

How B2B Marketers Make

Webinars Work

Up, Down & Beyond the Sales Funnel



Webinars Connect With Customers

Use webinars wisely and they'll inspire strangers to become prospects, prospects to become customers, & customers to become advocates of your brand.

Let's Look at Some Recent Data Regarding Webinars.



77%

of B2B marketing teams use webinars as part of their marketing mix.



75%

of B2B buyers consumed webinar content in 2019.



56%

say webinars were the most valuable content they consumed in 2019.

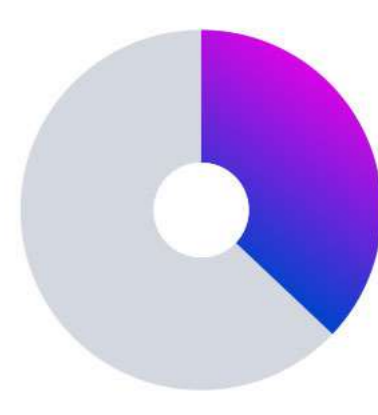
Webinars Engage

HubSpot claims webinars work across the entire customer journey. From thought-leadership panels to live demos, webinars are an effective way to move prospects down the funnel from awareness to closed deals and beyond.



37%

spend more than 30 minutes with webinar content



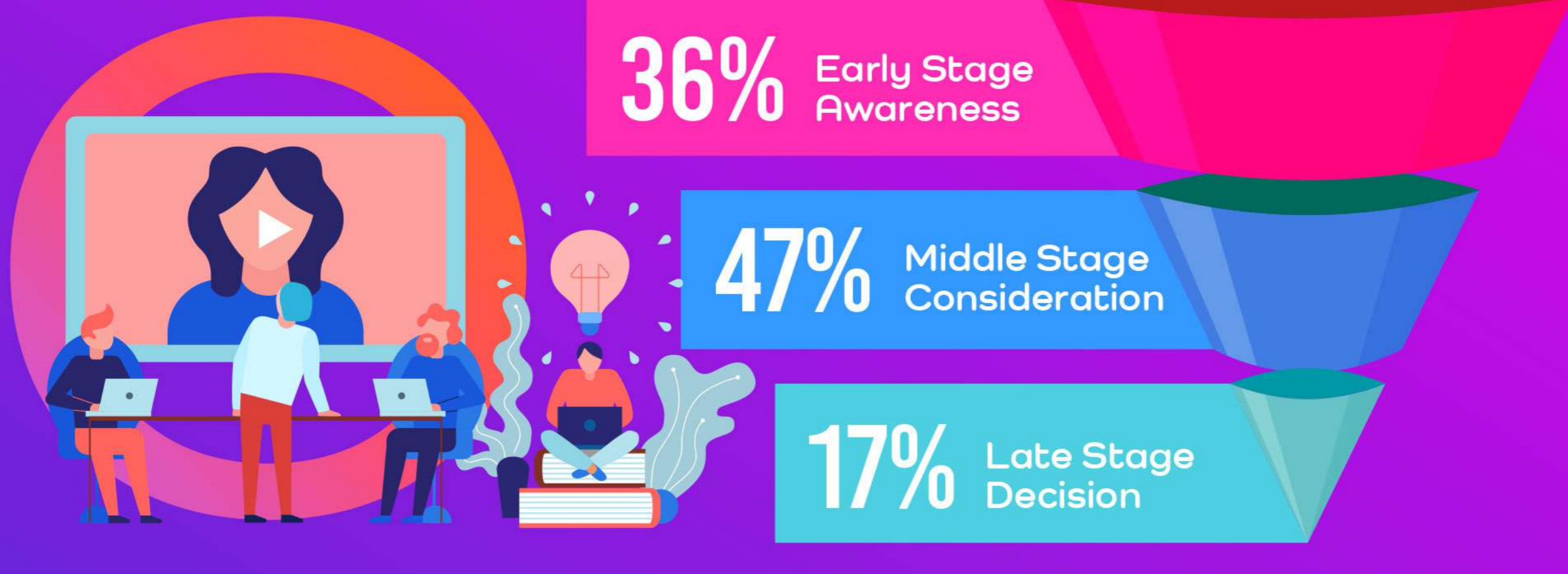
52 minutes

is the average time attendees spend consuming webinar content. Webinars win hands-down for consumption time amongst content formats.



Webinars at Work

In the Buyer's Journey



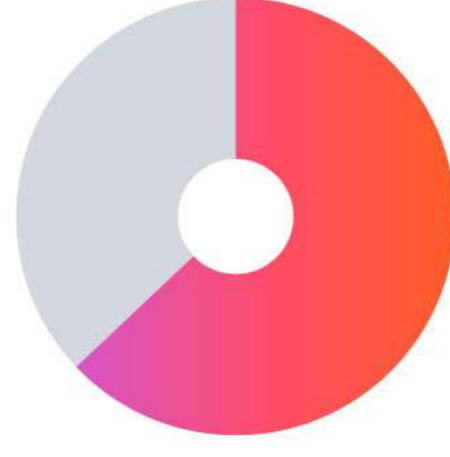
Marketers Rely on Webinars at All Stages of the Buyer's Journey.



Awareness

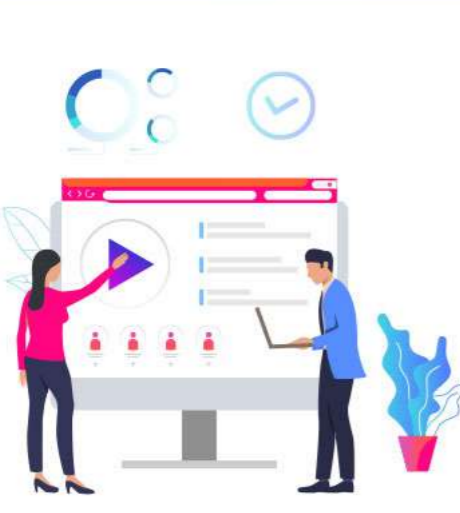
Initially, the prospective buyer is doing research to better understand a problem. Webinars that attract early stage awareness may feature:

- How-to advice
- Industry research
- Expert commentary



73%

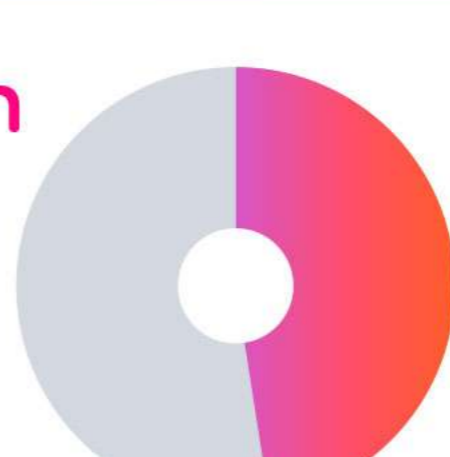
of B2B sales and marketing leaders say a webinar is the best way to generate leads.



Consideration

Attendees at the next stage of the funnel are apt to be considering specific solutions and may engage in webinars that focus on or include:

- Use cases
- Brand comparisons
- Tutorials



48%

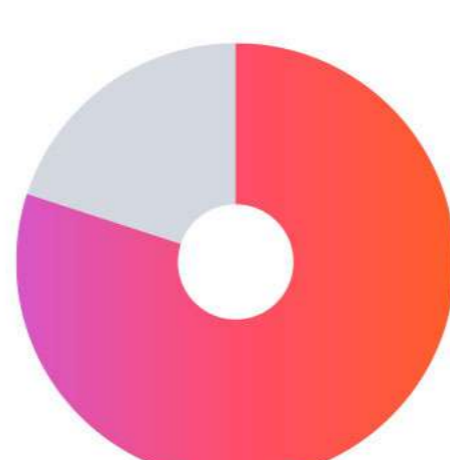
of B2B buyers say webinars provide the most valuable content in the mid-stage of their buying journey.



Decision

Potential buyers at the bottom of the funnel want to learn specific information that helps them decide if they should invest in your product. Show them:

- The options you offer
- How to use your product
- Ways to optimize it



82%

of potential buyers at the bottom of the funnel want to learn specific information that helps them decide if they should invest in your product.

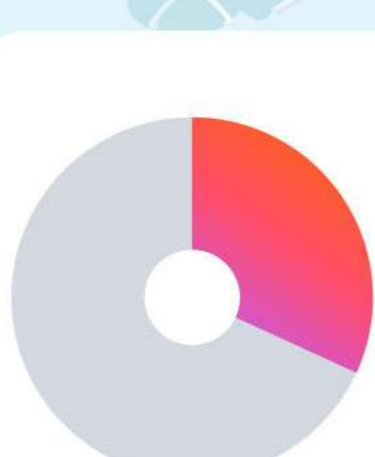
Delight and Retain

Consider webinars as more than a sales tool. Develop content to delight and retain customers, upsell, and create brand advocates that may refer to new leads.

After-the-sale

Invite existing customers to attend, or even participate in, webinars developed specifically for users of your products. Such webinars may feature:

- Onboarding
- Training
- New Features
- Q&A



31%

of webinars are designed for customer onboarding & retention.

Give Your Webinar Wings

Use personalization and automation to unlock the potential of your webinar programs.



SOURCES

www.statista.com
www.cyber-gear.com
www.demandgenreport.com
www.fourquadrant.com
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