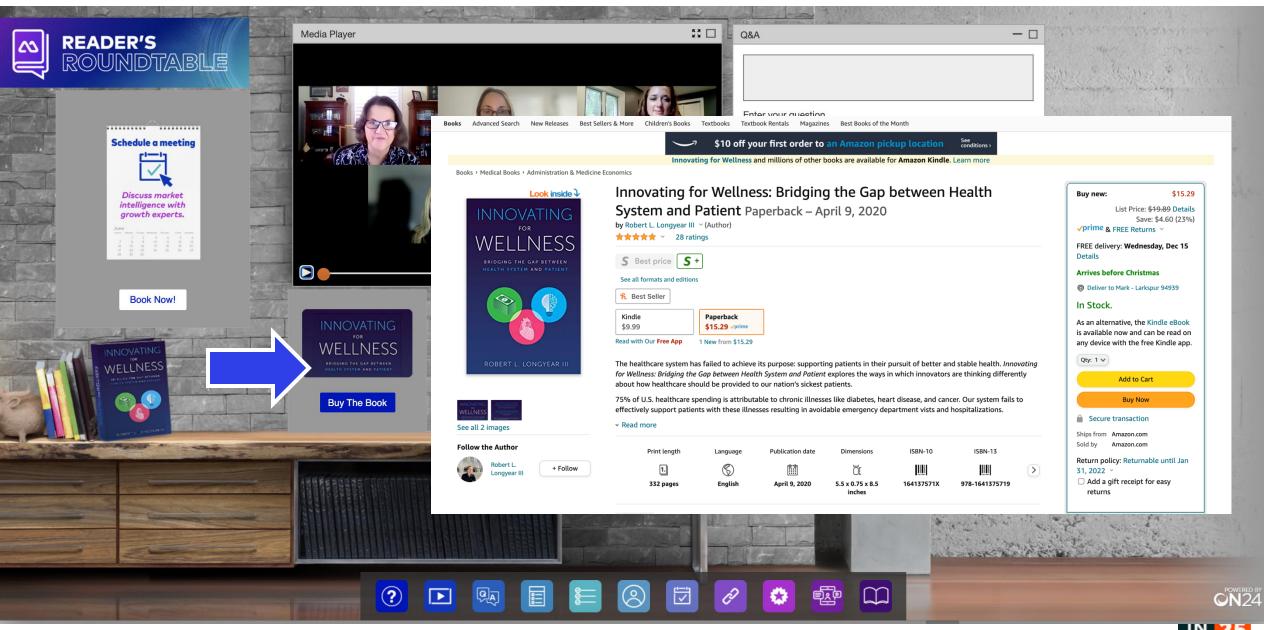


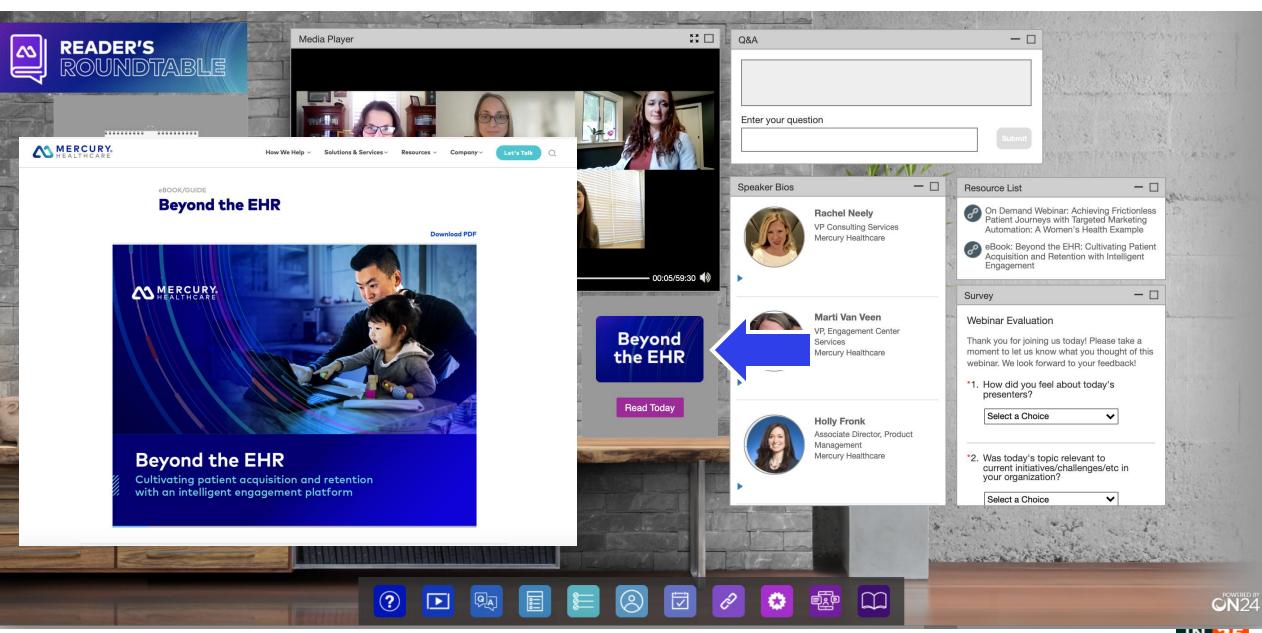


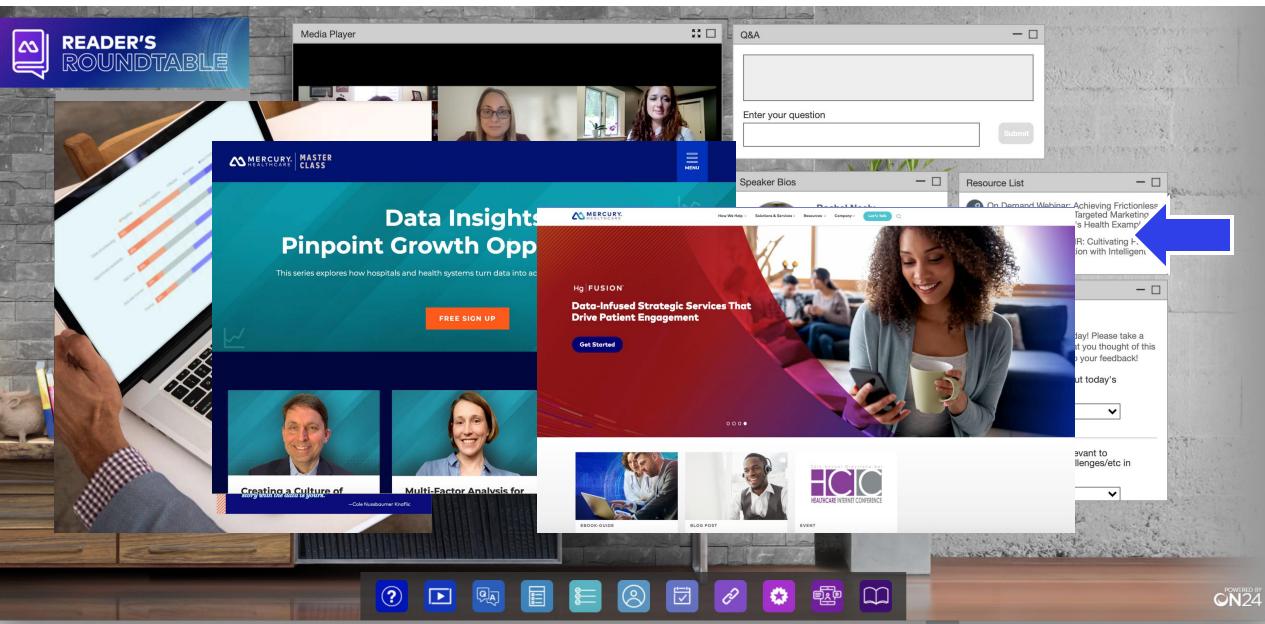


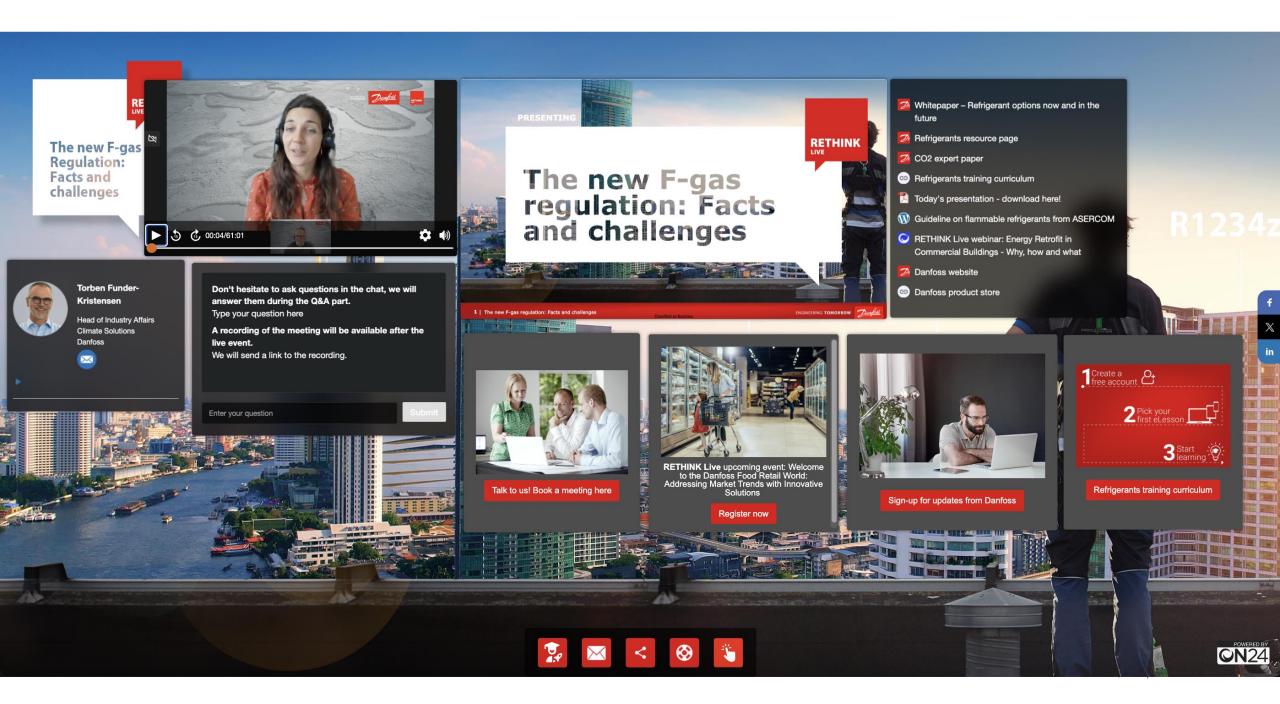


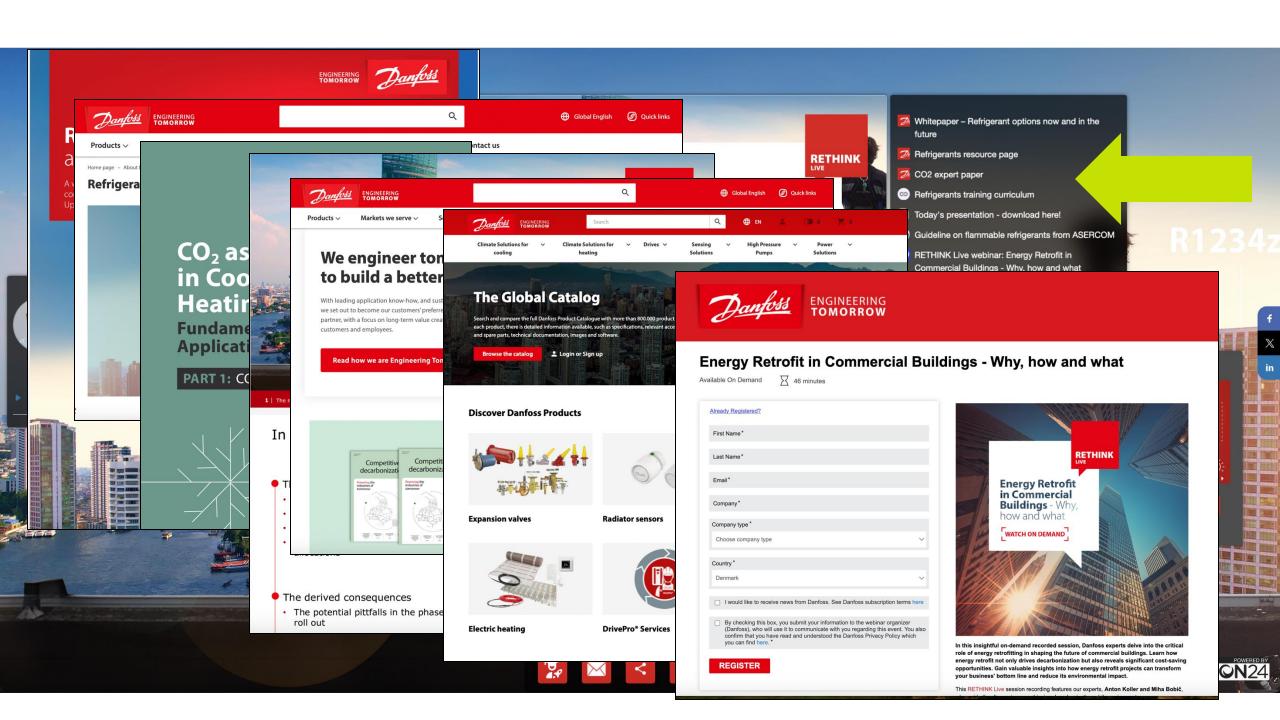


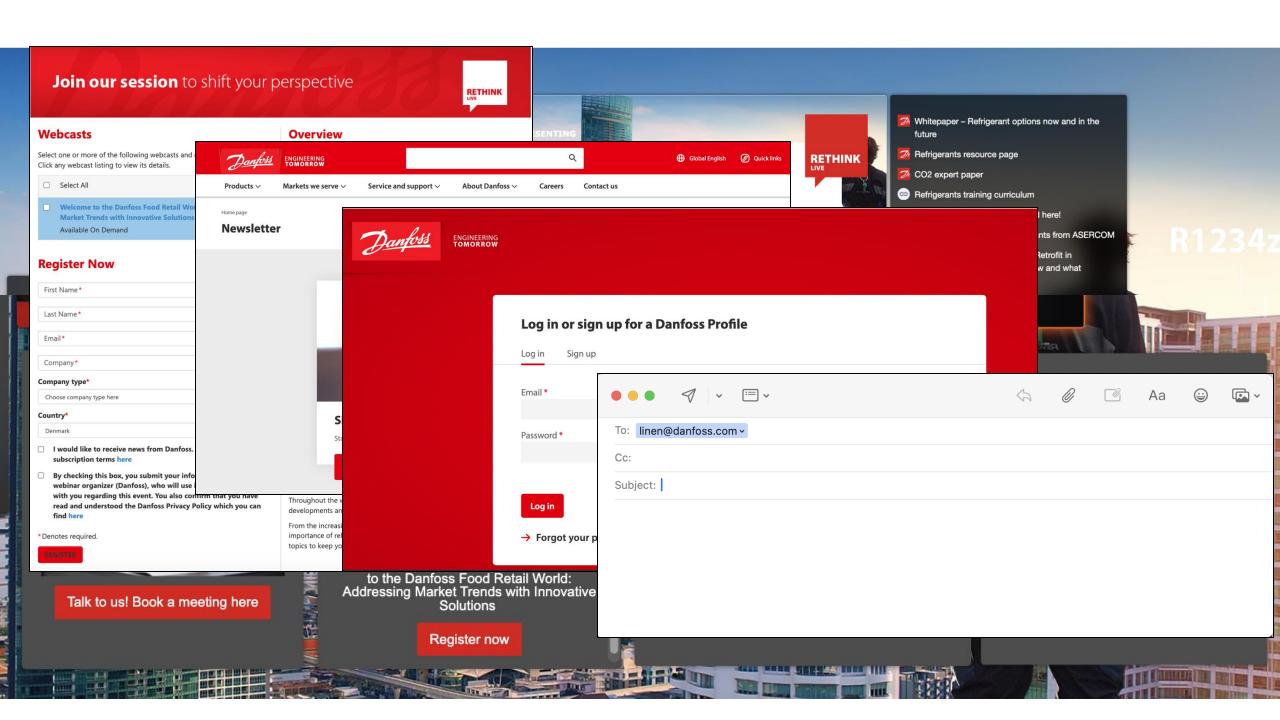














24%

Increase in CTA clicks year-over-year

Source: 2025 ON24 Digital Engagement Benchmarks report

Webinar audiences are self-selecting CTA offers



3X

Growth in meeting bookings during webinars year-over-year

Source: 2025 ON24 Digital Engagement Benchmarks report

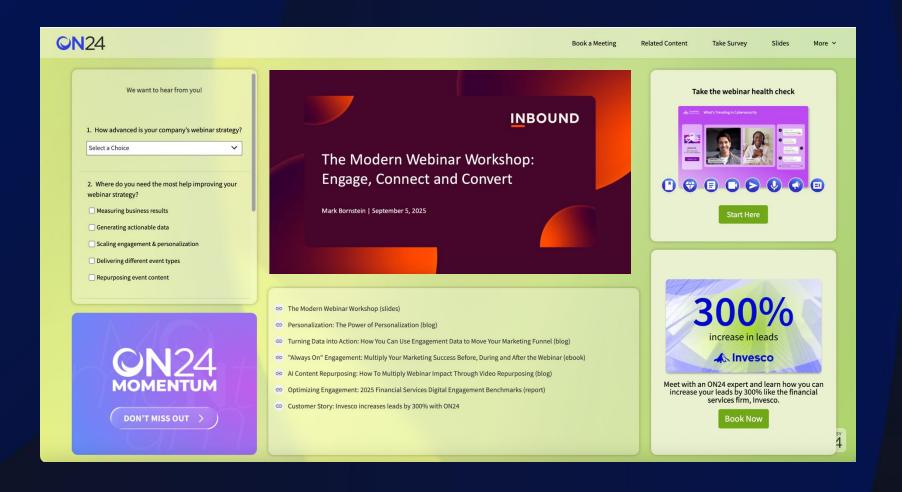
Sales-ready buyers are converting more than ever during webinars

Pro Tip: Give a tour of the engagement



Give a console tour

show value of content and engagement



Multiplier Effect 1: Optimize for engagement

Key Takeaways:

- Create primary & secondary goals
- Optimize for interest & intent signals
- Full buyer's journey in every webinar
- Create triggers to find intent
- Promote the engagement



Multiplier Effect 2: Segmentation/Personalization





What's trending in cybersecurity today?

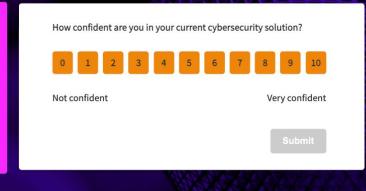


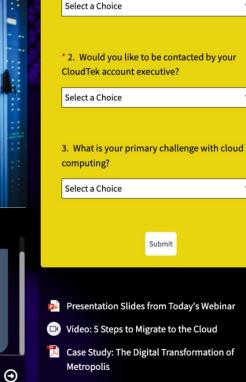


Get your cloud journey started

Book a meeting with your dedicated CloudTek expert to learn how you can transform your business.

Get Started





* 1. Where are you in your cloud journey?















1:24PM

hi everyone, thanks

for joining... curious

changing their cyber

who is currently

strategy?

Send a message

Get your cloud journey started

Book a meeting with your dedicated CloudTek expert to learn how you can transform your business.

Get Started

Book meeting CTA

How confident are you in your current









Not confident

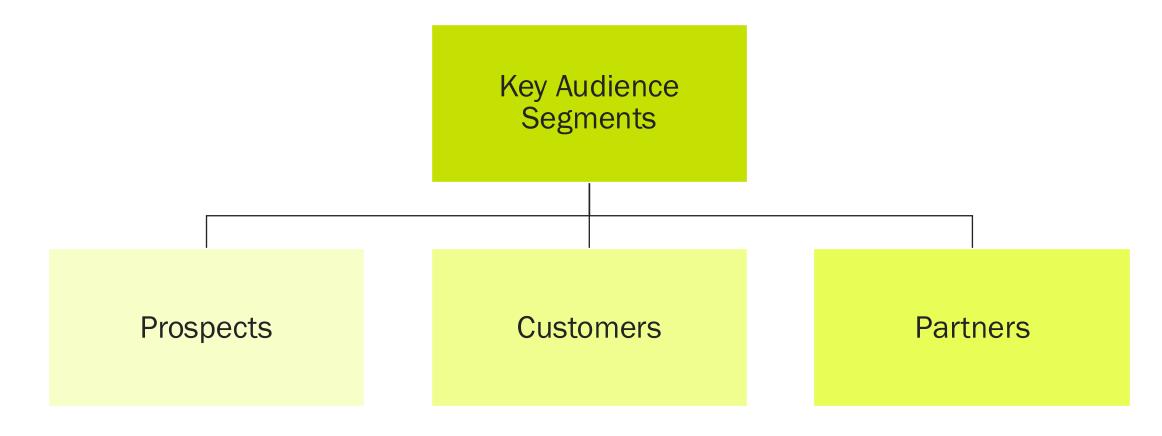








Audience targeting & personalization





Segmenting audience

Self-select at registration

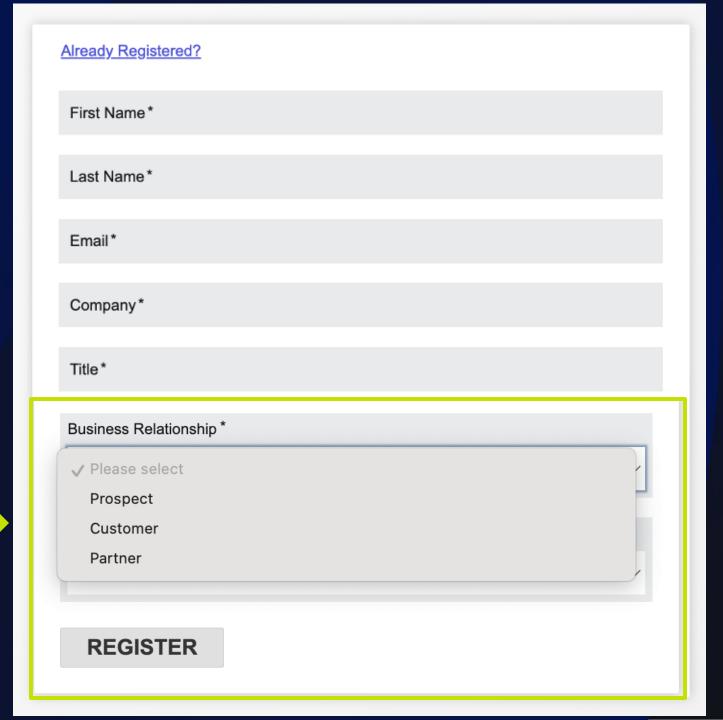
Pull from marketing automation

Segment postregistration





Audience targeting & personalization





Prospect:Book meeting CTA

Get your cloud journey started

Book a meeting with your dedicated CloudTek expert to learn how you can transform your business.

Get Started

Customer
Join community CTA

Join the CloudTek Community

Connect with your fellow CloudTek customers and get tips to advance your success.

Join Now

PartnerRegister now CTA

Become a certified partner

Register for the CloudTek Connect Partner program and get your certification started today.

Register Now

about today?

Prospect

CloudTek Cloud Secure

experiences using CloudTek

Cloud Secure trial. Please join

Share and/or hear about

in to request a free trial.

Join other participants to discuss about various

have recently emerged.

cyberscurity challenges that

Join

Join

Breakout Room

Explore Better Ways to Provide Cybersecurity to Your Customers

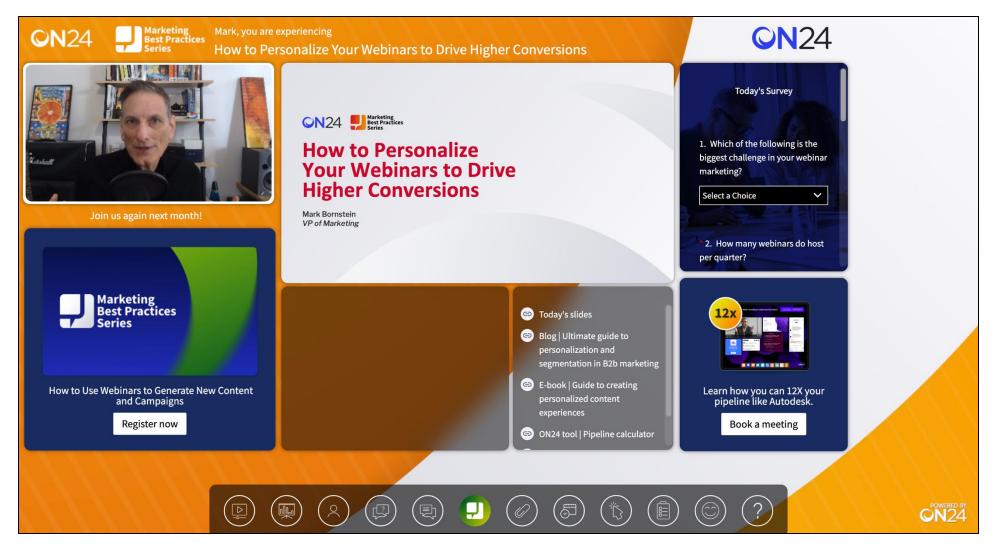
Client f zero-day vulnerabilities **C-Suite Roundtable** Impact on reputation and trust Join other chief executives to Expensive security research Escalation of cyber warfare ** Coordinated response discuss how cybersecurity threats are impacting businesses across EMEA Join **Cybersecurity Challenges Cybersecurity Challenges** Join other participants to discuss about various cyberscurity challenges that have recently emerged. Join Product Experts Start your Transform today v vices, Brad Miles.

Segment-driven Engagement

Identify key target segments

Segment type	By business relationship	By funnel stage	By contact title	By account vertical	By region
Segment 1	Customer	Awareness	CXO	Financial Services	NA
Segment 2	Prospect	Consideration	VP/Director	Professional Services	EMEA
Segment 3	Partner	Selection	Manager	Life Sciences	APAC
Fallback	Prospect	None	Other	Other	Other

Mixing and matching segmented offers









Today's Survey

Mark, you are experiencing

How to Personalize Your Webinars to Drive Higher Conversions

How to Use Webinars to Generate New Content and Campaigns

Register now

personalization and segmentation in B2b marketing

E-book | Guide to creating personalized content experiences

ON24 tool | Pipeline calculator



Learn how you can 12X your pipeline like Autodesk.

Book a meeting





















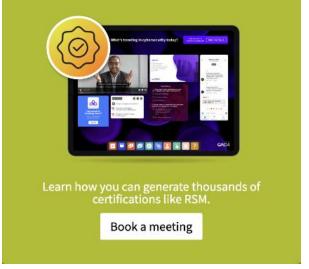


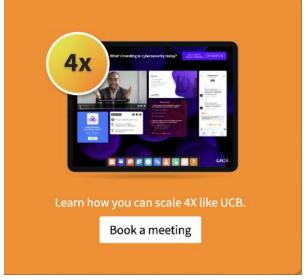




Personalizing CTAs: Appointment setting by use case









Demand Generation

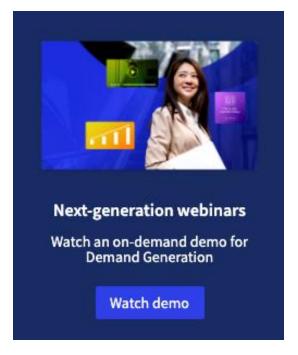
Prof. Certification

Life Sciences

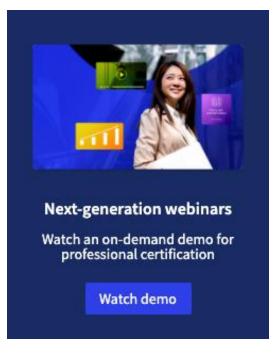
Manufacturing



Personalizing demo offers



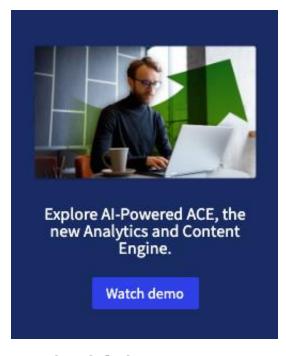
Demand Generation



Professional Cert



HCP Engagement



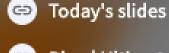
ON24 Customers

Use Case Customer



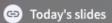
Personalized Resources





- Blog | Ultimate guide to personalization and segmentation in B2b marketing
- E-book | Guide to creating personalized content experiences
- ON24 tool | Pipeline calculator
- Webpage | Upcoming webinars and events

Non-Customers

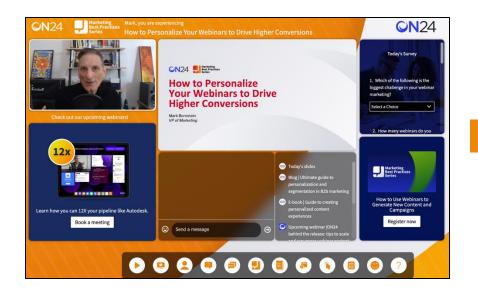


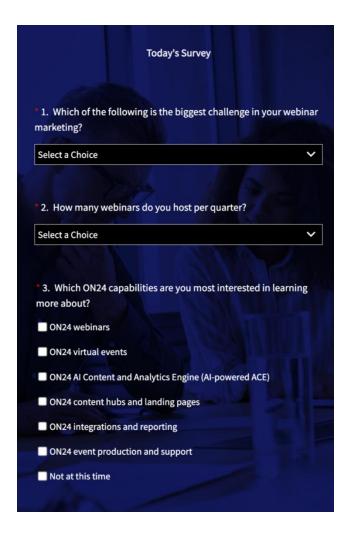
- Blog | Ultimate guide to personalization and segmentation in B2b marketing
- E-book | Guide to creating personalized content experiences
- Upcoming webinar | ON24 behind the release: tips to scale and repurpose webinar content
- ON24 tool | Webinar health check
- Engagement hub | Customer resource hub
- Webpage | Upcoming webinars and events

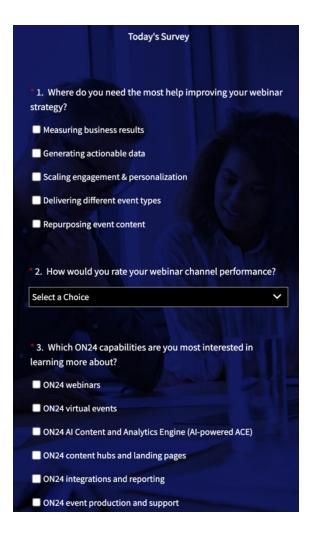
ON24 Customers



Personalized Surveys







Non-Customers

ON24 Customers

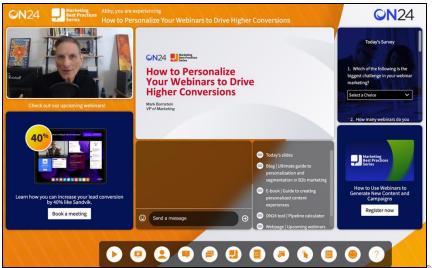


Personalized experiences, multiple segments











Personalized experiences see outsized growth



Increase in registrations for upcoming webinars from personalized landing pages



Increase in resource downloads



Increase in demo bookings

Source: 2025 ON24 Digital Engagement Benchmarks

report



Analytics

Webcast Elite

Forums

Engagement Hub

Target

Media Manager

GoLive

Community

Dashboard

Engagement

Funnel

Power Leads

Accounts

Segments

Polls & Surveys

Buying Signals

Webcasts

Forums

Videos

Documents

Webpages

Engagement Hub

Target

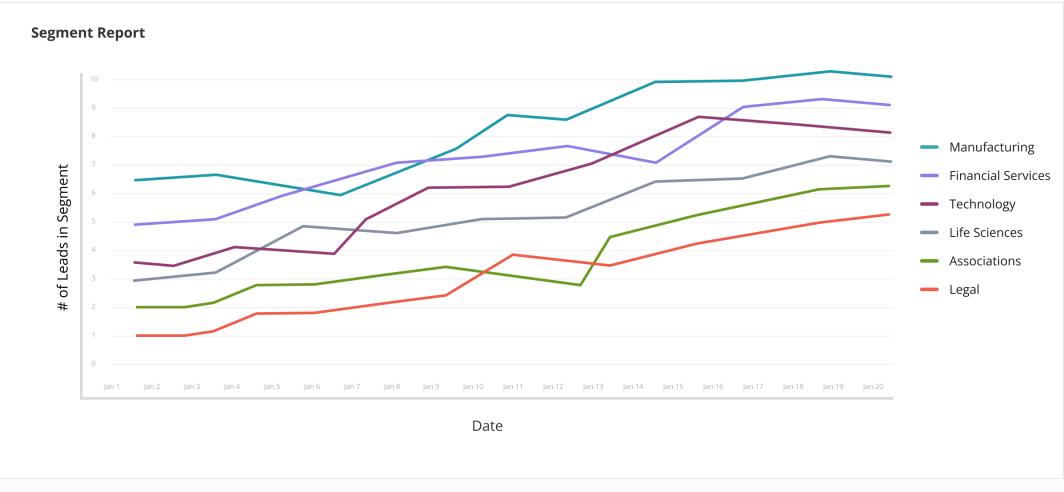
Go Live

Benchmarking



Segment Detail: Industry





Multiplier Effect 2: Segmentation & Personalization

Key Takeaways:

- Identify target segments
- Personalize content and CTAs
- Start with basic segments
- Mix up personalization categories

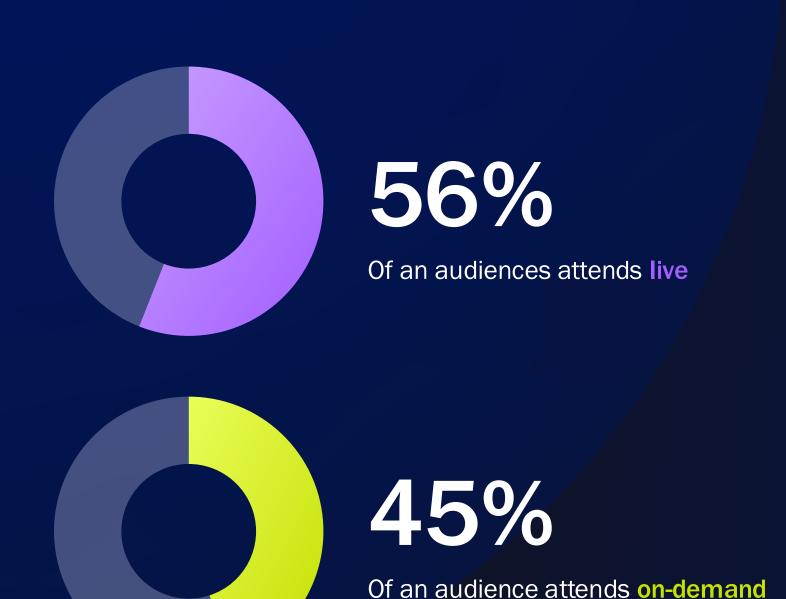


Multiplier Effect 3: On-demand engagement

On-demand webinar audiences continue to increase

1%

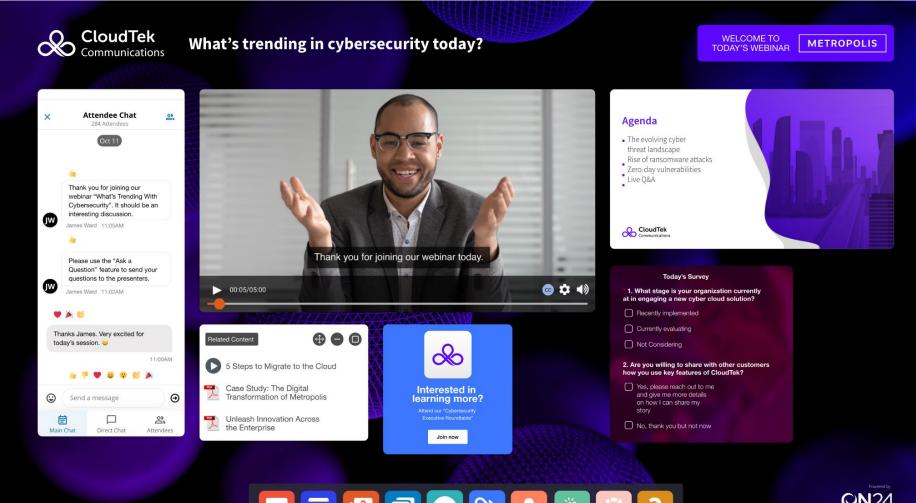
of audiences attend both live and on-demand



On-demand webinars as a strategy

Event level

Make on-demand part of your live event workflow



















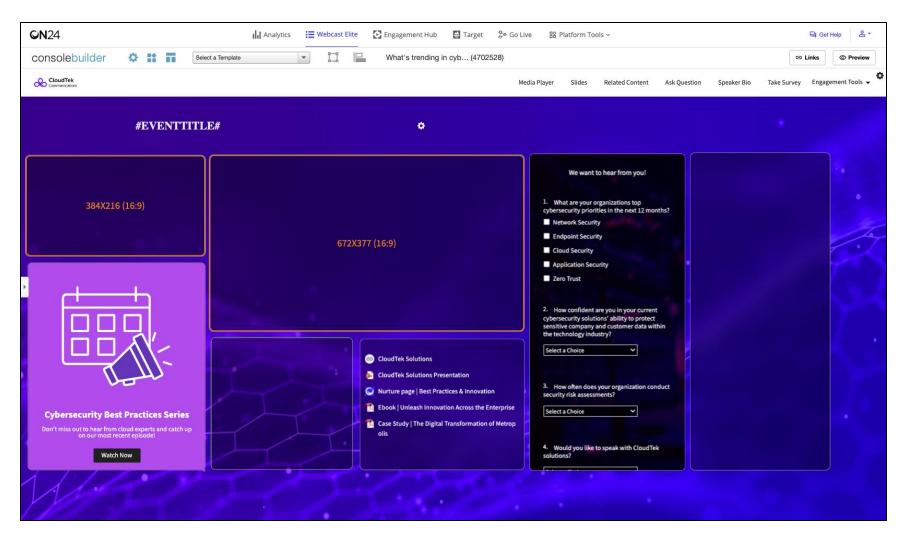






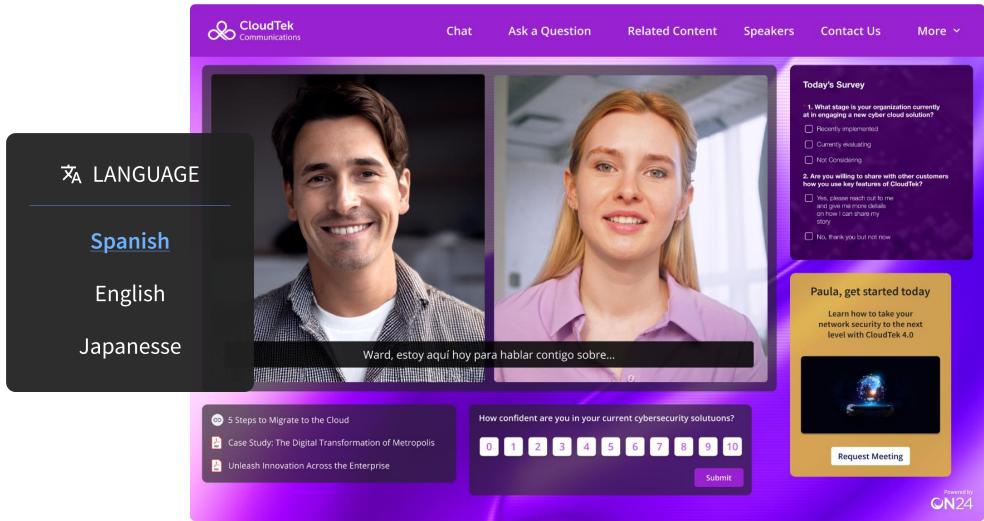
Update for "evergreen" engagement

- Adjust offers ad CTA's for long term usage
- Update slides, make any edits
- Chapterize





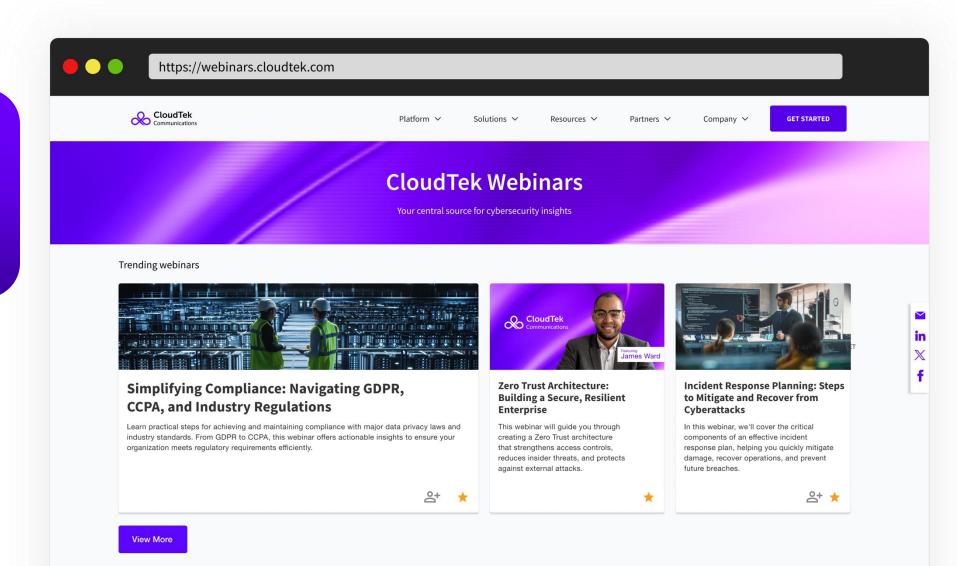
Globalize for target regions/languages



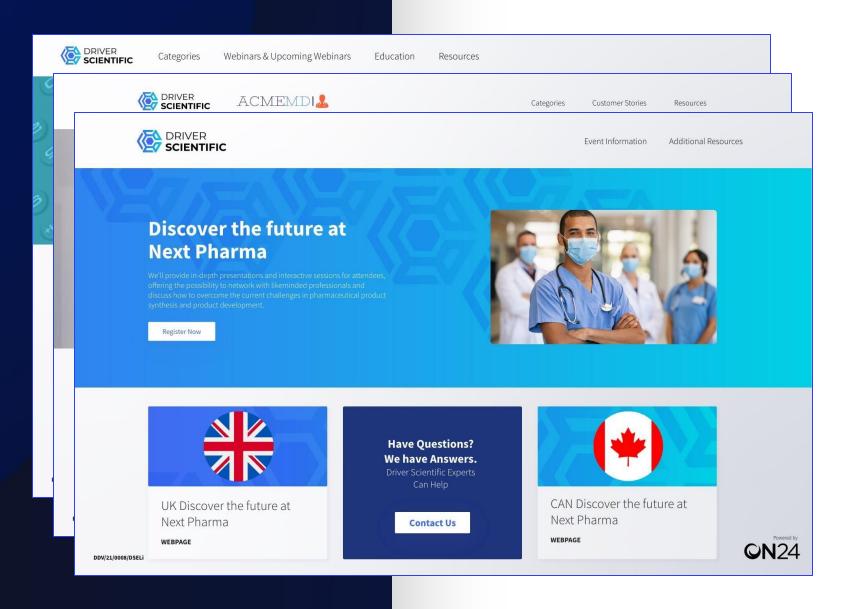


On demand content hubs to drive viewers

- On Demand webinars
- PDFs, videos
- Custom CTAs and engagement tools
- Personalization

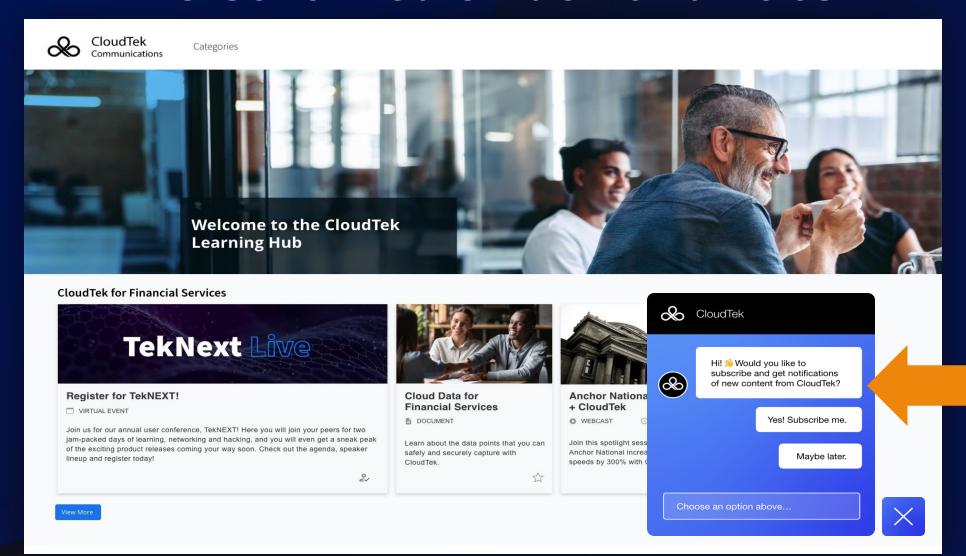






Serving the right content to the right audience

Personalized on demand hubs





Ansell



PRODUCTS ~ BRANDS ~ PROFESSIONS >

ANSELLCARES V SHOP ANSELL

Media Player

55 - C



Related Content

Peace Officer Standards Commission (POST) Continuing Education Request Packet

AnsellCARES Clinical Education

Additional AnsellCARES Webinars

Infection Prevention Strategies for EMS Slide

AnsellCARES Upcoming Webinars

Protection Against Fentanyl Brochure

Choosing The Right Glove

The 5 Moments For Hand Hygiene

PPE DONNING AND DOFFING GUIDE FOR **EMERGENCY MEDICAL SERVICES PROVIDERS**

SAFE PPE USE FOR EMERGENCY MEDICAL SERVICES BROWNERS

Education. Evidence. Engagement.

AnsellCARES Partners in Protection Webinar Series

Language -

Specialty Areas .

Topics -

Region •

Accreditation -

Apply Filters

Select your choice of content here:

On-Demand Webinars ~



Riesgos en el uso de guantes con polvo

WEBCAST () 01:09:00

Aprenda de los principales expertos, los riesgos y complicaciones asociados con el uso de guantes empolvados. Este webinar brinda una oportunidad ideal para..



Dermatologist's View on Managing Healthcare Worker Occupational...

Dermatitis is a common condition among health care workers and is significantly under-reported. It can have negative longterm impacts on quality of work and...



Mind Your Body - Preserve Your Career: The Importance of Ergonomics...

WEBCAST () 01:20:00

Identifying ergonomic risk factors and implementing prevention strategies can help to avert the potential of career-ending disabilities for dental..



A Manager's View on Championing Safety in the Surgical Environment

WEBCAST ○ 01:27:00

Presenter: Vicky Tyde, BSN, RN, CNOR Nurse Consultant/OR Manager CE Accreditation: RN, AST, & AHRMM (for US only) Certificate of Completion...



Panel Discussion: Redefining Partnerships Between IDNs and...



A Surgical Technologists' Perspective on Glove Selection



Infection Prevention Strategies for Emergency Medical Services



Strategies for Improving Operating Room Turnover

WEBCAST (3 01:21:00



- 0

Completion

Certificate

n: 50

redit

h: 50

Certificate

you have completed

uing Education C... -

Multiplier Effect 3: On Demand Strategy

Key Takeaways:

- Make on demand webinar evergreen
- Globalize for key regions/languages
- Create on demand hubs to promote all on demand webinars
- Every webinar should link to a hub to binge on more content

Multiplier effect 4: Turning webinars into streams of new content to feed marketing channels



10 Common Webinar Mistakes to Avoid in 2024





Join us again next month!

Re-imagine Digital Engagement Across the C Journey

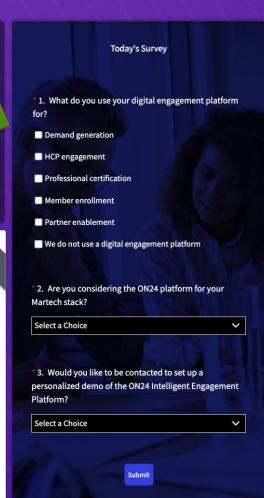
Register now





We and our partners use cookies, pixels, and similar tracking technology (all called "cookies" here), including necessary cookies to provide our websites and optional cookies to collect information from you (including your clicks, cursor movements, and screen recordinas on our websites) for site functionality and personalization, usage analytics, and marketing. You consent to our use of all cookies by choosing "I understand" or continuing to use this website. You

×





























What's trending in cybersecurity today?

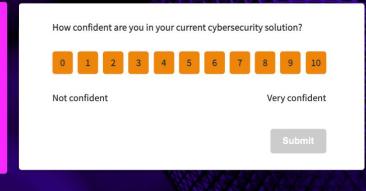


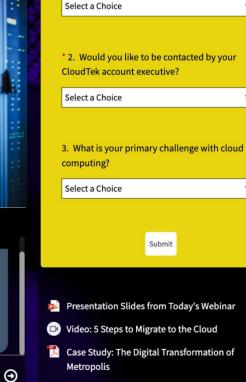


Get your cloud journey started

Book a meeting with your dedicated CloudTek expert to learn how you can transform your business.

Get Started





* 1. Where are you in your cloud journey?















1:24PM

hi everyone, thanks

for joining... curious

changing their cyber

who is currently

strategy?

Send a message

Your most valuable post event asset?

TRANSCRIPT

Title: What's Trending in Cybersecurity?

[Opening Slide]

[Background music fades]

Host:

Hello, everyone, and welcome to today's webinar titled "What's Trending in Cybersecurity?" I'm [Your Name], and I'm thrilled to be your host for this exciting session. Today, we will explore the latest developments and trends in the ever-evolving world of cybersecurity. With cyber threats becoming increasingly sophisticated, it's crucial for individuals and organizations alike to stay informed and prepared. So, let's dive in!

[Slide 1: Introduction]

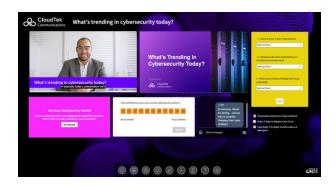
Host:

Before we delve into the latest trends, let's take a moment to understand why cybersecurity is more important than ever. In today's digital landscape, threats come from all directions, ranging from ransomware attacks to

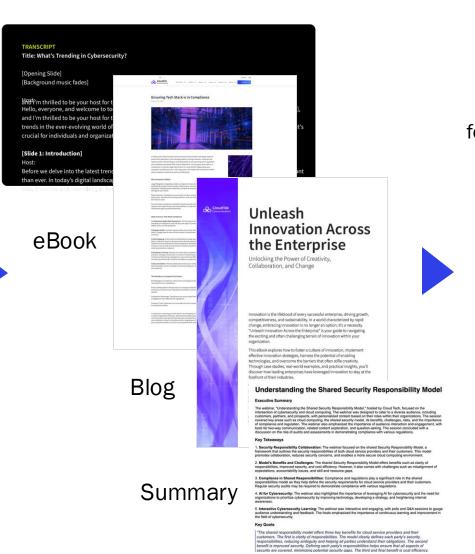


Repurposing webinar content to drive demand

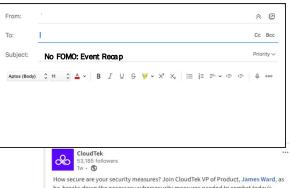
Transcript



Thought leadership webinar

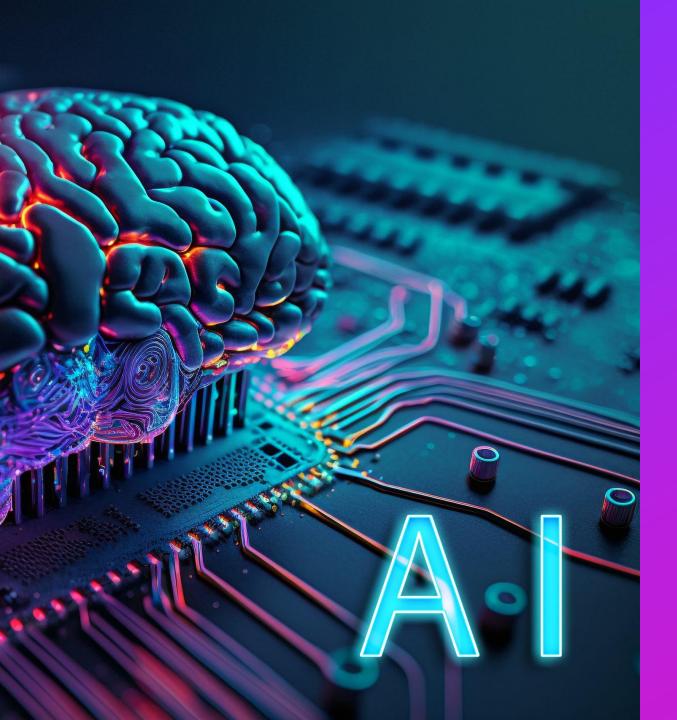


Sales follow-up



Social content



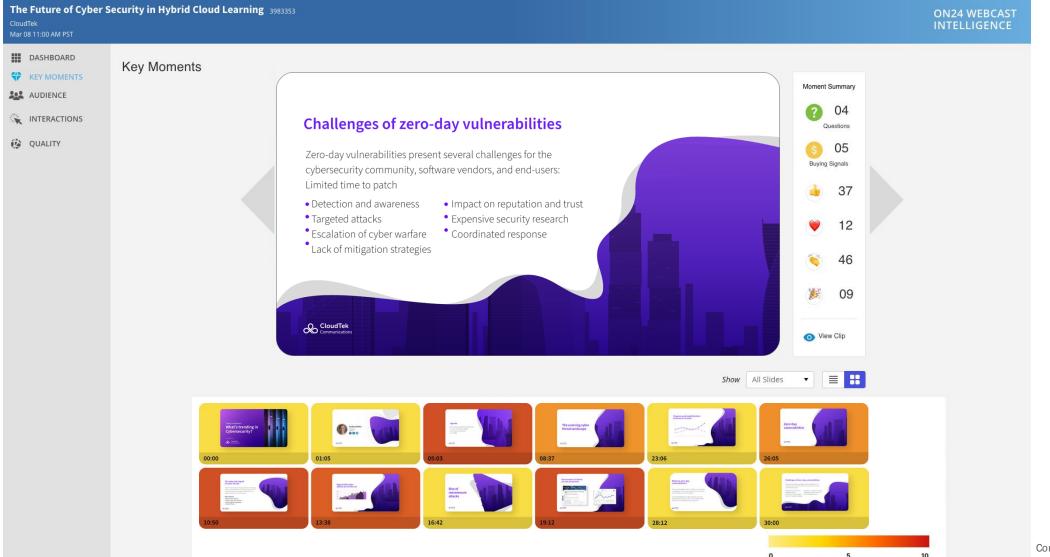


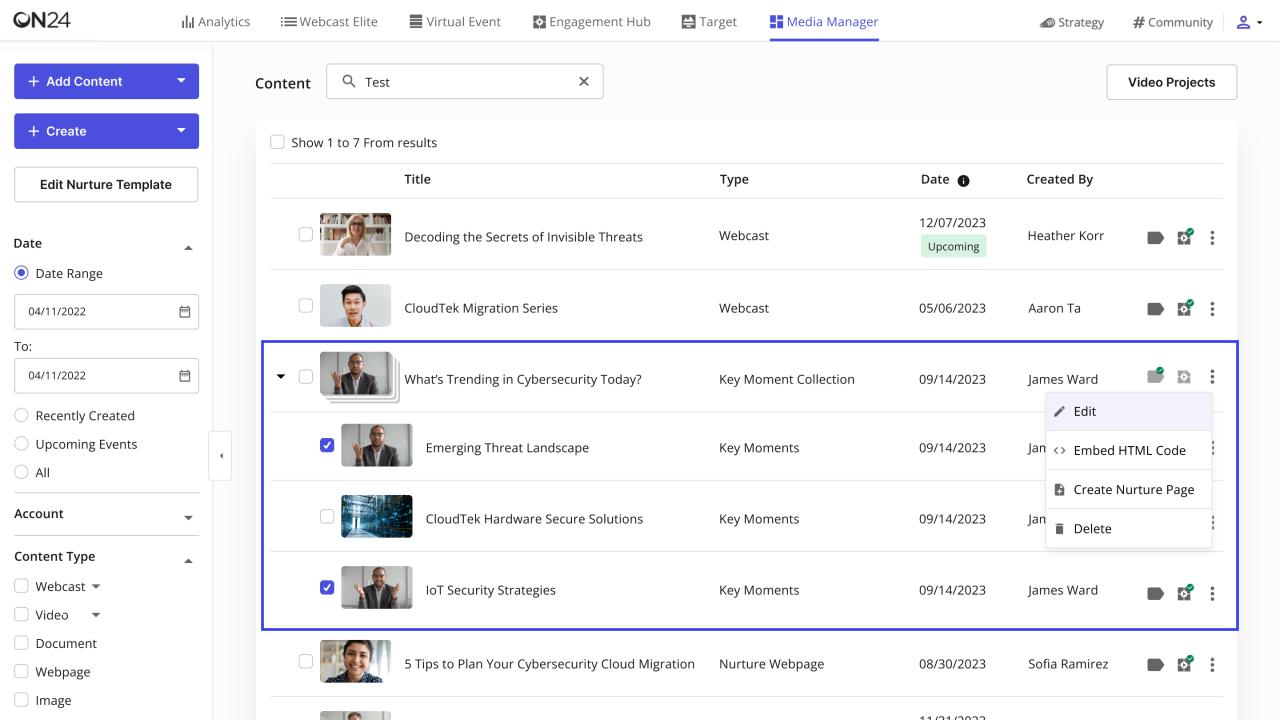
Al-generated content, based on your own content

Capturing live event engagement



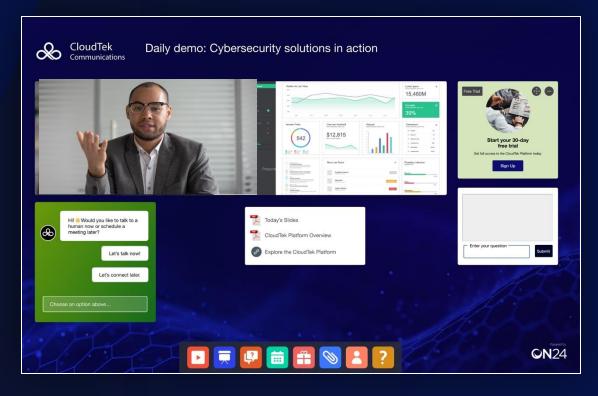
Heat mapping "key moments"





Al to turn previous webinars into new videos





Social Video

Integrated video in other events

Nurture pages to drive on

demand viewing





Top Key Moments



Emerging Thread Landscapes

▶ KEY MOMENTS COLLECTION

Our digital world is in a constant state of flux, and so are the threats that lurk within it



CloudTek Hardware Secure Solutions

▶ KEY MOMENTS COLLECTION

As organizations increasingly migrate to the cloud, the need for robust hardware-based security solutions becomes paramount.



IoT Security Strategies

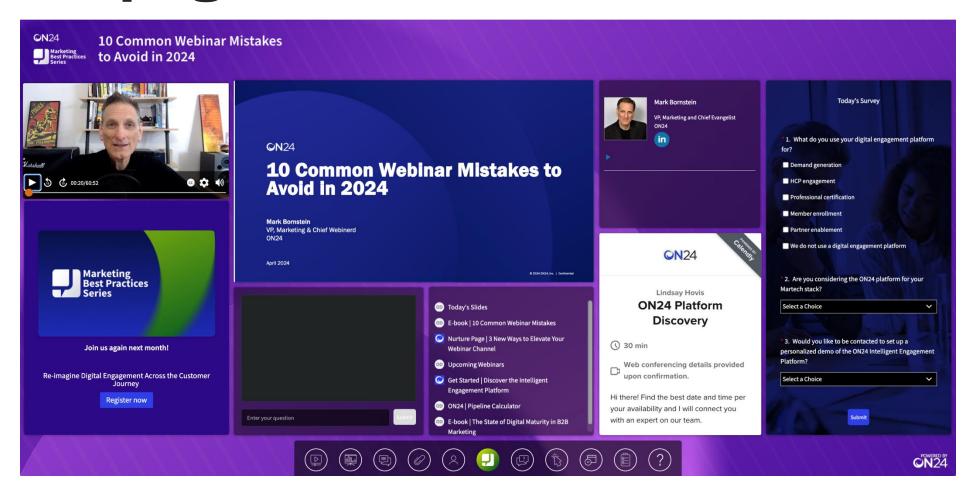
▶ KEY MOMENTS COLLECTION

Internet of Things connectivity comes with a host of security challenges. Let's explore strategies to secure the ecosystem.



ON24 Example: Webinar

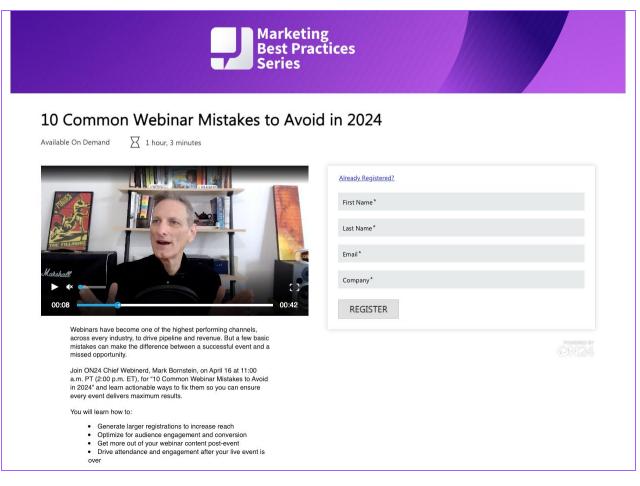
Webinars can be the foundation of a content campaign









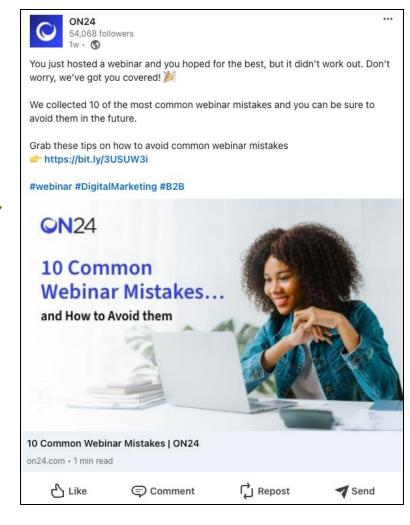


Video Clip for OD Reg page





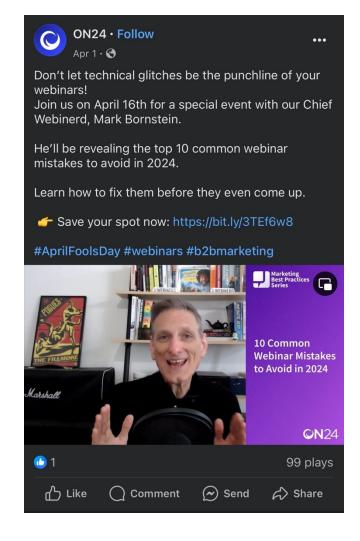




Social promos and sales emails from summary content







Video and summary content for social media promotions







10 Common Webinar Mistakes To Avoid

April 15th, 2024 Michael Mayday



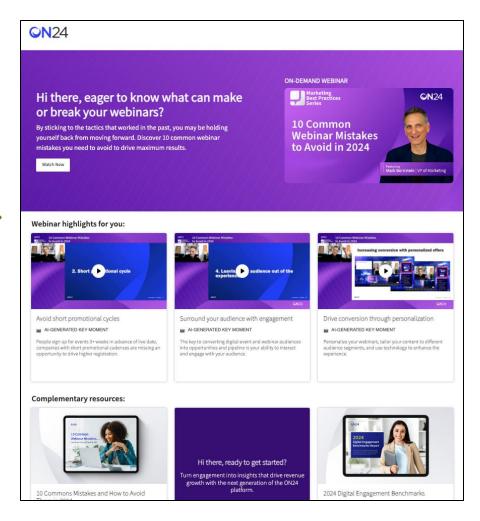
Webinars help generate pipeline, advance leads through the <u>buying cycle</u>, educate customers and prospects and much, much more. In a way, they're the trusty Swiss Army Knife tool nearly every marketer requires.

Like any tool, however, <u>a webinar</u> is only as effective as the person(s) using it. And if you're using webinars, whether to generate leads, drive engagement or contribute to growth, you're bound to, well, make some mistakes.





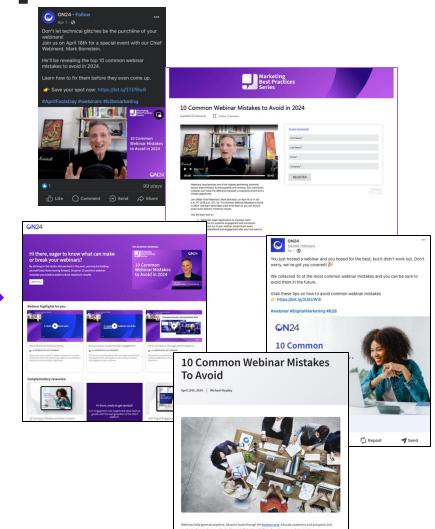








Using re-purposed content to drive OD reg





- Social media
- Website
- Paid Ads
- Retargeting



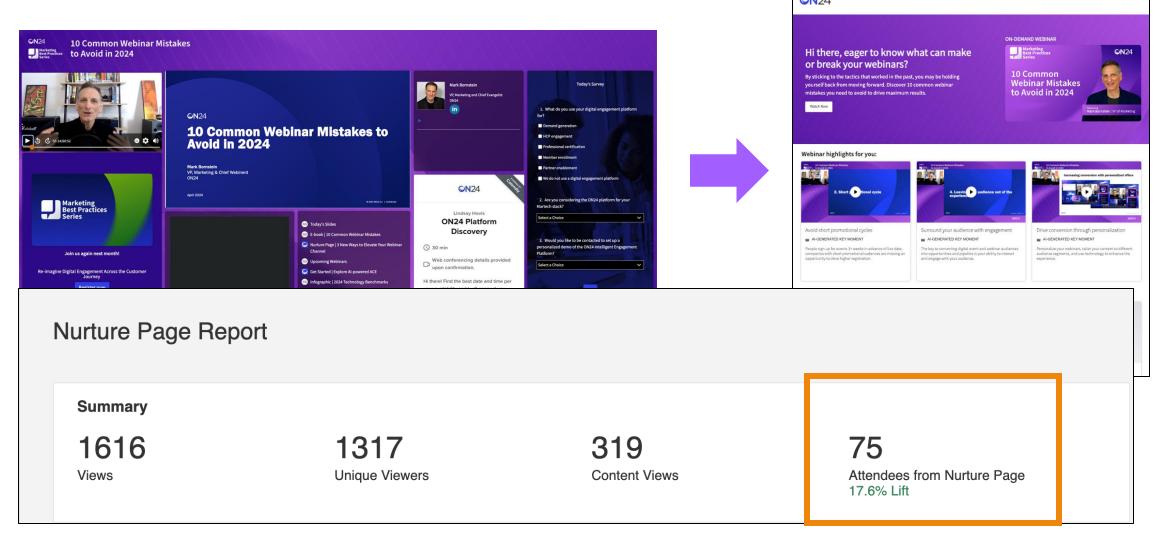


OD Webinar



Live Webinar

Nurture pages to drive on demand viewing





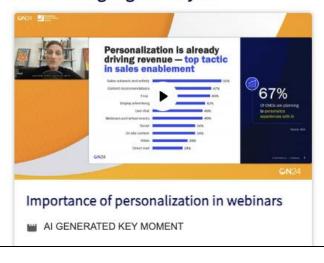
Hi there, what if you could 2X your conversion rates within the webinars you're already running?

Learn how to build webinar experiences that can be personalized for unique audience segments, effectively increasing engagement, delivering higher conversion rates and creating more pipeline.

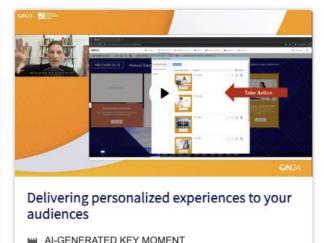
Watch now



Webinar highlights for you:

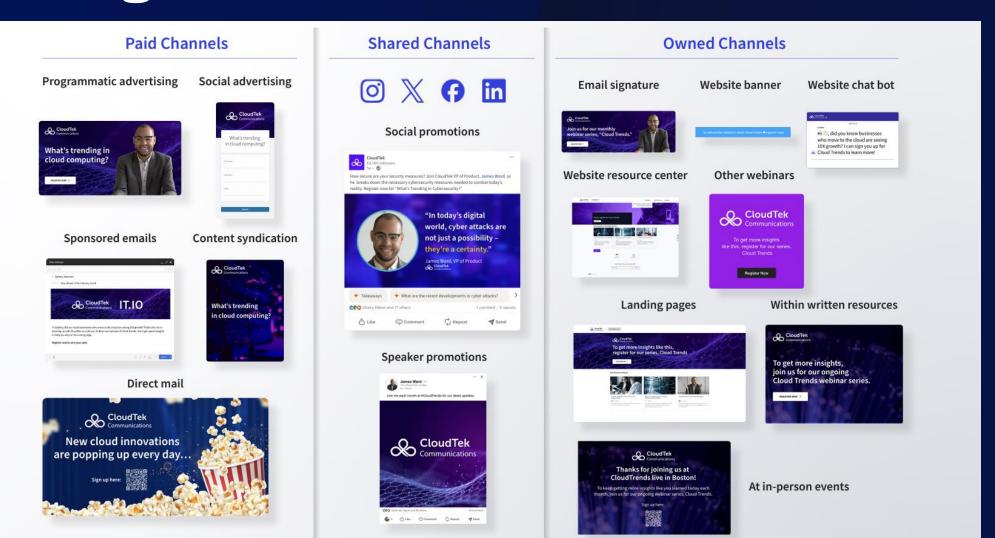








Getting out of the email inbox



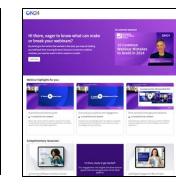
One webinar to a campaign-in-a-box: 6-12 Months of content aggregation













Live > Post Live

Multiplier Effect 4: Repurposing webinars into new actionable content

Key Takeaways:

- Leverage AI to repurpose webinars:
 - Summary
 - Blogs
 - Ebooks
 - Videos
- Create targeted nurture pages to scale reach, fuel ABM programs, find new audiences
- Use repurposed webinar content to feed paid and organic channels

Multiplier Effect 5: Turning engagement data into actionable insights



A moment of empathy for our sales teams



Marketing delivering leads to sales



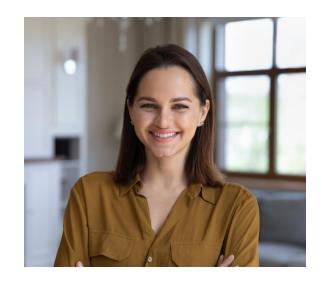
Sales needs better data to convert



Lead generation



- Lead qualification
- Pipeline generation
- Positioning



- Role in buying decision
- Challenges & needs
- Product direction
- Decision stage
- Buying Intent
- CONVERSION!!!!

Journey tracking requires better data

Net-new Non-ICP

Net-new ICP

Marketing
Qualified
Lead
(MQL)

Sales
Qualified
Lead
(SQL)

Opportunity/
Pipeline

- Registration data
- Marketing automation
- Predictive analytics

- 1st-party engagement data
- Interest signals
- Intent signals

Clicked: 12/15/2021

From: Webinars That Rocked 2020

Resources Downloaded (4)

5 Steps to Migrate to the Cloud

CloudTek Solutions for Financial Services
Unleash Innovation Across the Enterprise

Content Journey Recent Activities

Understanding the Shared Security Responsibility Model

Registered: 12/01/2023 Attended: 12/06/2023 Live for 45m 32s

Resources Downloaded (4)

5 Steps to Migrate to the Cloud CloudTek Solutions for Financial Services Unleash Innovation Across the Enterprise Today's Presentation Slides

Questions Asked (2)

Q: How can we ensure compliance with industry regulations?
A: We recommend implementing measures such as encryption, access controls, and monitoring to ensure compliance.

□ CloudTek for Financial Services

Registered: 12/01/2023

Viewed: 12/01/2023 13 of 15 Pages

Book a Meeting

Clicked: 12/06/2023

From: Introducing ACE, your NEW Al-powered Analytics and

Content Engine

Request a Demo

Clicked: 12/15/2021

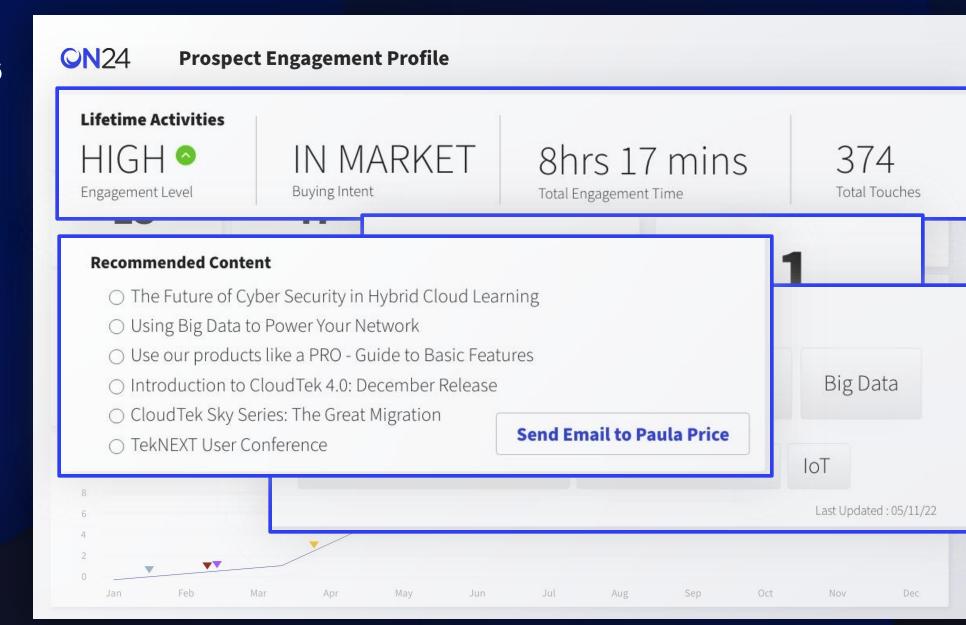
From: Webinars That Rocked 2020



Enabling sales success



Paula Price
VP, Network Security
Metropolis



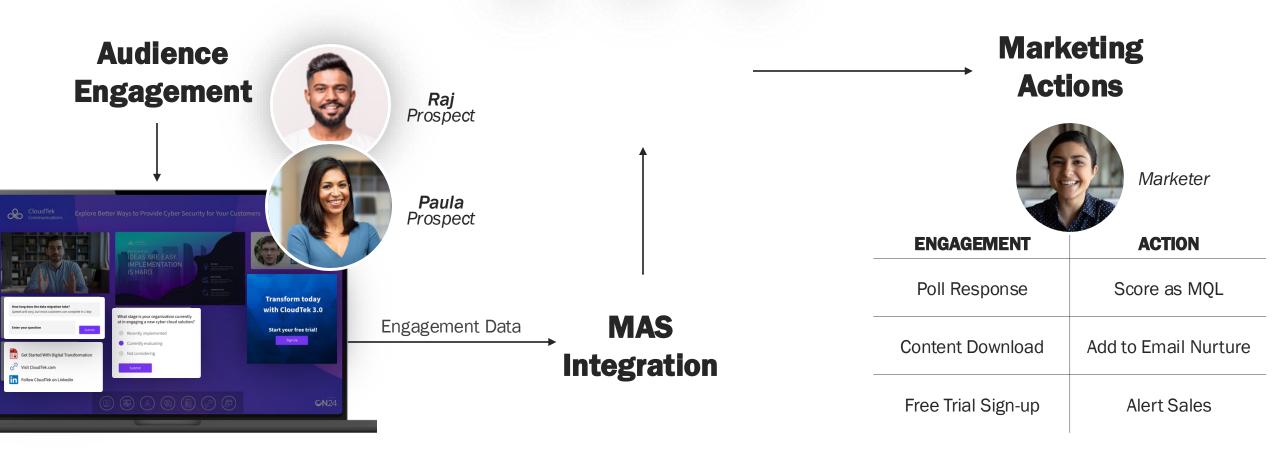
Success metrics that matter

Registration source	Volume of Registration	Volume of Attendance	Volume of No-shows	Registration > attendee conversion	Average engagement score
TOTAL	1752	767	985	44%	3.6
Promo Email	713	296	417	42%	2.9
Content Hub	361	229	132	63%	3.4
Webinar	141	83	58	59%	5.2
Partner	94	9	85	10%	2.6
nurture	90	90	0	100%	4.1
Advertising	89	8	81	9%	1.8
CTA Email	82	10	72	12%	0.7
Social	78	5	73	6%	4.0
Community	63	21	42	33%	6.4
Referral	41	16	25	39%	5.1





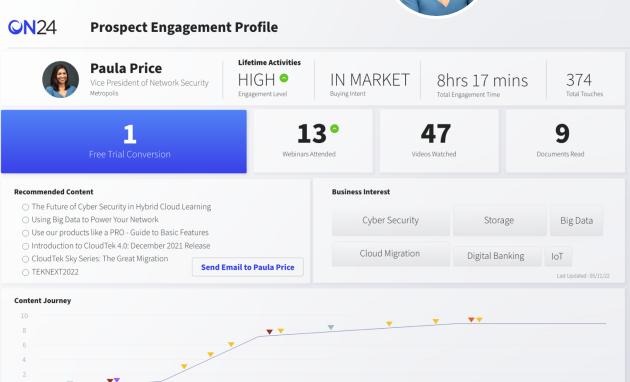




Prospect Analytics



Paula Prospect









Turn engagement into buying signals for sales action.

Sales

Executive



Turning webinar data/insights into action

Engagement	Datapoint	Insights	Marketing actions	Sales actions
Call-to-action	Book meeting	Ready to buy	ABM campaign	Personalized outreach
NPS Poll	Score of 7 or less	Ready to switch	Competitive campaign	Competitive outreach
Survey	Currently evaluating	Ready for a solution	Solution nurture	Solution outreach
Related Content	2+ consumed	Ready to learn	Use case nurture	Use case outreach
Attendee Chat	Question asked	Ready to talk	Warm marketing nurture	General sales follow-up
Attended	90% duration	Ready to engage	Warm marketing nurture	General sales follow-up

Multiplier Effect 5: Turning engagement data into actionable insights

Key Takeaways:

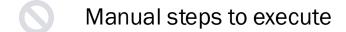
- Stop counting names and measure engagement & intent signals
- Leverage 1st Party data to analyze program performance
- MQL based on engagement metrics
- SQL based on hand raisers
- Integrate data into MAS & CRM systems...like Hubspot ©



Engage, connect and convert

Old way

Traditional webinars



Generic experiences

Passive attendance

One-and-done events

Superficial data

Leads on a spreadsheet

New way

Intelligent Engagement

Automated workflows

Personalization at scale

Engaging, two-way experiences

Al-generated content & nurtures

Analytics at every level

Real-time integrations & actions



Be a Webinerd Hero!

- Create programs that deliver real value for your audiences
- Leverage new innovations to simplify and amplify webinar results and ROI
- Create entire campaigns that propel pipeline forward



Thank You!