

# The Webinar Strategy Playbook

15 B2B Marketing Experts on Transforming  
One-Off Events Into Strategic Programs

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# Introduction

Webinars have become ubiquitous, yet the gap between mediocre online presentations and strategic webinar programs that drive measurable business results has never been wider. The difference isn't better technology, slicker slides, or even more charismatic presenters—it's strategy.

Most organizations approach webinars as tactical events—isolated presentations focused on immediate lead generation. They invest heavily in promotion and platforms while overlooking the foundational elements transforming webinars from forgettable calendar appointments into valuable business assets.

This book provides a comprehensive framework for building purposeful webinar programs that align audience needs with business objectives. Drawing on insights from experienced marketers across industries, you'll discover how to develop strategic webinar initiatives that engage audiences throughout their buying journey while advancing your organization's goals.

Whether launching your first webinar series or evolving an established program, these pages offer practical guidance for every stage—from clarifying your "why" and understanding your audience to building effective teams, creating compelling content, strategically promoting, and maximizing post-webinar value.

The result? Webinar programs that consistently deliver exceptional experiences for your audience and meaningful results for your business.

Enjoy the insights!

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# Meet the Experts



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**Carole Winqvist**

CMO,  
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# Chapter 1 Start With Purpose

"You have to know why you're doing it. If you can't communicate why you're doing something internally, you're certainly unable to communicate it externally."

Mat Harper, Palo Alto Networks

## Why Purpose Matters

Webinars are everywhere in B2B marketing, but there's a huge difference between forgettable presentations and programs that deliver real results. The key difference isn't technology or presentation skills—it's purpose.

Successful webinar programs deliver clear value to both audiences and organizations. While many companies focus on logistics and promotion, the best programs start with clearly understanding why each webinar exists and who it serves.

This chapter shows you how to build purpose-driven webinars by:

- Moving beyond webinars as just lead generation tools
- Creating strategies that serve both audience and business needs
- Matching webinars to different stages of the buyer's journey
- Ensuring your purpose translates into action
- Evaluating webinar ideas against strategic criteria

## The Problem: Focusing Only on Leads

Mat Harper, Director, Network Security Marketing - EMEA & LATAM, Palo Alto Networks, has seen a common problem in struggling webinar programs:

"The biggest mistake companies make is treating webinars purely as a lead generation tool."

Mat Harper, Palo Alto Networks

When webinars only aim to generate leads, they fail to provide real value to audiences or create lasting impact. This lead-generation mindset shows up as:

- Content focused on product features instead of audience challenges
- Success measured only by lead numbers rather than engagement quality
- Follow-up designed only for immediate sales rather than relationship building
- Topics chosen based on internal priorities rather than audience interests

As Mat notes, "In today's environment, where there's never been a richer pool of content available, the old approach isn't sustainable. The majority of content now is user-generated, not enterprise-generated."

## The Solution: A Win-Win Approach

Today's professionals are selective about which virtual events deserve their time. Generic product presentations no longer attract meaningful participation.

Instead, Mat suggests asking, "Who should we educate? What will they be able to do with that information?" This shifts focus from what your company wants (leads) to what your audience needs (valuable insights they can use).

This doesn't mean abandoning business goals. It means achieving those goals by first delivering genuine audience value. Carole Winqvist, CMO of GitGuardian, explains their approach:

"Our monthly webinars primarily serve as a brand reinforcement strategy. Rather than focusing solely on our company, we often discuss wider industry topics, incorporating expertise from other organizations. Our goal is to provide value to our entire audience—paid customers, prospects, and free users—through education on cybersecurity, coding best practices, and related subjects. It's not primarily an acquisition tactic but a mid-to-bottom-funnel approach to strengthen our brand message and expertise."

Carole Winqvist, GitGuardian



# Building Successful Programs

Liz Drysdale, Strategic Marketing Leader, emphasizes starting with purpose: "We start with the fundamental question of 'why.' Are we doing this webinar to sell this product? Or not directly sell it, but to educate our database about a new branding announcement or a feature we've launched that people aren't aware of?" This clarity about your "why" forms the foundation for everything that follows.

## What Audiences Want

1. Valuable Information: Insights, trends, best practices, and expert perspectives
2. Useful Tools & Methods: Frameworks and guidance they can apply immediately

Define audience value by answering the following:

- What specific information will participants learn?
- How does this webinar solve a real problem for them?
- What can attendees do differently afterward?

## What Organizations Need

1. Measurable Results: Attendance, engagement, leads, and conversions
2. Long-term Benefits: Pipeline growth, positioning, branding, and revenue increases



Define your business impact by answering the following:

- How will this webinar support our marketing or sales targets?
- Which priorities does it advance?
- What core messages do we need to communicate?

Amanda Johnson, Director, Demand Generation & ABM, Easy Metrics, emphasizes:

"The key is alignment with overall business goals. Without this alignment, even a successful webinar will not help you achieve your goals."

Amanda Johnson, Easy Metrics

## Creating Mutual Value

The most successful webinars operate in the overlap zone—where audience needs and business goals align. This mutual value doesn't happen by accident; it requires intentional design:

1. **Identify shared interests:** Find topics where your expertise intersects with audience challenges. For example, GitGuardian covers broader security topics that help developers improve their skills (audience value) while positioning the company as a thought leader (business value).
2. **Balance educational and commercial content:** Effective webinars typically follow an 80/20 rule: 80% educational content that benefits the audience regardless of whether they buy, and 20% that connects to your solutions.
3. **Focus on practical application:** When audience members can immediately apply what they learn, they receive clear value while moving closer to understanding how your solutions might help them.
4. **Showcase authentic expertise:** Demonstrating genuine knowledge builds trust with the audience (their win) while establishing your credibility (your win).
5. **Create natural next steps:** Design follow-up that continues to provide value rather than immediately pushing for a sale.

As Amanda notes:

"You need to think about it from your audience's perspective. What's in it for them? Why should they care? People don't attend webinars just to learn about your product; they attend to solve their problems."

Amanda Johnson, Easy Metrics



## Choosing the Right Webinars

Not every webinar idea deserves your time and resources. Nick Lagalante, Global B2B Marketing and Communications Leader, cautions against rushing:

"Because there's such an emphasis on volume, planning gets sacrificed because it takes up cycles. Instead of stepping back to gather more stakeholders and map out a cohesive strategy, the emphasis becomes execution at all costs with a 'go, go, go' mindset. This diminishes the potential for that webinar to add valuable impact to other areas of the marketing plan."

Nick Lagalante

Before jumping into planning mode, run potential webinars through this strategic filter to ensure alignment with your purpose:

### Audience Value Check

- Does this topic address a real problem our audience faces?
- Will they walk away with valuable insights they can apply?
- Is our content different from what they can find elsewhere?
- Does our format match how they prefer to learn?

Christina Warner, Marketing Manager, Strategy and Program, and Author, adds:

"The key is understanding where your audience goes, what they read, and their preferred content frequency. With today's content saturation, it's crucial to fit into their existing consumption habits."

Christina Warner

This audience-centered approach helps ensure your webinars will find a receptive audience.

### Business Impact Check

- Does this webinar support our key marketing or sales goals?
- Does the topic fit with our overall market story?
- Do we have the expertise to be credible on this topic?
- Can we reach enough of the right people?

By applying this strategic filter, you focus your resources on webinars with the highest potential for audience value and business impact.

## Success Principles for Purpose-Driven Webinars

As you develop your webinar program, remember these principles:

1. **Start With Why:** Every webinar should begin with a clear statement of purpose that guides all subsequent decisions.
2. **Balanced Value:** Successful webinars deliver both audience value and business impact in ways that complement rather than compromise each other.
3. **Purpose Integrity:** The stated purpose should be evident throughout the webinar experience—from promotion through follow-up.
4. **Strategic Alignment:** Individual webinars should connect to broader organizational goals and audience relationships.
5. **Intentional Design:** Every element—topic, format, speakers, timing—should directly support your defined purpose.

Mat warns against purposeless marketing:

"Without purpose, you'll engage in coin-operated marketing. You put some money in, it gets that done, and then you move on. You need to have a clear vision of why you're doing something. Otherwise, it's just marketing for the sake of marketing."

Mat Harper, Palo Alto Networks

This captures the difference between tactical webinars and strategic programs. The most successful organizations approach webinars as integrated elements of their audience engagement and business growth strategies.

## Evaluating Purpose: Key Questions to Ask

Strengthen your webinar strategy by asking these questions:

1. **Clarity:** If you asked five team members why your organization runs webinars, would they give similar answers?
2. **Balance:** How well do your webinars balance audience value with business impact?
3. **Integration:** How do your webinars connect to other marketing and sales initiatives?
4. **Differentiation:** What makes your webinar approach distinct from competitors?
5. **Measurement:** Do your metrics reflect your purpose or just standard webinar statistics?
6. **Evolution:** How has your webinar purpose evolved as your audience and business have changed?

By regularly reviewing these questions, you ensure your webinar program maintains a clear, compelling purpose that drives meaningful results for both your audience and your organization.

In the next chapter, we'll build on this foundation by exploring how to develop deep audience understanding, ensuring your webinars connect with the right people in the right way.

## Chapter 2 Audience-First Webinar Planning

"To achieve high engagement levels, define your audience from the start."

Murari Lal Sharma, SentinelOne

### The Audience Challenge

Once you've established a clear strategic purpose, develop a deep understanding of your audience. Even the most carefully planned webinar will fail if it doesn't connect with its intended viewers. Audience-first planning transforms generic webinars into targeted experiences that deliver value.

This chapter provides a framework for audience-centered webinar planning in five parts:

- Moving beyond generic audience categories to precise targeting
- Building complete audience profiles that guide content decisions
- Aligning content to your audience's decision stage
- Selecting topics that genuinely engage your target viewers
- Balancing audience needs with business objectives

# Precise Targeting: Moving Beyond Generic Categories

## The Impact of Audience Definition

The most meticulously planned webinar will fall flat if it doesn't resonate with intended viewers. Bob Hanson, Principal, Must-See Webinars, drawing on his experience with over 100 companies, offers a straightforward approach:

"I have a simple but powerful framework for building your audience. It's a three-step process. The first thing is to start with your 'who.' I think you need a specific title, role, or persona you're focused on for any webinar series, and just pick one. So start with your who."

Bob Hanson, Must-See Webinars

This focused approach creates clarity at the outset of webinar planning, eliminating the ambiguity that often leads to generic, ineffective content. With a defined audience in mind, all subsequent decisions become more straightforward.

Liz Drysdale, Strategic Marketing Leader, emphasizes the importance of proper planning sequence:

"Focus on the 'who' before the 'what.' Many teams make the mistake of jumping straight to 'let's do a webinar' without first identifying their target audience. Every successful campaign should not start with the what - it should start with the who, after you've established the why."

Liz Drysdale

This deliberate sequencing—why, then who, then what—ensures that audience needs drive content decisions rather than the reverse. It transforms webinar planning from a tactic-first approach to a genuinely strategic process.

## From Vague to Valuable

Murari Lal Sharma's experience in cybersecurity has taught him that precisely knowing your audience is essential for webinar success. This means going beyond basic job titles or industries to understand their knowledge levels, specific interests, and pressing needs.

Adam Preis, Director of Product Solution Marketing, Ping Identity adds a practical dimension:

"Understanding which segments of your database you're targeting is crucial. For instance, when we target a specific vertical within our market, we naturally expect a smaller audience than when we target a horizontal segment."

Adam Preis, Ping Identity

However, even though the audience might be smaller, your targeted content can be more relevant and have a more significant impact. Here's how audience targeting typically evolves from too broad to strategically precise:

**Too Broad:** "Business professionals" or "Our entire database"

**Basic:** "IT professionals" or "Marketing managers"

**Better:** "Security professionals in financial services" or "Digital marketers in e-commerce"

**Strategic:** "Security architects evaluating zero-trust solutions" or "Marketing operations managers implementing marketing automation" at companies matching our ideal customer profile (ICP).

Contextual targeting transforms generic categories into strategic definitions that inform content development. Sharma notes, "If you're presenting on cybersecurity, your audience should have a particular goal in mind." This understanding ensures you create content that meets audience members precisely where they are.

# The Complete Audience Profile: Four Dimensions for Deeper Connection

Once you've contextualized your target audience, the next step is developing a richer understanding of who they are. Effective webinar content connects with audiences across four key dimensions:

## 1. Functional Role and Authority

- What is their job function and level?
- What are their responsibilities?
- What authority do they have in the decision process?
- Do they work for a company matching our ICP?

## 2. Knowledge Level

- What do they already understand about the subject?
- Where are the knowledge gaps you can help fill?
- What terms and concepts will make sense to them?

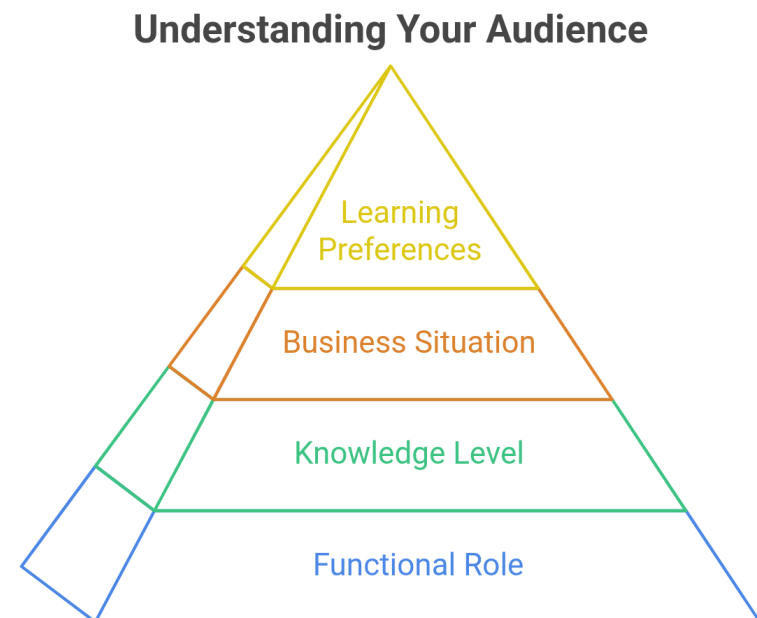
## 3. Business Situation

- What challenges are they currently facing?
- What goals are they working toward?
- How is success measured in their role?

## 4. Learning Preferences

- How do they prefer to receive information?
- What level of detail engages them?
- What types of content have they responded to before?

You create content that connects on multiple levels by understanding your audience across these four dimensions. This approach prevents the common mistake of creating content based on what you want to tell the audience rather than what they need to hear.





# Right Content, Right Time: Matching Webinars to Audience Needs

## Why Journey Stage Alignment Matters

With your audience clearly defined, the next crucial step is understanding where they are in their decision process. The right content at the wrong time fails just as surely as the wrong content at the right time.

A common mistake is creating detailed product capabilities presentations (decision-stage content) for audiences still trying to determine if they have a problem worth solving (awareness stage). By recognizing your audience's current questions and needs, you can deliver content that feels personally relevant and moves them naturally forward.

### Webinar Types by Journey Stage

#### Awareness Stage Webinars

- Primary Question: "Do I have a problem worth solving?"
- Audience Value: Industry trends, market challenges, self-assessment methods
- Business Impact: Registration volume, brand visibility, market positioning

- Balance: Mostly educational with minimal product focus
- Speaker Mix: Industry experts, analysts, and thought leaders
- Technical Depth: Conceptual, accessible to a broad audience
- Call to Action: Explore related content, subscribe to insights

#### Consideration Stage Webinars

- Primary Question: "What approaches could solve my problem?"
- Audience Value: Solution approaches, methodology overviews, evaluation frameworks
- Business Impact: Engagement quality, content consumption, pipeline development
- Balance: Equal emphasis on education and solution context
- Speaker Mix: Subject matter experts, practitioners, early adopters
- Technical Depth: Methodological, moderate technical detail
- Call to Action: Deeper exploration, assessment tools, consultative conversation

## Decision Stage Webinars

- Primary Question: "Which specific solution best meets my needs?"
- Audience Value: Specific capabilities, implementation details, success strategies
- Business Impact: Buying committee attendance, pipeline acceleration
- Balance: Focused on practical application with specific solution details
- Speaker Mix: Technical experts, customers with similar use cases
- Technical Depth: Specific, detailed for technical evaluators
- Call to Action: Product demonstration, technical evaluation, proposal request

## Customer Success Webinars

- Primary Question: "How do I ensure success with this solution?"
- Content Focus: Best practices, advanced usage, optimization approaches
- Speaker Mix: Customer success experts, power users, and implementation specialists
- Technical Depth: Practical, focused on application
- Call to Action: Technical support resources, training opportunities, community access

Remember that webinars are often part of a longer engagement process, not isolated conversion events. By aligning content to the journey stage, you create webinars that advance the relationship appropriately, rather than trying to force premature decisions.

## Topic Selection That Drives Engagement: Using Data to Guide Your Choices

After defining your audience and understanding their journey stage, your next challenge is selecting genuinely resonating topics. Even the most precisely targeted webinar will struggle to attract participants without compelling topics.

### Data-Driven Discovery

Daniel Bleichman, Senior Director of Marketing, Cato Networks, shares his approach:

"As the manager of the growth team in our corporate marketing department, I work closely with our product marketing team to identify quarterly topics based on market relevance and trends. We look for topics that are either time-relevant or highlighted in market reports."

Daniel Bleichman, Cato Networks

This approach combines internal expertise with external validation to identify topics with proven interest. Rather than guessing what might interest your audience, you're leveraging multiple data sources to confirm relevance.

Bob reinforces this data-driven approach:

"Know that topics are the number one driver of webinar attendance, so get very skilled at identifying, developing, and testing specific topics and titles."

Bob Hanson, Must-See Webinars

His extensive experience shows that no other element—not speakers, time of day, or promotional tactics—has as much impact on registration as the topic itself.

Amanda Johnson adds that customer voices significantly enhance topic credibility:

"Even more powerful is having actual customers speak about their experiences. I've seen this over the last five years - our experts can speak all day long about what they think should happen and what they think customers should be doing, but it's 10 times more powerful when customers talk about what they're doing and seeing success with. It's social proof that whatever you're talking about is legit."

Amanda Johnson, Easy Metrics

## Finding Proven Topics

A complementary approach comes from Oscar Burns, Field Marketing Manager, EMEA, Varonis who looks to industry events for validated topics:

"I would review sessions from events like InfoSec Europe and RSA, searching their schedules for exciting topics. I'd validate these topics with our PMM team and PMs to ensure they resonated with our clients."

Oscar Burns, Varonis

This method leverages the curation that conference committees have already performed. Oscar explains, "The major conferences like RSA or InfoSec Europe had already done the heavy lifting for us. These conferences receive hundreds of applications through their call-for-papers process. They carefully review each submission to ensure it's not just a vendor pitch but provides value to the audience."

By analyzing these selections, you gain insight into what industry gatekeepers believe will interest your audience.

## Discovering What Works

To leverage Oscar's method effectively, consider this systematic approach:

### 1. Identify Relevant Events

- Industry-specific conferences and tradeshow
- Professional association meetings
- Competitor webinar programs
- Industry media virtual events

### 2. Analyze Session Titles and Descriptions

- Look for recurring themes across events
- Note sessions with high attendance or engagement
- Identify trending terminology and concepts
- Pay attention to formats that appear popular

### 3. Evaluate Speaker Backgrounds

- Note which experts are frequently featured
- Identify organizations represented on panels
- Consider whether similar experts exist in your organization
- Look for potential guest speaker candidates

#### 4. Validate Internal Relevance

- Confirm topics align with your solution areas
- Verify available internal expertise
- Ensure topics support a strategic narrative
- Assess competitive differentiation potential

Oscar cautions about the challenge of starting from scratch: "If you reach out to somebody and say, 'All right, this is a topic I have in mind, we need to make the presentation,' that's when it's difficult. You have to start from scratch, and it's a lot of work for everybody, especially your guests."

By identifying topics already developed and validated by the market, you reduce the burden on your external experts while increasing the likelihood of audience interest.

### Evaluate Topic Relevance

To systematically evaluate potential topics, consider using this Topic Relevance Matrix to assess them across three key dimensions:

#### Audience Interest Indicators

- Search volume trends for related terms
- Engagement metrics on related content
- Questions from prospects and customers
- Social media conversation volume

#### Market Validation Sources

- Analyst research priorities
- Industry publication coverage
- Conference and event themes
- Competitor content focus areas

#### Internal Strategic Alignment

- Connection to product/service strengths
- Alignment with strategic initiatives
- Available subject matter expertise
- Fit with broader content themes

This methodical approach helps you avoid the common mistake of choosing topics based solely on what your organization wants to discuss rather than what your audience wants to hear.

Daniel recommends testing topics before committing substantial resources: "We typically start with blogs as they're the most cost-effective way to test topics. We promote these through social media and analyze engagement. If we see strong interest, we might develop extensive content around that topic."

# The Win-Win Webinar

While this chapter has focused primarily on audience understanding, truly strategic webinars balance audience needs with business objectives.

## Balancing Different Stakeholders

Carole Winqvist, CMO of GitGuardian, shares a practical example of this balance:

"Topics that appeal to individual developers tend to attract the largest audiences—often reaching 1,000 registrants. However, these aren't necessarily the most valuable from a business perspective, as individual developers aren't our primary paying customers. Still, we maintain this focus because it's crucial for our long-term strategy. When these developers work at companies where GitGuardian is eventually deployed, they are more likely to embrace the tool since they already know us and have learned from us." Carole Winqvist, GitGuardian

This strategic perspective shows how engaging individual contributors who aren't direct buyers can generate long-term value through influence and advocacy.

## Strategic Targeting

Priya Thupili, Senior Manager, Digital Marketing, SecurityScorecard, adds another perspective on balancing audience and business needs:

"For ABM (Account-Based Marketing) plays, we'll create targeted lists and customize incentives differently for primary audiences versus those who might find only portions of the content relevant. For audiences that might benefit from select pieces of the webinar, pulling those specific clips for social, calling out key takeaways in a recap blog, or putting together prepared messaging for your sales reps are good options for engaging with the prospects who might only care about 5-7 minutes of an hour's worth of content."

Priya Thupili, SecurityScorecard

This nuanced approach recognizes that different segments might find varying levels of value in the same content, allowing for customized engagement strategies while maintaining a cohesive program.

## Improve Your Program: Key Questions to Evaluate Your Strategy

Apply these questions to strengthen your audience-focused webinar strategy:

1. How precisely have you defined the audience for your next webinar? Could you make it more specific?
2. Which decision stage does your planned content best address? Is this aligned with where your target audience is?
3. What validation sources are you currently using to confirm topic relevance? Could you expand these?
4. How are you balancing audience needs with business objectives in your topic selection?
5. What process do you use to test topics before committing significant resources to webinar development?
6. How does your audience definition inform other elements of your webinar planning (speakers, format, timing, etc.)?
7. What feedback mechanisms do you have to verify that your understanding of the audience is accurate?

In the next chapter, we'll build on this audience foundation by exploring how to assemble the right team to bring your webinar vision to life—ensuring you have the expertise and collaboration needed to create genuinely resonant content.



## Chapter 3 Implementing Your Strategy

"Think of your webinar program as a symphony orchestra. That conductor can be a head of digital or events or demand gen, and then the idea is to put your team together so they're all working off the same sheet of music and everyone has a different part to play."

Bob Hanson, Must-See Webinars

### From Strategy to Execution

With your purpose defined and audience understood, the critical challenge becomes implementation—bringing your webinar strategy to life through the right people, processes, and systems. Even the most brilliantly conceived webinar will fail without proper execution and the right team to deliver it.

This chapter shows you how to implement your webinar strategy by:

- Building the right team structure for consistent execution
- Defining clear roles and responsibilities across departments
- Engaging subject matter experts effectively
- Creating systems for reliable delivery
- Establishing proper follow-up processes
- Scaling your approach as your program grows

# The Winning Team Formula: Three Groups for Effective Webinars

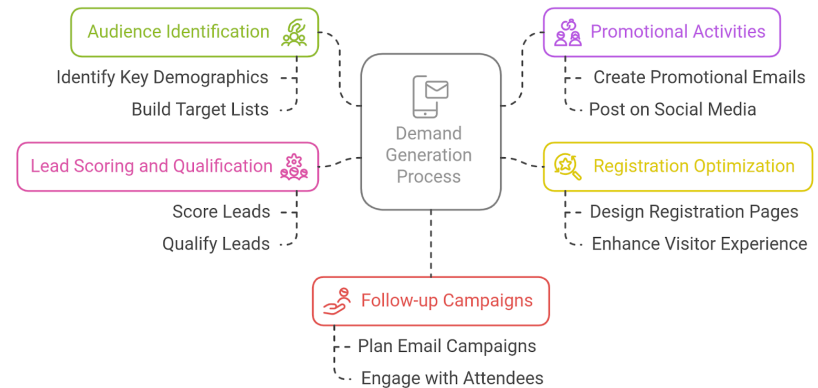
## The Right People in the Right Roles

Behind every smooth-running webinar is a team that's worked together to make it happen. Don Fuss, Director of Product Marketing, ServiceNow, shares a simple approach to building an effective webinar team:

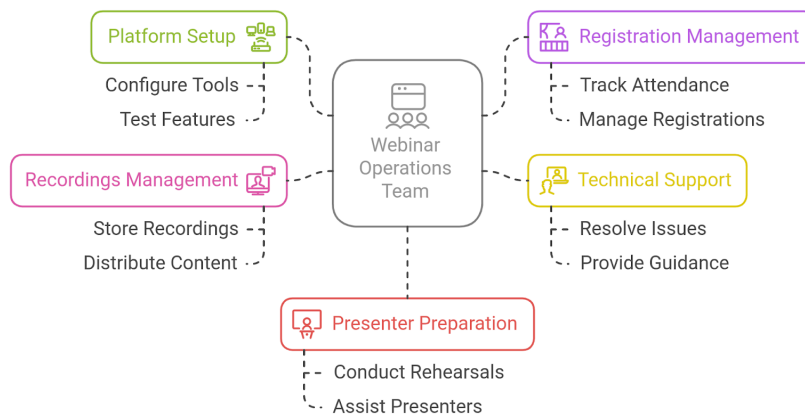
"Based on my experience, three core teams are crucial. First: The Webinar Operations Team. Second: The Demand Generation Team. Third: Our Subject Matter Experts (SMEs)."

Don Fuss, ServiceNow

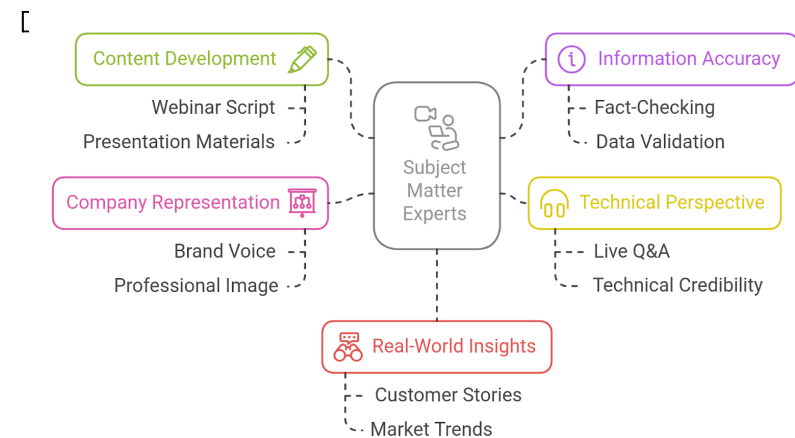
### Demand Generation Process for Webinars



### Webinar Operations Team Responsibilities



### Role of Subject Matter Experts in Webinars



"The Webinar Operations Team manages invites and target lists and ensures everything works smoothly on the backend. The Demand Generation Team is involved in multiple aspects, from evaluating overall customer engagement to ensuring we're targeting the right contacts. They help coordinate communication frequency and manage post-webinar follow-up. The third crucial group is our Subject Matter Experts. They create presentations, participate in rehearsals, ensure messaging aligns with objectives, and maintain brand consistency."

Don Fuss, Service Now

This three-team approach ensures that all the bases are covered. By clearly spelling out who does what, you avoid the common problems of tasks falling through the cracks or team members being confused about their responsibilities.

These teams need to work together closely. The tech team needs to know who they're targeting from the marketing folks. Marketing needs highlights from the experts to create compelling promotions. The experts need technical guidance to make their presentations work well on the platform.

Carole Winqvist, CMO of GitGuardian shows how this looks in practice:

"For our monthly webinars, our Developer Relations person serves as the anchor who works closely with our content team to define topics and secure guests. The field marketing team handles logistics through the Livestorm platform, managing our three-part communication strategy."

Carole Winqvist, GitGuardian

This shows how you can adapt these roles to fit your company's structure—with Developer Relations as the main expert, the content team guiding strategy, and field marketing handling the operational details.

In smaller companies, these functions might be handled by marketing coordinators, event specialists, or IT support staff. The important thing is that someone covers all these responsibilities.

# Team Roles and Responsibilities

## Making Roles Crystal Clear

One of the best ways to clarify who's doing what is to create a simple RACI chart. RACI stands for:

- **R**esponsible: Who does the work
- **A**ccountable: Who makes sure it gets done right
- **C**onsulted: Who provides input before decisions
- **I**nformed: Who needs to know what's happening

Following the RACI chart prevents both duplication of efforts and things falling through the cracks.

Activity	Webinar Ops	Demand Gen	SMEs	Leadership
Platform setup	R	I	I	I
Content development	C	C	R	A
Audience targeting	I	R	C	A
Promotional materials	C	R	C	I
Technical rehearsal	R	I	R	I
Live webinar production	R	C	R	I
Lead follow-up	I	R	C	I
Performance analysis	C	R	I	A

## The Need for Clear Leadership

With multiple teams involved, someone must oversee the whole process. As Amanda Johnson, Director of Demand Generation & ABM, Easy Metrics Inc., says, "You need somebody driving the train, or it will go off the rails."

Bob Hanson, Principal of Must-See Webinars, extends this idea: "For each webinar, you want someone to take the lead and own the overall event to create a blockbuster. This is your first chair violin."

Your webinar program leader should be responsible for:

- Developing your overall webinar strategy and calendar
- Coordinating technical, marketing, and expert teams
- Managing project timelines for each webinar
- Improving processes based on results
- Keeping stakeholders informed and aligned

# Cross-Functional Collaboration

## Breaking Down Department Walls

In reality, your webinar team works within your larger organization, so you'll need to coordinate across departments. What matters most is ensuring that everyone communicates well and understands their role in the decision-making process.

Daniel Bleichman explains how successful teams recognize what each department does best:

"Product marketing brings deep technical expertise and product knowledge, while corporate marketing specializes in crafting compelling messaging and promotion to maximize engagement and attract the right audience."

Daniel Bleichman, Cato Networks

When teams appreciate each other's skills, they work better together. Instead of fighting over control, effective webinar teams determine how different skills contribute to overall success. This helps overcome the departmental silos that often make cross-team projects difficult.

## Balancing Central and Regional Teams

Coordination becomes even more important when you have central and regional marketing teams. Tina Stewart explains how she handles this:

"During my first year with the organization, most content was created centrally. However, we've evolved to a hybrid approach combining central and field efforts. I use the term 'growth marketing' versus 'field marketing' as our central team, which includes product marketing, product management, and content creators, works alongside growth marketing teams. These growth marketers either localize content, integrate it into their nurture programs, or request specific topics."

Tina Stewart, Utimaco

Different parts of your organization bring unique value. Central teams often know the products better and have more content resources, while regional teams better understand local markets and customer relationships.

Taking time to coordinate properly across teams pays dividends in more effective webinars that fulfill their strategic purpose.

Nick Lagalante cautions against rushing:

"Because there's such an emphasis on volume, planning gets sacrificed because it takes up cycles. Instead of stepping back to gather more stakeholders and map out a cohesive strategy, the emphasis becomes execution at all costs with a 'go, go, go' mindset. This diminishes the potential for that webinar to add valuable impact to other areas of the marketing plan." Nick Lagalante

## Choose the Right SMEs

One of the trickiest parts of running webinars is working effectively with your subject matter experts. These folks typically have demanding day jobs and might see webinars as extra work rather than a core part of their role.

Amanda captures this challenge perfectly:

"The other surprising thing is how reluctant internal subject matter experts are to create their presentations. They want to give them but don't want to create them. They don't want to do a slide deck—which I get because I don't want to do one either."

Amanda Johnson, Easy Metrics

Beyond willingness, Adam Preis points out that natural presentation ability matters, too:

"Not everyone is suited for the webinar medium. Some people don't connect well in this format, while others are natural presenters. I always prefer working with these naturals who can bring the content to life and generate excitement."

Adam Preis

When choosing your presenters, consider both their expertise and how well they present on camera.

## Four Ways To Get More From SMEs

Based on industry best practices, here's a framework for helping your experts shine:

### 1. Clear Briefing

- Give them specific topics rather than vague directions
- Share a detailed outline covering key points to include
- Explain why they were chosen and the value they bring

### 2. Content Development Support

- Offer brainstorming sessions to help them get started
- Provide slide templates and design help
- Show examples of successful past presentations

### 3. Preparation Assistance

- Schedule prep time well in advance
- Coordinate with other presenters to align content
- Provide talking points and prepare them for likely questions

### 4. Recognition and Incentives

- Highlight their contributions in company communications
- Connect webinar participation to their performance goals
- Share data showing the impact of their presentations

Amanda emphasizes meeting experts where they are:

"You might need to put together a framework for them, even though it's extra work for the marketer. If that subject matter expert needs you to do that, then that's what you do to support them."

Amanda Johnson, Easy Metrics



## Tag-Team Speaker Formats

Beyond your team structure, how you organize your presenters significantly impacts your webinar's success. Tina Stewart shares:

"We discovered that a tag-team strategy works particularly well for webinars. Having multiple speakers—usually two or three—provides the audience with needed relief and variety during presentations. It also tends to elevate everyone's performance when presenting together rather than doing a one-person show."

Tina Stewart, Utimaco

Adam Preis reinforces this approach while highlighting the value of outside experts:

"The episodes that performed better in generating demand across the funnel featured exceptional third-party guests. When you have a seasoned expert in their field, people want to attend because they're interested in what that person says."

Adam Preis

Using multiple presenters solves several common webinar problems:

- Maintains attention with different voices creating natural rhythm changes
- Improves quality as presenters often perform better when interacting with colleagues
- Provides depth with different perspectives covering complex topics more thoroughly
- Reduces risk by ensuring that if one speaker has technical issues, others can keep things moving

Some effective speaker combinations include:

### Thought Leadership Webinars

- Host/Moderator: Guides the conversation and manages transitions
- Internal Expert: Shares your company's perspective and specialized knowledge
- External Voice: Offers independent viewpoint (analyst, customer, or partner)

### Product-Focused Webinars

- Business Presenter: Explains the business context and high-level value
- Technical Presenter: Shows how things work and covers technical details
- Customer: Shares real-world experience implementing your solution

## Implementation Checklist

To maintain purpose integrity—delivering on your intended value proposition—you need operational excellence in each phase of the webinar lifecycle:

### Planning Phase

- ☐ Define specific audience and business goals
- ☐ Select speakers who can deliver on your purpose
- ☐ Design content formats that support your objectives
- ☐ Create promotions that highlight your value proposition

### Delivery Phase

- ☐ Ensure technical quality supports message delivery
- ☐ Maintain focus on audience value throughout
- ☐ Facilitate meaningful engagement and interaction
- ☐ Capture data that helps measure purpose achievement

### Follow-Up Phase

- ☐ Deliver additional value based on participant interests
- ☐ Create appropriate next steps for different engagement levels
- ☐ Share insights with relevant internal stakeholders
- ☐ Gather feedback to improve future webinars

## Document Processes and Workflows

- ☐ **Planning Timeline** When key decisions and deliverables are due
- ☐ **Content Development:** How materials move from concept to final approval
- ☐ **Speaker Preparation:** Standard briefing and rehearsal protocols
- ☐ **Promotion Sequence:** Timing and channels for driving registration
- ☐ **Follow-Up System:** Automated and personalized engagement post-webinar
- ☐ **Measurement Framework:** What metrics matter and how they're collected

Bob Hanson likens this to orchestration:

"The idea is to put your team together so they're all working off the same sheet of music and everyone has a different part to play."

Bob Hanson, Must-See Webinars

## Technology Infrastructure

The right technology stack enables consistent execution:

- Webinar Platform: Features aligned with your interaction goals
- Registration/Landing Pages: Optimized for conversion and data collection
- Marketing Automation: Connected for promotion and follow-up sequences
- CRM Integration: For lead routing and activity tracking
- Content Management: For assets before, during, and after the webinar
- Analytics Tools: For measuring engagement and impact

Carole describes how GitGuardian implements their webinar strategy:

"We start planning about six weeks before each webinar. This involves developing the topic, creating a promotional plan, and setting up the overall structure. We've established a standardized production process that includes a brief for speakers, ensuring they understand our expectations and the value we aim to deliver to the audience.

One critical element of our implementation is a mandatory dry run scheduled one week before the event. This helps us identify any content or technical issues early, giving us time to address them."

Carole Winqvist, GitGuardian

## Follow-Up Excellence

Bob highlights a common way purpose gets lost after the webinar ends:

"The biggest trap I find when creating an enterprise webinar program is throwing webinar leads over the wall to sales after the event and assuming all follow-up and return on investment will happen like clockwork. The startling fact is that an average of seventy percent of B2B sales leads do not get proper follow-up."

Bob Hanson, Must-See Webinars

When 70% of leads don't receive proper follow-up, your webinar's purpose—no matter how well defined—simply isn't fulfilled. Effective implementation requires planning the post-webinar experience with the same care as the webinar itself.

Create a systematic follow-up system to achieve your webinar purpose:

- ☐ Segmentation Strategy: Different approaches for different engagement levels
- ☐ Content Journeys: Relevant next steps based on interests demonstrated
- ☐ Sales Handoff Protocol: Clear criteria and processes for sales-ready leads
- ☐ Long-Term Nurture: Ongoing value delivery for early-stage prospects
- ☐ Feedback Collection: Methods to gather participant insights

## The Long-Term View

Unlike some marketing activities, webinars often create value that appears over extended periods.

Priya Thupili, Senior Manager, Digital Marketing, SecurityScorecard, explains:

"During our quarterly reviews with BrightTalk, we consistently see decision-makers, including directors and VPs, watching six to seven hours of webinars. While this shows we're achieving top-of-mind awareness, several quarters can lag between this engagement and when they reach out to us."

Priya Thupili, SecurityScorecard

Amanda confirms this:

"It's important to understand that webinars often work as a long-term strategy. You may not necessarily have someone attend a webinar, but if an SDR or salesperson is following up, they could create an opportunity or close a sale the next week - or the next quarter."

Amanda Johnson, Easy Metrics

This long-term perspective should influence how you design webinar programs and measure their impact. Implementation plans should include immediate follow-up and longer-term nurture strategies to capture the full value of your webinar investment.

## Go/No-Go Implementation Checklist

While Chapter 1 introduced strategic filters for evaluating webinar ideas, implementation success requires additional practical considerations. Before committing resources to a webinar, apply these reality and timing checks:

### Reality Check

- ☐ Do we have the resources to make this good?
- ☐ Are our experts available and ready?
- ☐ Can we promote effectively to the right audience?
- ☐ Do we have the systems to follow up properly?

### Timing Check

- ☐ Is now the right time for this topic?
- ☐ Does this fit with our other content plans?
- ☐ Will other priorities compete for the same audience's attention?
- ☐ Can we execute this on schedule without compromising quality?

Christina Warner, Marketing Manager, Strategy and Program, and Author, emphasizes the importance of fitting into audience routines:

"The key is understanding where your audience goes, what they read, and their preferred content frequency. With today's content saturation, it's crucial to fit into their existing consumption habits."

Christina Warner

These practical checks help you avoid taking on webinars that strain your resources or that you cannot execute properly, regardless of how strategic they might seem.

## Growing Your Team as Your Program Expands

Your team structure will likely need to change as your webinar program grows. Naiha Abid, Senior Digital Marketing Manager - Asia Pacific & Japan, Ping Identity, notes how complex this can become:

"The entire process typically takes three to five months, from finalizing the topic to actual content production before going live. The lead-up time could be six months or more depending on the topic's scope and who's involved."

Naiha Abid, Ping Identity

As your program grows more sophisticated, you'll likely need more specialized roles and better-defined processes. What works for running quarterly webinars won't work when you're hosting them weekly.

When Tina Stewart sharpened her team, she learned: "The success required buy-in from everyone—content creators, field marketing, and sales teams. It took about six months to overcome the initial challenges, but we've moved past those hurdles now."

## Maturity Level of Your Webinar Team

Understanding where your team is in this journey helps set realistic expectations and identify logical next steps. You don't need to reach the final stage immediately—just make sure your team structure matches your current webinar program size and goals.

Activity	Crawl	Walk	Run
Objectives	One/Narrow	Multiple/Specific	Support All Marketing
Content	Existing	Mix of Existing/New	Existing/New/Evergreen
Speakers	One/Two Internal	One-Five, Test External	Robust Program
Promotion	Basic Email/DMs	Integrated Marketing	24/7/365
Interactions	Basic and Planned	Advanced and Planned	Robust/Spontaneous
Technology	Basic/Standalone	Webinar Tech/Integrate	Integration/Auto + AI
Video	Basic Recording	Editing, Some AI/Shorts	Power Content Flywheel
Evergreen Programs	Pilot	Yes, ideally multiple	Scale it
Cadence	>1 quarter	At least one a month	Ideally Weekly
Management	Basic/Checklists	Dedicated/Playbooks	Professional/Orchestration

Contributed by Bob Hanson, Must-See Webinars

Understanding where your team is in this journey helps set realistic expectations and identify logical next steps. You don't need to reach the final stage immediately—just make sure your team structure matches your current webinar program size and goals.



## Improve Your Implementation: Key Questions to Ask

Strengthen your webinar implementation by asking:

1. How clearly defined are the roles and responsibilities for your webinar program?
2. Which of the three core teams (Operations, Marketing, SMEs) needs the most support in your organization?
3. What processes have you documented versus those that remain informal?
4. How effective is your follow-up system at delivering on your webinar's purpose?
5. Do your webinars use multiple presenters? If not, how might you test a tag-team approach?
6. What additional support could you offer your subject matter experts to make them more effective?
7. What stage of team evolution is your webinar program in right now?
8. How do you balance process standardization with creative flexibility?
9. What implementation issues consistently affect your webinar program?

The first three chapters provided a comprehensive framework for webinar success: start with purpose, deeply understand your audience, and implement with excellence through the right teams and processes.

This approach transforms webinars from occasional tactics into strategic assets that build meaningful relationships with your audience while delivering measurable business results.

# Chapter 4 Creating Compelling Webinar Content

"Great webinar content balances education with relevance. It informs your audience while naturally connecting to your solutions."

Adam Preis, Ping Identity

## Why Quality Content Matters

Content development is the heart of any successful webinar. It's not easy to create content that truly engages your audience while meeting your business goals, but it can make all the difference in your results.

Carole Winqvist, CMO of GitGuardian, puts it simply:

"My primary recommendation is to build an audience based on content. For any events or webinars, it's all about content, content, content. If your content isn't appealing, don't even try. Being purely sales-focused doesn't work - except for demos, where people know exactly what they're getting and won't be disappointed."

Carole Winqvist, GitGuardian

No amount of promotion, fancy technology, or production quality can make up for weak content. Throughout this chapter, we'll explore how to develop content that delivers real value to your audience while helping you achieve your business goals.

This chapter will show you how to create compelling webinar content in five parts:

- Planning your content with a realistic timeline
- Crafting engaging stories that maintain audience attention
- Finding the right balance between education and promotion
- Preparing your speakers for polished delivery
- Designing content for both live presentation and future repurposing

## Quality Content Takes Time

Christina Warner, Marketing Manager, Strategy and Program, Author, shares how she divides her time when planning webinars:

"In the pre-webinar phase, about 70% of my focus is on the webinar content and promotion—both advance and day-of promotion. After the webinar, the focus shifts dramatically, with about 80% of effort going into repurposing and extending the webinar's lifetime."

Christina Warner

This emphasizes that content creation should get most of your attention before the webinar. While promotion and logistics matter, the content determines whether your webinar delivers value to your audience and company.

Despite its importance, many teams don't give content development enough time.

Nick Lagalante, Global B2B Marketing and Communications Leader, sees this problem often:

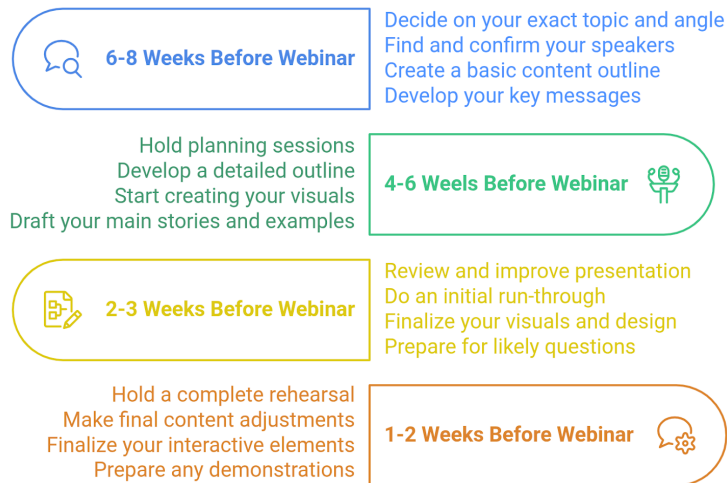
"When a marketing team overloads the calendar with too many webinars, the content quality will suffer because planning effective webinar content takes time and cycles. Lower-quality content means less audience engagement and fewer conversions. Always pick quality over quantity and focus on delivering exceptional experiences to yield better results from audiences."

Nick Lagalante

## Your 8-Week Content Roadmap

To avoid rushing your webinar preparation, follow a timeline that gives you enough time to create thoughtful content:

### Webinar Preparation Timeline



This timeline might seem long, but as Amanda Johnson, Director, Demand Generation & ABM, Easy Metrics notes, content development often takes more time than you'd expect:

"The biggest eye-opener has been the sheer amount of work behind the scenes. People think, 'Oh, what? It's a landing page, a couple of emails, and a presentation. Big deal.' But it's so much more than that."

Amanda Johnson, Easy Metrics

Giving yourself enough time to develop thoughtful content is an investment that pays off in better audience engagement and more effective webinars.

## Finding the Right Balance Between Education and Promotion

One of the trickiest parts of creating webinar content is finding the right balance between providing valuable information and promoting your products or services. Oscar Burns, Field Marketing Manager, EMEA, Varonis, shares how his team handled this challenge when working with guest speakers:

"We were always careful to maintain the right balance. We viewed it as hosting them in our house, but it was their concert, so to speak. We never wanted to hijack their presentation—it was about the guest and their topic."

Oscar Burns, Varonis

This approach recognizes that providing real value builds trust, ultimately serving your business better than blatant promotion. At the same time, you need to connect your content to your business goals somehow.

Amanda points out how audience expectations have changed:

"The era of presenting 80 slides in 60 minutes is over. Today's audiences want shorter, more condensed webinars; credible speakers - not just vendors or service providers- independent industry experts and third-party perspectives; a conversational format rather than a one-way presentation of knowledge."

Amanda Johnson, Easy Metrics

Different types of webinars naturally have different balances of educational and promotional content:

Balance	Teach vs. Sell	Examples
<b>Mostly Educational</b>	90% teaching 10% selling	<ul style="list-style-type: none"><li>• Thought leadership with industry experts</li><li>• Sessions on emerging trends</li><li>• Best practice workshops</li></ul>
<b>Balanced Approach</b>	70% teaching 30% selling	<ul style="list-style-type: none"><li>• Customer case studies with practical lessons</li><li>• Solution-oriented content addressing specific challenges</li><li>• Industry research with solution implications</li></ul>
<b>More Promotional</b>	50% teaching 50% selling	<ul style="list-style-type: none"><li>• Product demonstrations</li><li>• New feature announcements</li><li>• Implementation workshops for customers</li></ul>

The key is matching your content balance to your audience's stage of the journey. People just starting to explore a problem need primarily educational content, while those ready to decide are more open to hearing about specific solutions.

Nick explains how to align your content to your audience's needs:

"Communications experts can help determine which messages resonate and how to adapt content for different buying stages. For instance, if you're targeting early-stage prospects, you shouldn't overwhelm them with product acronyms and technical mumbo jumbo. Instead, tell the story of the problems they're experiencing, explain the industry context, share why the company was founded, and help them connect with their challenges by offering high-value content that meets them where they are at that buying stage."

Nick Lagalante

## Finding the Right Content Depth

While there's often pressure to keep everything short in today's fast-paced world, Priya Thupili, Senior Manager, Digital Marketing, SecurityScorecard, makes a case for deeper content when appropriate:

"We're helping inform people through longer-form, in-depth discussions. That still has value because not everyone needs the five-minute summary. If something could be adequately summarized in five minutes, someone would have written or produced that summary already, and the topic in question probably wouldn't have made sense in webinar format anyway."

Priya Thupili, SecurityScorecard

This reminds us that complex topics often require thorough explanations, and many people still value comprehensive content that addresses their specific needs. The key is matching your content depth to your audience's needs and the complexity of your topic.

## Creating a Compelling Story

A good story structure makes a huge difference in keeping your audience engaged. Nick highlights this often-overlooked element:

"Corporate communications should be involved in developing the overall flow and run the show, crafting the script and messaging, determining what to lead with, what belongs in the middle, and how to close, all while incorporating elements of compelling storytelling."

Nick Lagalante

Daniel Bleichman, Senior Director of Marketing, Cato Networks, explains why storytelling is particularly vital for webinars:

"Unlike e-books, where readers can scan the content, see the important parts, and still find value by getting just the specific information they need, webinars require a continuous time commitment from viewers. You can't scan a webinar; you must sit through the entire presentation. If you don't create a compelling narrative from the start, you risk losing viewers in the first few minutes, even if there are valuable insights later in the presentation."

Daniel Bleichman, Cato Networks

This fundamental difference between reading and watching means that having a good story structure is essential for webinar success.

# The 5-Part Storytelling Method

## Webinar Story Structure



### The Hook | First 3-5 Min

- Problem that grabs attention
- Surprising fact or statistic
- Thought-provoking question



### The Context | Next 5-7 Min

- Background information
- Why you're qualified to speak
- Frame the problem clearly



### The Journey | Main Content

- Key ideas in logical order
- Examples and stories
- Mix up your delivery style



### The Revelation | Key Insights

- Surprising insights
- How to apply what you've shared
- Address common challenges



### The Resolution | Closing

- Key takeaways
- Clear next steps
- Memorable closing thought

A good webinar story follows this structure to keep your audience engaged from start to finish.

The Webinar Story Structure creates a natural flow that keeps your audience engaged while ensuring your key messages come through clearly. It turns information sharing into a compelling experience that resonates with viewers.



# Effective Visual Design

While good information is necessary, it's not enough to make a successful webinar. Nick explains how good visual design makes a difference:

"Working with corporate or brand marketing team members can elevate webinar content in several ways: First, they can leverage creative design skills to transform the visual presentation into compelling, eye-catching imagery to support the webinar content themes. Instead of boring paragraphs on slideware, creative marketers can design thought-provoking imagery that truly resonates with the audience."

Nick Lagalante

Good visuals capture and keep people's attention. Effective visual design isn't just decoration—it's essential for good communication and engagement. Use these principles when creating your webinar visuals:

## 1. Visual Hierarchy

- Guide the audience's attention to the most important information
- Use size, contrast, and placement to show what matters most
- Create consistent patterns that build understanding

## 2. Information Density

- Limit text on slides (3-5 bullet points maximum)
- Use images instead of text when possible
- Leave enough white space to avoid overwhelming viewers

## 3. Brand Integration

- Use your brand elements consistently, but don't overdo it
- Use your brand colors to highlight key points
- Make sure your visual style matches your brand personality

Tina Stewart, CMO, Utimaco, shares her team's approach to maintaining good visual quality:

"We ensure high production quality by putting presentations through a 'brand wash' so they look as good as they sound."

Tina Stewart, Utimaco

This process ensures your visuals look professional and consistent across all presentation elements.

# Creating Audience Engagement

Getting your audience involved during your webinar is crucial for keeping their attention. Naiha, Senior Digital Marketing Manager - Asia Pacific & Japan, Ping Identity, highlights how important this is:

"To maintain engagement during the webinar, we make it interactive with polls and compelling statistics distributed throughout, rather than saving the best content for the end."

Naiha Abid, Ping Identity

Liz Drysdale, Strategic Marketing Leader, offers specific advice on timing these interactive moments:

"The 18-minute TEDx presentations demonstrated how important it is to switch to new topics and presenters frequently. If you have one presenter for an hour, your audience won't likely remain engaged."

Liz Drysdale

This "18-minute rule" from the successful TEDx format provides a practical guideline for structuring webinars. Planning changes or interactive elements creates natural breaks that help maintain your audience's focus throughout your presentation.

When planning your interactive elements, follow these guidelines:

## 1. Purpose-Driven Interaction

- Every interactive element should have a clear purpose
- Use polls to understand your audience's knowledge or challenges
- Ask questions that move your story forward
- Use interactive moments to reinforce key concepts

## 2. Strategic Timing

- Plan interaction roughly every 8-10 minutes
- Use interactive moments to transition between topics
- Start with an engaging interaction to set the tone
- Save time for meaningful Q&A rather than rushing through questions

## 3. Value Exchange

- Make sure interactions benefit participants (insights, comparison with peers)
- Share results and insights from polls during the webinar
- Follow up on questions you couldn't answer live
- Use what you learn from interactions to improve future content

This approach recognizes that passive watching leads to decreased attention and retention. Interactive elements transform the audience experience from just watching to actively participating. By creating a rhythm of engagement, you maintain interest while gathering valuable insights about your audience.

Polls aren't just breaks from content—they're opportunities to reinforce key points while giving participants a stake in the presentation. For example, a poll asking "Which of these challenges is most significant for your organization?" engages participants and helps you emphasize aspects of your presentation that most resonate with your specific audience.

Tina shares how her team continually improves their approach to interaction:

"We're continuously evolving our approach. The best advice I can give—be a continuous improver in all aspects, particularly in marketing and digital."

Tina Stewart, Utimaco

This experimental mindset recognizes that interaction strategies should evolve based on audience response and what your platform can do.

## Speaker Preparation

Even the best-designed content with perfect messaging will fall flat without effective delivery. Speaker preparation is a critical part of content development that's often overlooked.

Oscar Burns, Field Marketing Manager, EMEA, Varonis, emphasizes the importance of planning with speakers:

"We always planned to have speakers lined up at least three or four months in advance. We only had one instance where a speaker had to drop out at the last minute, but we were fortunate to have two developer advocates who could reach out to their network and friends to find replacement speakers when needed."

Oscar Burns, Varonis

This proactive approach to speaker coordination creates a foundation for proper preparation. Once your speakers are confirmed, the focus shifts to aligning on content and preparing for delivery.

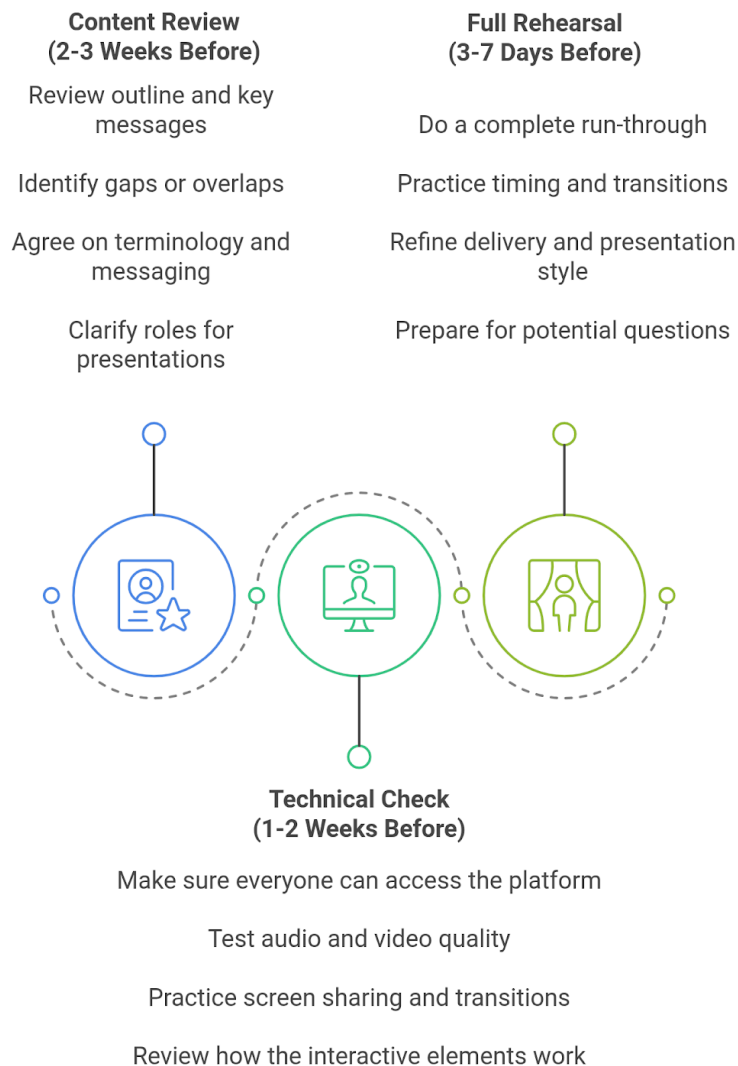
## The Three-Stage Rehearsal Process

Don Fuss, Director of Product Marketing, ServiceNow, shares his perspective on rehearsals based on his extensive experience:

"In my 20-plus years of experience, I've never done a webinar without at least some level of dry run. The extent varies depending on the presenter. With very senior people who present regularly and will likely excel, we might do a half-hour walkthrough of the script and outline before the webinar. However, for those less experienced in presenting, we'll conduct a full rehearsal—a complete run-through where we present in real time to simulate the actual webinar experience. I would never enter a live webinar without some level of rehearsal."

Don Fuss, ServiceNow

## Rehearsal Process



This approach ensures your speakers are fully prepared while using everyone's time efficiently. It addresses both content alignment and delivery quality, setting the stage for a polished presentation.

Priya adds another benefit of preparation sessions beyond just better presentations:

"Very rarely do the best quotes come from the webinar. Instead, they often emerge from the prep sessions, especially with certain threat researchers and subject matter experts who are much more engaging in a more informal setting. Those pre-sessions are where you get nuggets of gold for email hooks, social copy, and other content down the line, so recording these sessions and capturing the transcripts is helpful."

Priya Thupili, SecurityScorecard

This insight suggests that preparation sessions serve two purposes—improving the presentation quality and generating valuable content that might not come out during the more formal webinar.

# Plan For Content Repurposing

One of the most significant shifts in webinar strategy in recent years is the increased focus on reusing content in different ways. Mat Harper, Director, Network Security Marketing - EMEA & LATAM, Palo Alto Networks describes this approach:

"The key is creating content that's designed from the beginning to work in different formats and lengths. When you plan with repurposing in mind, you can extract much more value from every webinar you produce."  
Mat Harper

This strategy recognizes that webinar content has value well beyond the live event. By planning for repurposing from the start, you get more return on your content investment and reach audiences who might not have attended the original webinar. Christina Warner emphasizes planning this ahead of time:

"It's best to plan the repurposing strategy ahead of time. Once you have the talk track and know the content, you should develop a plan outlining which assets to create and which channels to use before launch."  
Christina Warner

To create content that's easy to repurpose, consider these structural elements:

## 1. Modular Design

- Create distinct content segments that can stand alone
- Use clear transitions between major topics
- Design visual assets that work in multiple contexts

## 2. Highlight Moments

- Plan for 3-5 "quotable" statements in each presentation
- Create visual slides specifically designed for social sharing
- Include compelling statistics or insights that work as standalone content

## 3. Format Flexibility

- Make sure key points are communicated both verbally and visually
- Create content that works with or without accompanying slides
- Develop stories that can be shortened or expanded as needed

## 4. Multi-Channel Compatibility

- Consider size requirements for different platforms
- Plan visual elements that work at different resolutions
- Create content that's still effective with or without audio

## Improve Your Program: Key Questions to Ask About Your Content

Use these questions to strengthen your webinar content:

1. Does your content planning timeline give you enough time to create quality content without rushing?
2. How could you improve the visual presentation and storytelling in your webinars?
3. Do your webinars have the right balance of educational content and promotion for your audience?
4. How thorough is your rehearsal process? Are you giving your presenters enough preparation?
5. Are you designing your content with repurposing in mind from the beginning?
6. What interactive elements could you add to increase engagement during your webinars?
7. How could you structure your content to better support post-webinar content creation?
8. Which parts of your content development process need more time or resources to improve quality?

In the next chapter, we'll explore how to promote your webinar to make sure your carefully developed content reaches your target audience and maximizes registration and attendance.

## Chapter 5 Promoting Your Webinar Effectively

"It's like a train with multiple compartments – each element needs to be optimized, from the promotional content to the landing page, email communications, and sign-up forms. Even a great webinar won't succeed if people don't make it to the viewing stage."

Daniel Bleichman, Cato Networks

### The Promotion Challenge

You can create fantastic webinar content, but it won't matter if nobody shows up. Even perfect presentations fail when attendance is low. Many organizations struggle with this because they don't give promotion the attention it deserves.

This chapter will show you how to promote your webinars effectively in five parts:

- Creating a timeline that builds momentum
- Positioning your webinar as valuable thought leadership
- Getting help from internal teams and external partners
- Finding the right webinar frequency
- Making sure people who register attend

As Dan Bleichman's train metaphor suggests, the entire journey matters, not just individual tactics. Let's explore how to optimize each element of your promotional strategy.



## Promotional Timeline: Building Momentum Strategically

Effective webinar promotion requires enough lead time. As Naiha Abid noted in chapter three, the entire process can take three to five months. A significant portion of this time should be spent on promotion.

### Real-World Timing Strategies

Carole Winqwist of GitGuardian shares her team's approach:

"The field marketing team handles logistics through the Livestorm platform, managing our three-part communication strategy: initial invites two weeks prior, a mention within our newsletter (not as a standalone invite) one week prior, and a final reminder the day before. We consistently see 50% of registrations from the first two communications and 50% from the final reminder."

Carole Winqwist, GitGuardian

This shows how practical a planned, multi-touch approach can be. Bob Hanson, Principal of Must-See Webinars, explains why email works so well. "Email and direct invites drive up to eighty percent of webinar registrants. So you

want to start by building and leveraging your own in-house list." This is why Carole's three-part email strategy works—it uses the most potent promotional channel for webinars.

Bob also points out something often overlooked:

"Creating a good layout for your registration pages can increase registrations by fifty percent or more."

Bob Hanson, Must-See Webinars

This shows why optimizing the registration experience—not just driving traffic to it—should be a priority.

This real-world data highlights an important insight: Half of the registrations often occur on the final day before the webinar, making that last reminder crucial. It also shows why multiple touchpoints are better than a single announcement.

## Balancing Planning and Timeliness

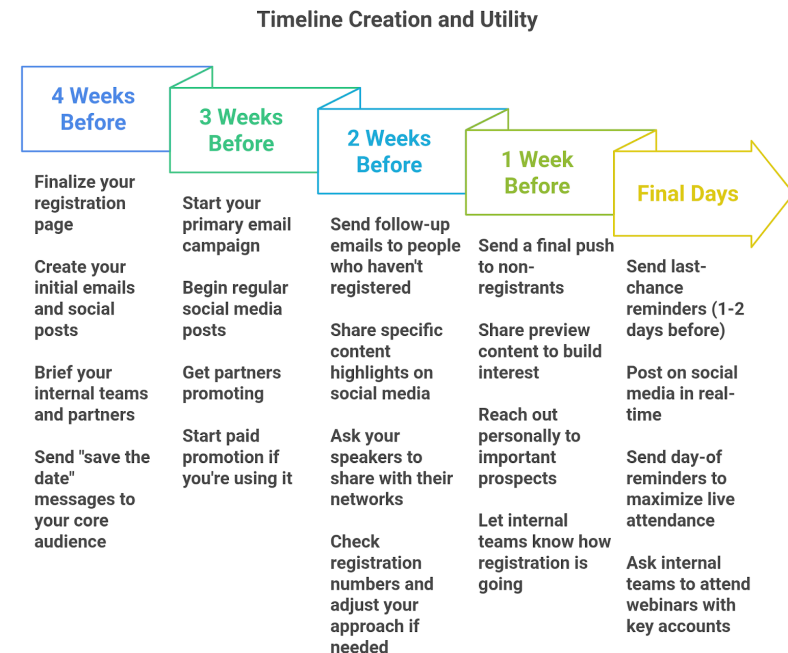
Liz Drysdale, Strategic Marketing Leader, shares a common challenge: "The fundamental challenge becomes: How can you be timely, new, stand out from the crowd, and produce your webinars quickly?" She offers a practical solution:

"The first strategy is to structure your webinar around a theme with longevity. While you need eight weeks for proper preparation, you can build flexibility by having an overarching theme with a longer shelf life and then adjusting the subtopics as you approach the webinar date. This allows you to be responsive to current events."

Liz Drysdale

This innovative approach allows you to plan while staying relevant. You create a framework with an enduring theme and add timely subtopics as the event date approaches.

## Your Week-by-Week Promotion Plan



This timeline gives you structure while allowing flexibility. The exact timing might vary based on your audience and industry, but most successful B2B webinar programs start promotion 3-4 weeks before the event.

Now that you understand when to promote your webinar, let's focus on effectively positioning it. Timing alone isn't enough—your message must cut through the noise.

## Build Trust Before The Event

Simply announcing your event isn't enough. People need compelling reasons to invest their time, and positioning your webinar as valuable thought leadership helps you stand out.

Murari Lal Sharma, Marketing, SentinelOne, emphasizes building credibility before the webinar:

"First, be very active on LinkedIn. When industry leaders consider attending your webinar, they'll check your LinkedIn profile, company background, and social media presence. The more trust you can build before the webinar, the easier it becomes for people to decide your webinar is worth attending."

Murari Lal Sharma, SentinelOne

This insight shows that webinar promotion starts before your first announcement—it begins with establishing the expertise that makes your content worthwhile. The best webinar promotion builds on ongoing thought leadership.

## Four Steps to Credibility

### 1. Speaker Credibility Amplification

- Share your speakers' expertise and unique perspectives
- Highlight their previous work and presentations
- Show how their experience connects to audience challenges

### 2. Content Value Signaling

- Clearly explain what people will learn
- Share preview content that shows quality
- Connect your topic to current challenges
- Explain what makes your content different

### 3. Social Proof Integration

- Share testimonials from previous attendees
- Highlight registration numbers or industry participation
- Share positive feedback from earlier webinars
- Include validation from respected industry voices

### 4. Audience-Centric Framing

- Focus on benefits to the audience
- Address specific audience problems in promotions
- Avoid jargon, use language your audience uses
- Set clear expectations about content and format

While establishing trust and credibility is essential, even the most compelling positioning also benefits from broader distribution. Let's explore how to expand your promotional reach through collaboration.

## Collaborative Promotion Strategies

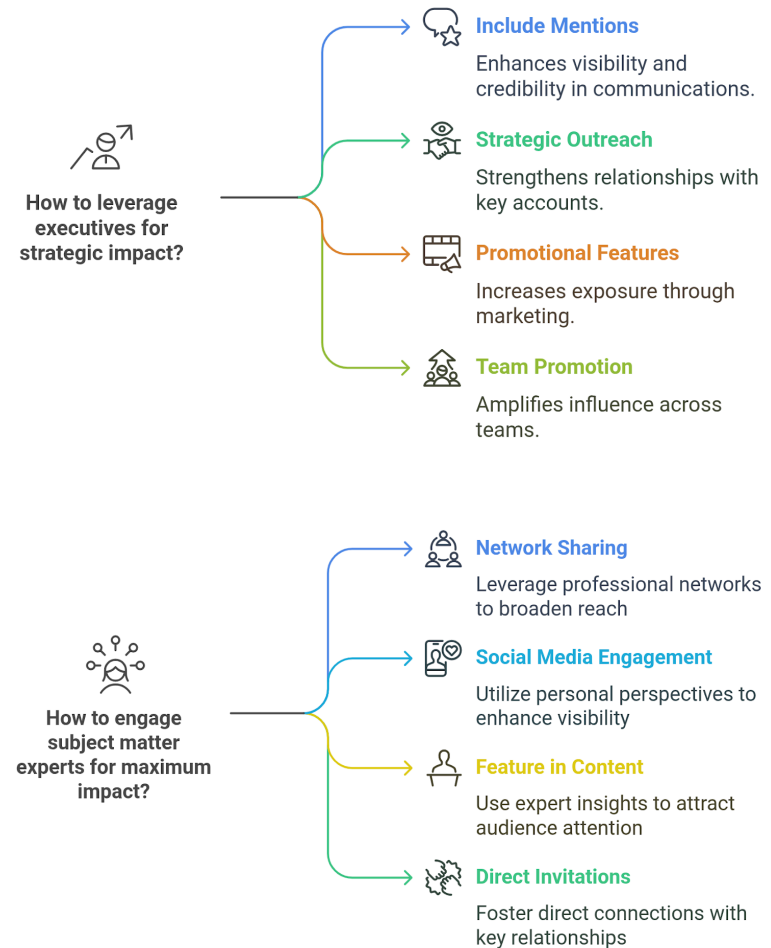
Effective webinar promotion goes beyond your marketing team to include various stakeholders. Different team members bring unique perspectives, channels, and relationships that can amplify your promotional efforts.

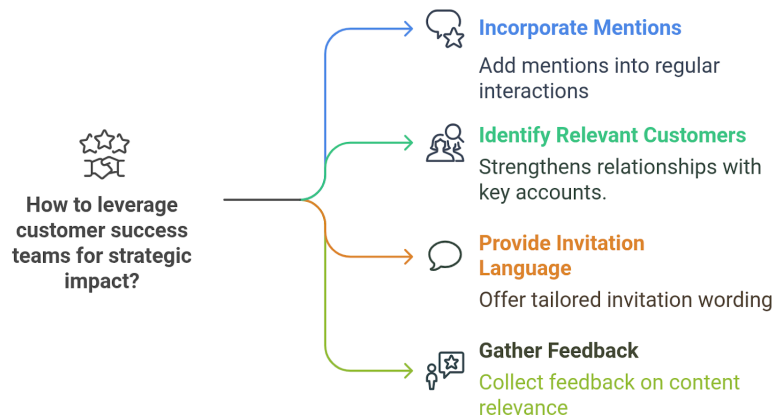
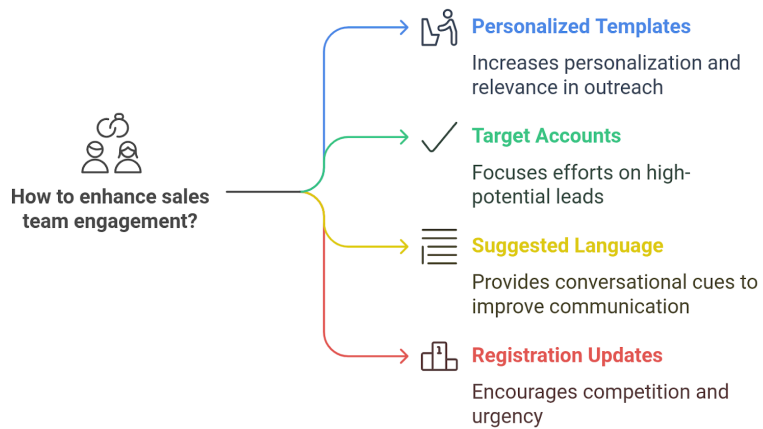
Priya Thupili, Senior Manager, Digital Marketing, SecurityScorecard, describes how this works in her organization:

"Our marketing team is lean; if we relied solely on our efforts and database, most of our marketing initiatives would fail to gain traction. Webinars would be no exception. Collaborating with alliance and channel partners (along with their marketing teams), promoting webinars centered on research likely to attract media attention, and engaging with SMEs to share with their networks should all be integral to your promotional strategy."

Priya Thupili, SecurityScorecard

Here's how to engage different teams in promoting your webinar:





External collaboration amplifies these internal efforts. Oscar Burns, Field Marketing Manager, EMEA, Varonis, shares his approach:

"For companies without this advantage, I highly recommend working with partners like Kuppingercole, BrightTalk, and other vendors who have already built large bases. You've got to pick your battles. When starting a webinar program, there's no way you have everything ready to go."

Oscar Burns, Varonis

This shows that effective promotion often requires extending beyond your channels, especially when building a new webinar program or expanding into new markets. You can even approach external partners with cross-promotion agreements, content syndication, leveraging existing audiences, and co-marketing opportunities.

Collaborative promotion helps you reach more people with each webinar. However, another critical factor in promotional success is finding the right frequency for your program. Let's examine how to establish the perfect rhythm.

# Your Ideal Webinar Frequency

Promotional effectiveness involves more than tactics and channels; it also depends on establishing the right rhythm for your webinar program. Webinar frequency impacts both audience receptivity and promotional effectiveness. If it is too frequent, you risk audience fatigue; too infrequent, and you miss opportunities to build momentum.

## Determine Your Ideal Frequency

When determining how often to run webinars, consider these factors:

### 1. Audience Capacity

- How often does your audience typically watch webinars?
- Are there times of year when they're more or less available?
- How many competing webinars exist in your industry?

### 2. Content Development Resources

- How many quality webinars can your team create?
- How quickly can you engage subject matter experts?
- What production resources do you have available?

### 3. Promotional Bandwidth

- Can you maintain promotional momentum for each webinar?
- Do you have enough variety in your channels to prevent message fatigue?
- What is your capacity for personalized promotion and follow-up?

### 4. Business Alignment

- How do webinars fit with your other marketing initiatives?
- What cadence best supports your sales cycles?
- How do webinars fit into your broader content calendar?

Tina Stewart, CMO, Utimaco, shares her approach to establishing a reliable cadence:

"First, create your editorial roadmap to establish clear objectives. Consistency is crucial—if you can't manage one webinar every other week, set clear expectations for a monthly cadence."

Tina Stewart, Utimaco

This consistency creates audience habits and expectations, allowing your team to develop efficient workflows. It also prevents overcommitting to an unsustainable frequency that leads to poor quality.

Don Fuss, Director of Product Marketing, ServiceNow, builds on this with his perspective on series-based webinars:

"What's been successful is creating a series. Too often, webinars are just one-off events focused on whatever's hot that week. At PwC, the tax team created a highly successful weekly or bi-weekly series. It was almost like binge-watching Netflix... The beauty of it was that people only needed to register once."

Don Fuss, ServiceNow

This series approach creates promotional efficiencies by building an audience that carries forward from session to session. Rather than starting from zero with each webinar, you develop a core audience that requires less promotional effort over time.

Once you've established your ideal webinar cadence and promotion strategy, your focus must shift to converting interest into registrations and attendance. Even the best promotion will fail if people don't complete the journey from awareness to attendance.

## Optimizing the Registration to Attendance Process

Beyond reaching potential attendees with your promotional message, you must optimize the journey from initial interest to actual attendance. This has two critical phases: converting interest to registrations and converting registrations to attendance.

### Converting Interest to Registration: The Strategic Registration Form

Naiha Abid, Senior Digital Marketing Manager - Asia Pacific & Japan, Ping Identity, shares an insight about registration forms:

"Rather than simply collecting emails and qualifying later, saying 'oh, just get their emails, and then we'll get the rest later,' we're now more selective with registration. We create a process where people see an ad, interact, and enter a bucket of invited attendees. We position it as an exclusive event—while it's not truly exclusive, creating this perception increases the desire to attend."

Naiha Abid, Ping Identity

This approach balances two competing goals: gathering information and keeping the process simple. Naiha's team motivates people to complete more detailed forms by creating a perception of exclusivity and value.

Bob emphasizes the importance of the registration experience:

"Creating a good layout for your registration pages can increase registrations by fifty percent or more."

Bob Hanson, Must-See Webinars

This shows why optimizing the registration experience—not just driving traffic to it—should be a priority.



Consider these approaches to registration form design:

### 1. Progressive Profiling

- Start with minimal required fields (name, email, company)
- Use data you already have to pre-fill fields for existing contacts
- Gather additional information through follow-up communications
- Track engagement across multiple webinars

### 2. Value Exchange Clarity

- Communicate the value of the webinar
- Highlight specific takeaways
- Set clear expectations about format and content
- Consider offering incentives for complete registration

### 3. Exclusivity Positioning

- Frame registration as an application or qualification when appropriate
- Highlight limited capacity or specialized content
- Mention high-profile attendees or organizations
- Create a "special access" perception for target accounts

### 4. Conversion Optimization

- Minimize form fields for first-time registrants
- Test different form layouts
- Implement abandoned form recovery tactics
- Ensure mobile-friendly registration

Fewer form fields typically maximize registration for top-of-funnel awareness webinars. For specialized, later-stage content, more detailed forms help qualify attendees and provide valuable information for follow-up.

Amanda Johnson, Director, Demand Generation & ABM, Easy Metrics, offers a cautionary perspective:

"Previously, we had a webinar and thought, 'Okay, if someone clicked on the email but didn't register, maybe they just didn't get around to registering. We sent a follow-up email to all those who clicked but didn't register with the on-demand recording, and nearly all of them unsubscribed from our mailing list. They didn't register because they weren't interested in the message.'"

Amanda Johnson, Easy Metrics

This experience highlights the importance of respecting audience signals. Sometimes, lack of registration indicates a content-audience mismatch, which additional promotion won't fix.

## Ensuring People Show Up

Converting registrations to actual attendance is another significant challenge. Most webinar programs see attendance rates of 35-45%, meaning more than half of registrants never attend the live event.

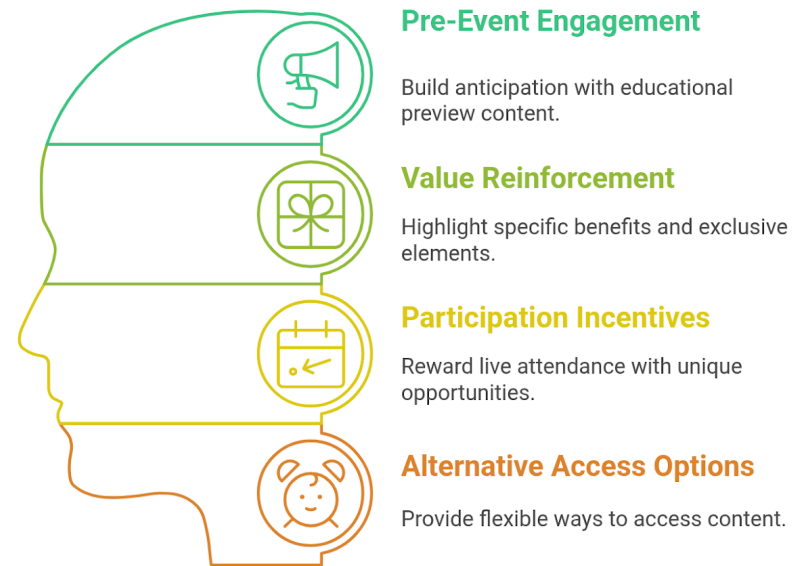
Naiha shares her approach to maximizing attendance:

"We found that many registrants, especially C-level executives and directors, can't sit and watch a webinar for an hour during the work week. Making content available on-demand, downloadable, and easily accessible through email has significantly boosted engagement."

Naiha Abid, Ping Identity

This strategy recognizes that driving live attendance is important but is only one aspect of audience engagement. Making content accessible in various formats acknowledges the reality of busy schedules.

### Strategies for Boosting Event Attendance



## 1. Pre-Event Engagement

- Send educational preview content to build interest
- Provide preparatory materials
- Create calendar invitations with complete access information
- Set up automated reminders (1 week, 1 day, 1 hour)

## 2. Value Reinforcement

- Reiterate specific takeaways and benefits
- Share updated agenda or content highlights
- Announce any special guests or last-minute additions
- Create anticipation for interactive elements or exclusive content

## 3. Participation Incentives

- Offer attendance-specific resources or materials
- Create recognition opportunities during the webinar
- Provide limited-time offers for live attendees
- Consider tangible incentives for priority accounts

## 4. Alternative Access Options

- Let people know when recordings will be available
- Consider offering multiple session times for global audiences
- Make it easy for people to forward the session to colleagues
- Develop alternative content formats for those who can't attend

Many registrants fully intend to watch your content but need flexibility in timing. Recognizing this should influence how you measure webinar success, looking at total engagement rather than only live attendance rates.

Priya shares insight into attendance patterns:

"We typically see 25-35% of live attendance but achieve total viewership ranging from 40-80%, with 50-60% being more common. Most of the on-demand viewing occurs within 7-10 days of the live event—often it's simply that the scheduled time (like noon on Thursday) didn't work, but they'll watch it later that day or week."

Priya Thupili, SecurityScorecard

This observation shows that the line between "live" and "on-demand" viewing is increasingly blurred. Priya shared that recap blogs or social posts that reach a broader audience can attract new viewers, although these new viewers are usually not a significant portion of the audience.

## Improve Your Program: Key Questions to Evaluate Your Strategy

Ask yourself these questions to strengthen your webinar promotion strategy:

1. How does your current promotional timeline compare to the frameworks in this chapter? Are you allowing enough lead time?
2. How are you building thought leadership credibility before and during webinar promotion? How could you improve this?
3. Which internal and external partners could you better leverage to extend your reach?
4. How well is your registration experience balancing information gathering with conversion rate?
5. What strategies are you using to maximize both live attendance and on-demand viewing?
6. How well does your webinar cadence align with your team's capacity and audience expectations?
7. What testing are you doing to improve promotional effectiveness over time?
8. How are you measuring promotional success beyond simple registration numbers?

In the next chapter, we'll explore post-webinar activation strategies—how to maximize the value of your webinar content after the live event concludes, turning a one-time presentation into an ongoing source of engagement and insight.

## Chapter 6 Maximizing Post-Webinar Value

"The real magic happens when post-event activation happens beforehand. The success of the webinar strategy depends on this planning."

Naiha Abid, Ping Identity

### The 80/20 Value Principle: Why Post-Webinar Matters

The webinar has ended. The presentations are complete, questions are answered, and attendees sign off. For many organizations, this moment marks the conclusion of their webinar efforts—perhaps sending a thank-you email with the recording before planning the next event. However, this approach overlooks the most valuable phase of the webinar lifecycle: what you do after the webinar ends.

What we might call the "80/20 Value Principle" of webinars explains why this is so critical:

- Live Event (20% of Value)
- Post-Webinar Activities (80% of Value)

This principle recognizes that while the live event creates immediate value for attendees, most potential value lies in what happens afterward.

Bob Hanson, Principal, Must-See Webinars, frames the strategic role of webinars in the broader content ecosystem:

"Webinars are a great way of powering the content flywheel. Think of your B2B webinars as the hub of your marketing programs, the hub of your wheel, and then the spokes are all the individual marketing campaigns that can be run from that one program."

Bob Hanson, Must-See Webinars

This hub-and-spoke model transforms webinars from isolated events into integrated marketing programs.

Christina Warner, Marketing Manager, Strategy and Program, Author, reinforces this with her insight about resource allocation:

"In the pre-webinar phase, about 70% of my focus is on the webinar content and promotion. After the webinar, the focus shifts dramatically, with about 80% of effort going into repurposing and extending the webinar's lifetime."

Christina Warner

This dramatic shift in focus—from 30% pre-webinar to 80% post-webinar—reflects a strategic understanding of where webinar value is truly created. By approaching webinars with this understanding, you start seeing the live presentation as the beginning rather than the end of your webinar's impact.

This chapter provides a framework for extending webinar value in four parts:

- Creating effective follow-up strategies for different audience segments
- Transforming your webinar into multiple content formats
- Building relationships that develop over time
- Measuring post-webinar impact beyond simple attendance numbers

## The Critical First 48 Hours: Effective Follow-Up Strategies

The hours and days immediately following your webinar are critical for engagement. Your audience's interest is at its peak, and people who registered but couldn't attend are often eager to access the content they missed.

Don Fuss, Director of Product Marketing, ServiceNow, emphasizes the importance of thoughtful follow-up:

"There are two main components to consider after a webinar. First, there's the downstream process of demand generation. We must ensure that all leads are properly captured and pulled into our system and have a strong follow-up plan. This means getting attendees into regular email campaigns, inviting them to other events, and managing their progression through the funnel from soft lead to marketing and then sales qualified lead."

Don Fuss, ServiceNow

Setting up a systematic approach ensures that no opportunities are lost in the critical post-webinar period. Rather than treating follow-up as a simple "thank you" message, it becomes a structured process designed to maintain momentum and deepen engagement.

## Customized Connection: Follow-Up Strategies for Different Attendee Types

Effective follow-up recognizes that different audience segments need different approaches. Consider this segmentation framework:

### 1. Active Attendees

- Who: Attended live and engaged (asked questions, participated in polls)
- Timing: Within 2-4 hours of webinar conclusion
- Content Focus: Specific responses to their questions, additional resources on topics they showed interest in
- Call to Action: Direct conversation with relevant expert, specific next steps based on their engagement

### 2. Passive Attendees

- Who: Attended live but didn't actively participate
- Timing: Within 24 hours of webinar conclusion
- Content Focus: Recap of key points, invitation to ask questions they didn't raise during the live event
- Call to Action: Access to additional related content, a soft invitation to continue the conversation

### 3. Registered Non-Attendees

- Who: Registered but didn't attend live
- Timing: Within 24 hours of webinar conclusion
- Content Focus: What they missed, recording access, key highlights
- Call to Action: Watch the recording and schedule of upcoming related content

### 4. Partial Attendees

- Who: Joined live but left before conclusion
- Timing: Within 24 hours of webinar conclusion
- Content Focus: What they missed after leaving, full recording access
- Call to Action: Complete their viewing experience, access related resources



Attendee Segmentation and Follow-up			
Active Attendees	Passive Attendees	Registered Non-Attendees	Partial Attendees
<b>STATUS:</b> Asked Questions  Participated in Polls	<b>STATUS:</b> Attended live, but didn't actively participate	<b>STATUS:</b> Registered, but didn't attend live	<b>STATUS:</b> Joined live but left early
<b>TIMING:</b> 2-4 hours	<b>TIMING:</b> Within 24 hours	<b>TIMING:</b> Within 24 hours	<b>TIMING:</b> Within 24 hours
<b>FOCUS:</b> Specific responses  Resources on their topics of interest	<b>FOCUS:</b> Recap of key points  Invitation to ask questions	<b>FOCUS:</b> What they missed  Recording access  Key highlights	<b>FOCUS:</b> What they missed after leaving  Full recoding access
<b>CALL TO ACTION:</b> Direct conversation with expert  Specific next steps	<b>CALL TO ACTION:</b> Access to additional content  Soft invitation to continue conversation	<b>CALL TO ACTION:</b> Watch the recording  Schedule of upcoming content	<b>CALL TO ACTION:</b> Complete viewing experience  Access related resources

This segmented approach ensures that each participant receives follow-up that matches their engagement and interest level. Tailoring content and calls to action to each segment makes your communications more relevant and effective.

Murari Lal Sharma, Marketing, SentinelOne, shares a practical approach to identifying the most engaged attendees:

"In the final four to five minutes of our two-hour webinars, we send out a simple but crucial poll asking attendees if they'd like us to reach out to them. It's a basic yes/no question but incredibly valuable. If people have been engaged during the webinar, they will likely click 'yes' and request a demo of our products or services. This helps us narrow our focus—for instance, if we have 500 attendees and 50 to 100 click 'yes,' we know exactly who to prioritize for follow-up."

Murari Lal Sharma, SentinelOne

This simple technique creates a clear signal of interest, helping to focus post-webinar sales efforts on the most receptive prospects.

## Strategic Content Repurposing

Beyond immediate follow-up, one of the most significant opportunities after your webinar is turning it into multiple pieces of content. Don captures the potential value:

"Overlooking content repurposing is where many people make their biggest mistake. They finish the webinar and immediately move on to the next thing. In reality, webinars can be repackaged in numerous ways."

Don Fuss, ServiceNow

This insight recognizes the substantial investment in creating webinar content and the opportunity to extend its value across multiple formats and channels.

The most effective repurposing begins with advance planning. Mat Harper, Director, Network Security Marketing - EMEA & LATAM, Palo Alto Networks, shares his approach:

"We built the content with the foresight of saying, well, we want to chunk it up to use it across different platforms in different lengths. And we can give those short bits of content."

Mat Harper, Palo Alto Networks

This forward-thinking approach—planning for repurposing during content development—makes the entire process more efficient and effective. Christina adds:

"It's best to plan the repurposing strategy ahead of time. Once you have the talk track and know the content, you should develop a plan outlining which assets to create and which channels to use before launch."

Christina Warner

## Evolving Content Preferences

Consider how content formats can extend webinar value. Christina Warner highlights an important trend in executive content consumption:

"More and more B2B marketing is going toward podcasts versus videos, which has been interesting. Some companies are starting to do more commercial from a B2B standpoint, which they didn't bother with in the past. I've talked to many CMOs and CISOs, and they're not reading, but they're getting information from podcasts in their circle."

Christina Warner

This insight suggests opportunities to repurpose webinar content into audio formats, meeting executives where they already consume information. By understanding how your target audience's preferences evolve, you can adapt your content distribution strategy accordingly.

## AI in Content Transformation

New technologies are making it easier to transform webinar content into other formats. Carole Winqvist, CMO of GitGuardian, describes her team's experience:

"With AI tools now, we're transforming our webinars into blog articles and creating snippets for social media. The AI tools are improving significantly. While we experienced challenges initially, particularly with handling accents in speech-to-text conversion, my content team has found more efficient solutions recently."

Carole Winqvist, GitGuardian

Priya Thupili, Senior Manager, Digital Marketing, SecurityScorecard, provides a candid perspective on AI-generated content:

"If I had a dime for every AI-generated phrase like 'in this evolving digital world' or 'this increasingly interconnected world' - I could retire. We heavily edit AI-generated content and add unique insights from our SMEs or data."

Priya Thupili, SecurityScorecard

This insight emphasizes that while AI tools can speed up the process, human expertise remains essential for creating authentic, valuable content that resonates with audiences.

## Quality Over Quantity

While emphasizing post-webinar activities, Daniel Bleichman, Senior Director of Marketing, Cato Networks, offers an important quality-over-quantity perspective:

"My main advice is to do less. Despite AI making it easier to create vast amounts of content, we're focusing on creating fewer but more meaningful pieces. When content is truly valuable, it has longevity - it's not just one piece you forget about."

Daniel Bleichman, Cato Networks

This balanced approach reminds us that strategic repurposing isn't about creating as much content as possible but extending the life and impact of your most valuable content.

# The Complete Repurposing System: Maximizing Content Value

Based on insights from our experts, a comprehensive repurposing framework includes:

## 1. Video Formats

- Full recording with navigation markers
- Highlight reels (3-5 minutes) of key moments
- Topic-specific short clips (30-90 seconds)
- Speaker interview follow-ups
- Animated key points with voiceover

## 2. Audio Formats

- Podcast episode version
- Audio-only recording for on-the-go consumption
- Key insights audio summary
- Q&A compilation
- Interview-style follow-up conversations

## 3. Written Content

- Executive summary with key takeaways
- In-depth article expanding on specific topics
- Expert Q&A feature
- Interview-style piece with presenters
- Social media quote series
- LinkedIn posts
- Articles
- Ebook
- Blog Posts

## 4. Visual Assets

- Infographics highlighting key data points
- Quote cards for social sharing
- Carousels
- Slide deck with expanded notes
- Process flowcharts based on methodology
- Data visualization of key findings

## 5. Interactive Elements

- Assessment tools based on webinar frameworks
- Checklists for implementing concepts
- Decision trees for application scenarios
- Templates for practical application
- Calculators for quantifying impact

Bob provides practical examples of this multi-format approach:

"You can repeat your winning webinar in person or online to different audiences. You can create an ebook and numerous articles from your webinar transcript. You can use transcripts and key visuals from your PowerPoint slides for LinkedIn posts. An evergreen on-demand video campaign can be created so that twenty-four/seven, three-sixty-five, you can get in front of your best prospects when they're ready to buy."

Bob Hanson, Must-See Webinars

Christina adds specific best practices for video snippets:

"Shorter, the better. My little snippet was 30 seconds. A minute is too long. You want something like 30 seconds or less with the key information. And you never want a video without any captioning."

Christina Warner

By systematically transforming your webinar content into multiple formats, you extend its reach, cater to different audience preferences, and maximize the return on your content investment.

## Planting Seeds for Future Growth: Building Relationships Over Time

Beyond immediate follow-up and content repurposing, webinars play a crucial role in developing relationships over time. Adam Preis, Director Product Solution Marketing, Ping Identity offers a thoughtful perspective:

"I like to think of it as planting a seed in someone's brain—they might think, 'Ah, I hadn't considered how that fits into my problem.' They'll then go away and investigate further. That's why webinars must signpost attendees to a wide range of resources, both first and third-party, that they can explore at their own pace."

Adam Preis, Ping Identity

This seed-planting metaphor recognizes that webinars often start consideration processes that develop over time rather than driving immediate decisions.

# The Four-Step Nurture System: Guiding People From Interest to Action

To implement this seed-planting approach, consider developing follow-up pathways based on webinar topics and audience engagement:

## 1. Interest Identification

- Analyze engagement data (poll responses, questions, time spent)
- Identify specific topics of interest for each attendee
- Group people based on interest patterns and engagement levels
- Map available content to identified interest areas

## 2. Content Sequencing

- Develop logical progression of content by topic area
- Create a schedule that maintains interest without overwhelming
- Mix formats to accommodate different consumption preferences
- Include both educational and solution-oriented materials

## 3. Engagement Escalation

- Begin with easy-to-consume content
- Progress to interactive assessment or evaluation
- Introduce opportunities for direct conversation
- Invite to more specific or advanced webinars

## 4. Conversion Bridges

- Create natural transition points to sales conversations
- Develop specific triggers for sales outreach
- Provide straightforward ways for prospects to request more information
- Maintain educational relationships with those not yet ready

Amanda Johnson, Director, Demand Generation & ABM, Easy Metrics, describes how this nurturing approach works in practice:

"From a marketing perspective, take every tiny granule of information you can extract from that webinar and use it to your advantage. This is especially challenging on smaller teams because everyone is bandwidth-strapped and resource-strapped. If you can leverage what you've already done, it takes away a lot of stress."

Amanda Johnson, Easy Metrics

By strategically sequencing existing content based on demonstrated interests, you can create a more relevant follow-up experience without overwhelming your resources.

# Beyond Attendance Numbers: Measuring What Matters

To maximize post-webinar value, you need to understand what's working and what isn't. This requires looking beyond simple attendance numbers to see how your webinar content contributes to broader business goals.

## Comprehensive Measurement Framework

Consider this multi-dimensional framework for measuring post-webinar performance:

1. **Content Consumption Metrics**
  - Recording views (full and partial)
  - Average viewing time
  - Engagement with related content
  - Content sharing and social amplification
2. **Audience Development Metrics**
  - Registration to future webinars
  - Email engagement
  - Content journey progression
  - Channel subscription growth
3. **Pipeline Impact Metrics**
  - Influenced opportunities
  - Acceleration effects
  - Deal size correlation
  - Conversion rate impact
4. **Sales Enablement Value**
  - Sales usage of webinar content
  - Deal support effectiveness
  - Customer reference value
  - Objection handling utility

By tracking metrics across these dimensions, you better understand how your webinar content creates value throughout the customer journey, from initial awareness to closed business. Rather than judging webinar success solely on live attendance or immediate conversions, this approach recognizes the cumulative impact of webinar content over time.



# The Activation Timeline: Maximizing Value at Every Stage

To ensure you capture value at every stage after the webinar ends, organize your activities into a practical timeline:

## Immediate Follow-Up (0-48 Hours)

- Send tailored follow-up emails based on attendance and engagement
- Upload and optimize recording for on-demand viewing
- Create initial social media highlight posts
- Brief sales team on qualified leads and engagement signals
- Gather and analyze team feedback on webinar execution

## Short-Term Activation (1-2 Weeks)

- Create primary content pieces (blog post, highlight video, etc.)
- Implement initial follow-up sequence for all registrants
- Create and distribute sales enablement assets from a webinar
- Analyze webinar performance metrics
- Plan specific follow-up for highly engaged attendees

## Medium-Term Leverage (2-4 Weeks)

- Create additional content formats
- Develop topic-specific follow-up paths based on interest signals
- Implement retargeting campaigns using webinar content
- Integrate key insights into broader marketing narratives
- Analyze pipeline impact and influence metrics

## Long-Term Value Creation (1-3 Months)

- Incorporate content into your resource library
- Refresh content based on market developments or feedback
- Assess long-term engagement and conversion patterns
- Extract insights to improve future webinar planning

This structured approach ensures you capture the full value of your webinar investment across multiple timeframes. Planning these activities allows you to create a systematic process that maximizes return while minimizing the last-minute scrambling that often characterizes post-webinar activities.

## Improve Your Program: Key Questions to Evaluate Your Strategy

Ask yourself these questions to strengthen your post-webinar strategy:

1. How does your current resource split between pre- and post-webinar activities compare to the 30% before/70% after approach Christina describes?
2. How well do you tailor your follow-up communications based on attendance and engagement patterns?
3. How comprehensive is your content repurposing strategy? Are there formats or channels you're currently overlooking?
4. Have you developed structured follow-up pathways based on webinar engagement?
5. What metrics are you using to evaluate post-webinar impact beyond simple attendance numbers?
6. How effectively are you capturing and addressing specific audience interests identified during the webinar?
7. What systems are in place to make content repurposing efficient and consistent?
8. How do you leverage webinar content to support your sales team's prospect conversations?

In the next chapter, we'll explore how to build these individual webinar strategies into a comprehensive program that delivers consistent value over time, including series development, global expansion, and program measurement approaches.

## Chapter 7 Building a Strategic Webinar Program

"Too often, webinars are just one-off events focused on whatever's hot that week."

Don Fuss, ServiceNow

### The Program Challenge

In previous chapters, we've covered how to create successful individual webinars—from defining your purpose and audience to developing content, promoting effectively, and delivering compelling experiences. However, many organizations struggle to move from hosting separate webinar events to building a connected program that delivers consistent results over time.

This chapter will focus on the first crucial step in that transformation: shifting from a one-off event mindset to a strategic program approach through:

- Moving from isolated events to strategic programs that build over time
- Creating webinar series that develop loyal audiences
- Planning your content calendar for consistency and quality
- Measuring program-level success beyond individual webinars

## Why Programs Outperform Single Events

Think about the difference between posting individual social media updates and having a content marketing strategy. While individual webinars can deliver value, a program approach creates benefits that one-off events simply can't achieve. This requires changing how you think—from focusing on execution to focusing on strategy.

Nick Lagalante, Global B2B Marketing and Communications Leader, emphasizes how you learn and improve with each webinar in a program:

"With every single series, you get better and better and better. You follow a formula. Do the same retrospective each time. Dial in the right planning cadence. You have the data to show who's there, why, and how they're engaged. You have a retrospective with the right voices in the room to ensure you see it from angles other than your corner of the world. Reach consensus, identify areas to improve, and do it over again until it's a well oiled machine."

Nick Lagalante

Rather than treating each webinar as a separate project, program-oriented teams view each event as a chance to learn and refine their approach. This leads to ever-improving results from your webinar investment.

Single Event vs. Program Oriented Approach		
	Event Oriented	Program Oriented
PLANNING HORIZON	Next Webinar	Quarterly or annual
SUCCESS METRICS	Individual event metrics	Impact over time
RESOURCE ALLOCATION	Event by event	Strategic investment
AUDIENCE DEVELOPMENT	Starting fresh each time	Building a community
CONTENT PLANNING	Topic by topic	Connected themes
TEAM ORIENTATION	Execution focus	Strategic development

This program approach doesn't mean individual webinars aren't important. Instead, it places each webinar within a bigger framework that makes each event more valuable while creating additional benefits that standalone webinars can't achieve.

## The Power of Series: Building Audience Loyalty and Momentum

One of the most effective ways to build a strategic program is through webinar series instead of standalone events. Let's explore why series work so well and how to implement them effectively.

### Why Series Create Stronger Results Than Standalone Events

Don Fuss, Director of Product Marketing, ServiceNow, offers a compelling perspective on the power of series:

"What's been successful is creating a series. Too often, webinars are just one-off events focused on whatever's hot that week. At PwC, the tax team created a highly successful weekly or bi-weekly series. It was almost like binge-watching Netflix... The beauty of it was that people only needed to register once."

Don Fuss, ServiceNow

This series approach creates multiple advantages:

- **Audience Building:** Each episode builds on the audience from previous sessions
- **Registration Efficiency:** Single registration reduces friction for returning attendees
- **Content Continuity:** Topics can build on prior discussions, creating depth
- **Predictable Resource Planning:** Standardized formats enable more efficient production
- **Brand Development:** Series establish recognizable sub-brands within your webinar program

Nick shares how to involve your audience in future webinars:

"When you invite an active and knowledgeable audience member to be a guest on next month's show, you're adding tremendous value and strengthening the relationship."

Nick Lagalante

This approach transforms webinars from one-way presentations into collaborative platforms. By featuring audience members as future presenters, you create deeper engagement while getting fresh perspectives that keep your content dynamic and engaging.

## Four Powerful Series Formats That Drive Engagement

Consider these practical approaches for structuring your webinar series:

### 1. Thematic Series

- Built around a consistent topic area
- Episodes explore different aspects or applications
- The content becomes progressively more specific or advanced
- Example: "The Future of Customer Experience" series exploring different technologies, methodologies, and case studies

### 2. Audience-Centric Series

- Focused on a specific audience segment
- Episodes address different challenges or opportunities
- Content maintains a consistent level but varies in topic
- Example: "CMO Insights" series featuring marketing leaders discussing different strategic challenges

### 3. Methodological Series

- Structured around a process or framework
- Episodes follow logical progression through steps
- Content builds on previous sessions
- Example: "Data-Driven Transformation" series walking through assessment, planning, implementation, and optimization phases

### 4. Periodic Insight Series

- Regular cadence tied to industry developments
- Episodes provide analysis of recent changes or trends
- Content maintains a consistent format with fresh insights
- Example: "Quarterly Cybersecurity Briefing" analyzing recent threats and defense strategies

Choose the structure that best fits your audience's needs and your content strengths. Some organizations successfully run multiple series types simultaneously, each targeting different audience segments or objectives. The key is to give each series a clear identity and purpose to avoid confusion.

# Series Development and Planning

With a clear understanding of series formats, you need a framework for individual series and an overall editorial approach to ensure your program delivers consistent value over time.

A series-based approach transforms webinars from disconnected events into an ongoing relationship with your audience. Instead of repeatedly convincing the same people to register for different topics, you build a subscriber base that returns regularly for new content.

Nick reinforces how series can be more efficient:

"Not only is that an effective retrospective to learn from your mistakes so you can tweak for next time, you can merchandise the hell out of the content to feed the blog, social media and other channels. You can also templatize a webinar, transforming it into a recurring series if it's a hot or popular session."

Nick Lagalante

This approach makes content development and promotion more efficient while building a more engaged audience.

To implement an effective webinar series strategy, consider this framework:

1. **Series Concept Development**
  - Identify a unifying theme or narrative
  - Define target audience segment(s)
  - Establish a consistent format and structure
  - Create distinctive series branding
2. **Content Progression Planning**
  - Map logical topic sequence
  - Build connective threads between sessions
  - Create knowledge that builds over time
  - Incorporate audience feedback into future topics
3. **Audience Building Strategy**
  - Develop a series-specific promotion approach
  - Implement a single-registration subscription model
  - Create ways to keep people coming back
  - Leverage existing audience for expansion
4. **Community Development**
  - Facilitate connections among audience members
  - Create between-session engagement opportunities
  - Develop shared resources and reference materials
  - Build recognition for regular participants

Tina Stewart, CMO, Utimaco emphasizes the power of serialization for keeping people engaged:

"I strongly recommend considering series as a best practice—creating part one, part two, part three, part four. This approach helps build expectations and even allows for creating cliffhangers to maintain audience engagement."

Tina Stewart, Utimaco

This entertainment-inspired approach recognizes that people respond to narrative structures and anticipation. Creating continuity between webinars helps you tap into these powerful engagement drivers while building a more committed audience.

## The Editorial Roadmap: Planning for Consistency and Impact

With a series as your foundation, you need an editorial roadmap for your entire webinar program. A well-designed roadmap ensures consistent quality, messaging, and audience experience while making your execution more efficient.

Tina emphasizes the importance of this planning process:

"First, create your editorial roadmap to establish clear objectives. Consistency is crucial—if you can't manage one webinar every other week, set clear expectations for a monthly cadence."

Tina Stewart, Utimaco

This editorial approach treats your webinar program like a publication, with planned themes, regular features, and a consistent voice. Rather than scrambling to identify topics for each upcoming webinar, editorial planning creates a structured content calendar that aligns with audience interests and business objectives.



## The Three-Horizon Planning Method

To implement effective editorial planning, consider adopting a rolling calendar approach:

### Annual Planning (Strategic Direction)

- Define program-level objectives and success metrics
- Establish key themes and focus areas
- Identify significant industry events and seasonal factors
- Allocate resources and establish cadence

### Quarterly Planning (Tactical Development)

- Finalize specific topics for the upcoming quarter
- Confirm presenters and key participants
- Establish a promotional approach for each webinar
- Coordinate with broader marketing calendar

### Monthly Review (Operational Adjustment)

- Assess recent webinar performance
- Make adjustments based on feedback and metrics
- Refine upcoming webinar details
- Update future quarter plans based on learnings

This rolling approach balances long-term strategic planning with the flexibility to adapt to changing market conditions and audience interests. It ensures your webinar program remains strategically aligned and relevant to current topics.

Murari Lal Sharma, Marketing, SentinelOne, offers practical advice on how often to run webinars:

"When running frequent webinars—weekly or monthly—you must be strategic. Having too many webinars, like daily events, isn't worthwhile."

Murari Lal Sharma, SentinelOne

This insight highlights the importance of sustainable pacing in your editorial calendar. While ambitious schedules might seem appealing, they often lead to lower quality and audience fatigue. Delivering fewer, higher-quality webinars on a reliable schedule is better than overwhelming your team and audience with too many events.

# Measuring Program Success

Your measurement strategy must evolve as your webinar approach shifts from one-off events to an ongoing program. While individual webinar metrics remain important, program-level measurement gives insights into your cumulative impact over time. This layered approach provides insights for continuous improvement.

Tina shares a practical approach to connecting program metrics to business results:

"Once we did this, the manager began connecting it to the pipeline and sharing results with sales. This helped alleviate sales teams' fears about web-based content delivery."

Tina Stewart, Utimaco

## The Four-Level Measurement Framework

### Individual Webinar Metrics

- Registration and attendance numbers
- Engagement indicators (questions, poll responses)
- Content consumption patterns
- Immediate feedback and satisfaction
- Direct conversion actions

### Series and Theme Performance

- Audience growth across sessions
- Retention and return rates
- Engagement trends over time
- Topic and format preferences
- Content effectiveness patterns

### Program Health Indicators

- Audience development metrics
- Resource efficiency measures
- Quality and consistency indicators
- Content repurposing effectiveness
- Channel performance analysis

### Business Impact Metrics

- Pipeline influence and attribution (how webinars affect potential sales opportunities)
- Customer journey acceleration
- Knowledge transfer effectiveness
- Brand perception shifts
- Market positioning impact

This data-driven approach transforms webinar programs from perceived cost centers to recognized revenue contributors. You build internal support by establishing clear connections between webinar engagement and business outcomes while demonstrating your program's strategic value.

## Improve Your Program: Key Questions to Evaluate Your Strategy

To strengthen your webinar program strategy, ask yourself these questions:

1. To what extent does your current approach reflect event-oriented thinking versus program-oriented thinking? Where could you make the most impactful shifts toward long-term planning?
2. How deliberately are you designing webinar series versus standalone events? What themes or audience segments could benefit from a more connected series approach?
3. Which of the four series formats (Thematic, Audience-Centric, Methodological, or Periodic) best aligns with your audience needs and content strengths?
4. How structured is your editorial planning process? Do you have mechanisms for balancing long-term planning with flexibility to address emerging topics?
5. What opportunities exist to improve audience retention between webinars in a series? How might you reduce registration friction for returning attendees?
6. How effectively are you capturing and implementing lessons learned from each webinar to improve future events? Is there a formal retrospective process?
7. What content progression strategies could you implement to create more compelling narratives across your webinar series?
8. How comprehensively are you measuring program-level success beyond individual event metrics? What additional measurement approaches might provide valuable insights?

In the next chapter, we'll explore how to scale your webinar program through partnerships, global expansion, and integration with your broader marketing ecosystem to amplify your impact.

## Chapter 8 Scaling Your Webinar Program

"There is a misconception sometimes that when you have a webinar, and 50% of the attendees are partners that it's a failure. That's a huge mistake because your partners can be your multiplier."

Mat Harper, Palo Alto Networks

### The Growth Challenge

In Chapter 7, we explored how to transition from one-off webinars to a strategic series with consistent editorial planning. Now, we face the following challenge: How do you expand your established webinar program to reach new audiences, demonstrate business value, and integrate with your broader marketing efforts?

This chapter will show you how to take your webinar program to the next level through:

- Integrating your webinars with your marketing ecosystem
- Expanding your reach through global adaptation, community building, and partnerships
- Building a comprehensive roadmap for program growth
- Implementing a phased approach to program growth

## Integrating with Your Marketing Ecosystem

Once you have established a solid webinar program, the next step is to ensure it connects seamlessly with your broader marketing efforts. This integration maximizes the value of your webinars while creating a cohesive experience for your audience.

### Creating a Unified Content Experience

Tina Stewart, CMO of Utimaco, emphasizes the importance of narrative integration:

"When I think about webinars, I often see them as a holistic narrative. We use our webinars to convey a story connecting with other content pieces. By integrating webinar content with other marketing elements, we create a comprehensive campaign strategy where all components interlink."

Tina Stewart, Utimaco

This holistic approach ensures that webinars complement and enhance other marketing efforts rather than competing with them. You create coherent customer experiences that reinforce key messages across touchpoints by aligning webinars with broader narrative frameworks.

### Technical Integration

Technology integration ensures that webinars don't exist as isolated systems but connect seamlessly with your broader marketing infrastructure, enabling the data flow and content relationships that power truly integrated campaigns. Bob Hanson, the Principal of Must-See Webinars, highlights the technical infrastructure that enables practical connectivity:

"One maybe counterintuitive way is tying your webinar technology together with your marketing technology stack or MarTech stack and now your AI stack."

Bob Hanson, Must-See Webinars

Your marketing technology tools collection (MarTech stack) becomes the foundation for unified tracking, analysis, and audience engagement.

## Integration That Maximizes Impact

To fully integrate your webinar program with your broader marketing efforts, consider these key integration opportunities:

### 1. Thematic Alignment

- Connect webinar topics to broader campaign themes
- Reinforce key messaging across content formats
- Support major initiatives with complementary webinar content
- Create webinar extensions of high-performing content

### 2. Channel Coordination

- Align webinar promotion with other channel activities
- Create cross-channel amplification opportunities
- Develop channel-specific derivatives from webinar content
- Implement consistent user experience across touchpoints

### 3. Audience Journey Mapping

- Position webinars at strategic points in audience journeys
- Create logical progression between content types
- Use webinars to deepen engagement with other content
- Connect webinar participation to next-step actions

### 4. Measurement Integration

- Develop unified methods for connecting marketing activities to results
- Track audience movement between webinars and other content
- Measure the comparative effectiveness of different formats
- Identify synergistic content combinations

Mat Harper, Director, Network Security Marketing - EMEA & LATAM, Palo Alto Networks, describes how his team approaches this ecosystem integration with flexibility:

"When you're looking at sharing content or having things that you do want to use for demand generation or brand awareness, that's when you can let your hair down a little bit, let's say, and you can be a bit more creative, be a bit disruptive."

Mat Harper, Palo Alto Networks

## Expanding Your Global Reach

Many organizations expand their reach through localization as their webinar programs grow. Daniel Bleichman, Senior Director of Marketing, Cato Networks, shares his experience:

"We've also found significant success with localization. When a webinar performs well in English, we often adapt it for specific regions like Germany, Japan, or Korea, having local representatives deliver the content to their target audience."

Daniel Bleichman, Cato Networks

This targeted expansion strategy balances efficiency and relevance. Rather than creating completely new content for each region, it leverages proven performers while adapting delivery for local audiences. This approach significantly increases the return on your content investment while respecting regional preferences and needs.

## Stages of Global Program Maturity

### Stage 1: Centralized Creation / Global Distribution

- Single language (typically English)
- Globally accessible timing or on-demand options
- Universal messaging with minimal regional adaptation
- Centralized promotion and follow-up

### Stage 2: Centralized Creation / Regional Adaptation

- Subtitles or transcripts in regional languages
- Time zone adaptations for live delivery
- Regional examples or case studies incorporated
- Localized promotion and follow-up

### Stage 3: Central Templates / Regional Creation

- Content frameworks created centrally, filled locally
- Regional presenters delivering in local languages
- Market-specific content with consistent core messages
- Hybrid central/local promotion and follow-up

### Stage 4: Regional Autonomy / Global Coordination

- Regionally developed content within global themes
- Cross-pollination of successful approaches
- Market-specific topics with shared best practices
- Locally managed programs with global visibility

Most organizations begin at Stage 1 and progressively advance through the model as they build capacity and refine their approach. The optimal end state varies by organization—some benefit most from Stage 2 or 3 rather than full regional autonomy.

Tina shares insight on the dramatic impact of true localization:

"When we first presented in Japanese, we simply used subtitles, which had limited success. However, the engagement was five times higher when we fully translated and presented it in Japanese."

Tina Stewart, Utimco

This significant difference highlights the value of thoughtful localization beyond mere translation. Authentic engagement requires cultural relevance and linguistic fluency to create a genuine connection with regional audiences.



## Building Community: Turning Attendees into Active Participants

As your program reaches new audiences, building community transforms your webinar audience from passive viewers into engaged participants with ongoing relationships with your organization and each other.

Nick Lagalante, Global B2B Marketing and Communications Leader, highlights how to elevate engaged attendees to active community contributors:

"Let's take one of the audience members with profound things to say. Let's invite that audience member to be a guest on next month's series. You tell us what you think. We will have you come on board and talk about this topic. Now, you're extending your platform to build their thought leadership. You're adding tremendous value and strengthening the relationship."

Nick Lagalante

This approach recognizes that audience members bring valuable perspectives and experiences. Elevating selected participants to contributor status creates deeper engagement while enhancing your content with fresh viewpoints. This two-way relationship transforms webinars from broadcasts into community platforms.

## Four Strategies That Create Active Community

To build a community around your webinar program, consider these strategies:

### 1. Recognition Mechanisms

- Acknowledge repeat attendees during webinars
- Feature insightful questions or comments
- Create "member" designation for regular participants
- Develop contribution opportunities for engaged audience members

### 2. Peer Connection Facilitation

- Create discussion forums for webinar topics
- Facilitate networking opportunities among attendees
- Develop small-group follow-up sessions
- Enable content and insight sharing among participants

### 3. Feedback Integration

- Implement structured feedback mechanisms
- Visibly incorporate audience suggestions into future content

- Create topic suggestion channels for community input
- Share how audience feedback has shaped the program

#### **4. Exclusivity and Access**

- Develop special content or events for regular participants
- Create early access opportunities for community members
- Provide direct connection to presenters and experts
- Offer enhanced resources to active community participants

Tina acknowledges the practical challenges of community building in sensitive industries:

"Where possible, we try and make it real with case studies, though we're still in cybersecurity—it's hard to get a lot of people to go on record, but we do it as best we can."

Tina Stewart, Utimaco

This insight recognizes the challenges of community visibility in fields where public attribution is difficult. Even in these industries, finding appropriate ways to showcase community success stories strengthens both engagement and credibility.

# Amplifying Your Program Through Partner Relationships

Partnerships represent a powerful multiplier for your webinar program's reach and impact. As Mat noted in our opening quote, partner attendance should be viewed as a strategic advantage rather than a limitation. Partners represent both a valuable audience segment and a potential amplification channel that extends your program's impact.

## Four Partner Strategies That Expand Your Reach

To leverage partners effectively in your webinar program, consider these approaches:

### 1. Content Collaboration

- Co-create webinar content with complementary partners
- Feature partner experts as presenters or panelists
- Develop industry roundtables with multiple partners
- Create educational content that transcends individual solutions

### 2. Audience Exchange

- Implement formal cross-promotion agreements
- Coordinate content calendars to avoid conflicts
- Create exclusive content for partner audiences
- Develop joint follow-up programs for shared prospects

### 3. Resource Sharing

- Pool research or data resources for content development
- Share production capabilities or platform access
- Leverage complementary promotional channels
- Distribute follow-up responsibilities based on strengths

### 4. Brand Association

- Align with partners that enhance your market positioning
- Create a co-branded series with strategic partners
- Develop industry-focused content that elevates all participants
- Build multi-partner initiatives around important industry topics

Mat further emphasizes the importance of partner-friendly content development:

"You can't build webinar content and go, 'Hey, partners, you start running this,' because then they're going to go, 'Well, this is just a Palo Alto Networks webinar. You want one of my speakers to do it?' Here's a great opportunity to build that sort of, what do you call it, segments or the sort of bite-sized chunks that can integrate nicely into existing partner things or at least give them as many tools as possible so that they will be motivated and happy to take what you're providing and go and spread it and multiply it."

Mat Harper, Palo Alto Networks

This approach recognizes that effective partner collaboration requires mutual value. By developing content with partner needs in mind from the beginning, you create opportunities for shared benefit that extend your program's reach beyond what you could achieve independently.

# Your Program Development Roadmap: From Events to Strategic Programs

Now that we've explored measurement strategies, integration approaches, and expansion techniques, let's put it all together into a practical roadmap for transforming one-off webinars into a cohesive, strategic program. To implement the program-level strategies discussed in this chapter, consider adopting this five-phase approach:

## 1. Current State Assessment

- Evaluate existing webinar performance and patterns
- Identify strengths, weaknesses, and opportunity areas
- Assess resource capabilities and constraints
- Review audience development status and potential
- Analyze integration with broader marketing efforts

## 2. Strategic Foundation

- Define program-level objectives and success metrics
- Establish primary audience segments and priorities
- Develop core themes and messaging frameworks
- Create high-level content approach and formats
- Determine optimal cadence and resource allocation

## 3. Program Structure Development

- Design webinar series concepts and frameworks
- Create an editorial calendar with a rolling planning approach
- Establish speaker and content development processes
- Develop promotion and audience-building strategies
- Plan measurement and optimization framework

## 4. Operational Implementation

- Build standard templates and processes
- Develop team roles and responsibilities
- Create training and enablement resources
- Implement technology and platform strategy
- Establish feedback and improvement mechanisms

## 5. Expansion and Evolution

- Plan localization or regional adaptation approach
- Develop partner integration strategy
- Create an audience community development roadmap
- Build advanced measurement capabilities
- Establish innovation process for program evolution

This structured approach ensures you address all key elements while establishing a foundation for continuous improvement. By methodically working through each phase, you transform separate webinar events into a cohesive, strategic program that delivers consistent value.

As you implement this transformation, Bob reminds us of the collaborative nature of successful webinar programs:

"Webinars are a team sport; it's not as easy as just turning on a webcam. It's about coordinating all the pieces and creating a great event. Kind of like our conductor works on one sheet of music, we practice, we have the right instruments there, people that are skilled at those individual instruments, and pull it all together for performance."

Bob Hanson, Must-See Webinars

This perspective emphasizes that strategic webinar programs require both individual expertise and coordinated execution. The most successful programs balance methodical structure with creative excellence, technical proficiency with audience connection, and strategic vision with flawless delivery.

## Improve Your Program: Key Questions to Evaluate Your Strategy

As you work to scale your webinar program, regularly assess your approach with these strategic questions:

1. What untapped partnership opportunities could extend your webinar program's reach and impact? How might you structure these relationships for mutual benefit?
2. Where does your global expansion strategy currently sit on the four-stage evolution model, and what would be required to advance to the next level?
3. How effectively are you transforming webinar attendees into active community members? What mechanisms could you implement to recognize and elevate engaged participants?
4. How seamlessly does your webinar program integrate with your broader marketing ecosystem? Where are the key opportunities for enhanced content alignment and audience journey mapping?
5. What strategies could you implement to repurpose webinar content across different formats (such as podcasts) to reach audiences with varying consumption preferences?
6. How balanced is your approach between scaling reach (through partnerships and global expansion) and deepening engagement (through community building)? Where should you prioritize your next investments?
7. Which of the five roadmap phases needs the most attention in your current program? What specific actions would strengthen this area?
8. How effectively are you leveraging technical integration between your webinar platform and other marketing systems? What additional connections might enhance your program's effectiveness?

In the next chapter, we'll combine everything we've learned to outline the complete strategic webinar transformation, providing a comprehensive framework for taking your program to the next level of success.

## Chapter 9 The Strategic Webinar Transformation

Throughout this book, we've explored how webinars can evolve from isolated marketing events into powerful strategic assets that drive business results. We've examined the frameworks, strategies, and tactics that transform webinar programs—from planning and execution to measurement and expansion.

As we conclude, let's focus on activating this knowledge. Your transformation begins now. Building a strategic webinar program is a journey of continuous evolution rather than a one-time project. Each step forward builds your capability and brings you closer to realizing the full strategic potential of webinars for your business.

We began by examining how webinars have evolved from simple online presentations to sophisticated strategic marketing vehicles. We've discovered how thoughtful planning, engaging delivery, audience-centered content, and systematic program development can transform your webinars into powerful business drivers.

The true value of this book lies in its application. The knowledge shared only delivers results when put into practice. Your organization's webinar transformation isn't a distant possibility—it's an immediate opportunity.

The strategic potential of webinars is clear, and the path to realizing that potential has been laid out. The only remaining question is: What will your first step be? The audiences you seek to engage, the relationships you aim to nurture, and the business outcomes you hope to achieve are all waiting.

Your strategic webinar transformation starts today.



## Core Principles for Webinar Program Excellence

As you implement the strategies we've discussed throughout this book, keep these foundational principles in mind:

### Start with Strategic Clarity

Before diving into tactical details, establish clear answers to fundamental questions: What strategic objectives will our webinar program advance? Which audience segments are most important to reach? What unique value can we deliver through this format? How will we measure success? This strategic foundation will guide all subsequent decisions.

### Build Progressively

Instead of trying to implement everything simultaneously, adopt a phased approach that builds capability over time. Start with the elements most critical to your situation, establish a strong foundation, and then expand systematically. For many organizations, this means concentrating on purpose, audience, and content quality before addressing advanced program development or global expansion.

### Establish Core Processes

Develop standard processes for recurring activities like planning, promotion, execution, and measurement. As Nick Lagalante noted in our interviews, "You can templatize the webinar and turn it into a series." This standardization creates efficiency while ensuring quality and consistency. Start with simple frameworks, then refine them based on experience and feedback.

### Balance Structure and Flexibility

While strategic frameworks and standard processes provide essential structure, it's important to maintain flexibility to adapt to changing circumstances. The most effective programs balance consistent frameworks with adaptive execution.

### Integrate Across Functions

Break down silos to create cross-functional alignment around your webinar program. This integration ensures webinars complement rather than compete with other marketing efforts.

### Prioritize Audience Value

Throughout implementation, remain relentlessly focused on delivering genuine value to your audience. When audience value drives your decisions, business results naturally follow.

# Taking Action: Five Steps to Transform Your Webinar Program

Remember, great webinar programs don't happen overnight. They develop through thoughtful improvement over time. Whether you're building a webinar program from scratch or enhancing an existing approach, consider these practical next steps:

## 1. Assess Your Current State

Evaluate your existing webinar approach against the strategic frameworks presented in this book. Where are your strengths and opportunities for improvement? Which elements are most critical to address first? This honest assessment establishes your starting point for strategic development.

## 2. Define Your Vision

Create a clear picture of your webinar program's success. What strategic objectives will it advance? What audience relationships will it build? What experience will it deliver? This vision will provide direction and inspiration for your development efforts.

## 3. Develop Your Roadmap

Based on your assessment and vision, create a phased implementation roadmap. What key milestones will you target? What resources and capabilities do you need to build? What timeline is realistic, given your constraints? This roadmap transforms aspirations into actionable plans.

## 4. Build Your Foundation

Implement the essential elements identified in your roadmap. Focus on establishing strong fundamentals before adding advanced capabilities. This foundation ensures sustainable success rather than short-term results that can't be maintained.

## 5. Measure and Refine

Implement a measurement framework that tracks both tactical execution and strategic impact. Use these insights to refine your approach continuously. This improvement cycle ensures your webinar program becomes increasingly effective over time.

## Looking Forward: The Future of Strategic Webinars

As you implement your strategic webinar program, keep an eye on these emerging trends that will shape the future of webinar excellence:

### Personalization at Scale

Advancing technology is enabling greater personalization of webinar experiences. From customized content paths to AI-driven recommendations, the future will bring more tailored experiences that match individual interests and needs.

### Interactive Evolution

The line between webinars and collaborative virtual experiences continues to blur. Leading organizations are already exploring more interactive formats that transform passive viewing into active participation through advanced engagement tools.

### Measurement Sophistication

As attribution models improve and AI enhances data analysis, we'll see more sophisticated approaches to understanding webinar impact across the entire customer journey, creating clearer connections between engagement and business outcomes.

### Format Convergence

The boundaries between webinars, podcasts, video content, and virtual events are fading. Forward-thinking programs will leverage this convergence to create multi-format content experiences that meet audiences where they are.

### Community Integration

The most advanced webinar programs will increasingly function as community hubs rather than broadcast channels, facilitating connections among participants and creating value through relationship development.

## Expert Bios Meet the Experts



**Naiha Abid**

Senior Digital Marketing Manager - Asia Pacific & Japan, Ping Identity



Naiha Abid is a seasoned digital marketing professional with over 12 years of global expertise in SEO, SEM, and analytics. As the Senior Digital Marketing Manager for Asia Pacific & Japan at Ping Identity, she drives paid search, CRO, and data-driven strategies. With a strong background in SaaS marketing, campaign management, and website optimization, Naiha specializes in maximizing ROI through performance-driven digital initiatives.



**Daniel Bleichman**

Director of Corporate Marketing, Cato Networks



Daniel is a B2B marketing leader specializing in ABM, sales-marketing alignment, global campaigns, and demand generation. As Director of Global Marketing at Cato Networks, he drives scalable, results-focused campaigns. Known for bridging sales and marketing, he crafts high-performance strategies that fuel growth.



**Oscar Burns**

Field Marketing Manager, EMEA, Varonis



Oscar, a former teacher passionate about cybersecurity and humor, has 8 years of sales and marketing experience in startups. He understands the need for humor in life and now shares his comical takes as part of the marketing team at Varonis, enjoying the enterprise life.



**Liz Drysdale**

Strategic Marketing Leader



Liz Drysdale is a marketing executive with 25 years of global experience, including 12+ years in SaaS B2B. Named one of The Enterprise World Magazine's "Most Influential Business Leaders to Watch in 2024," she excels in integrated campaigns, ABM, digital marketing, and partner advocacy. Liz has led teams at BeyondTrust, CyberArk, McAfee, and SentinelOne, and holds multiple certifications.

## Expert Bios Meet the Experts



**Don Fuss**

Director of Product Marketing,  
ServiceNow



Don Fuss is a senior marketing leader with over 20 years of experience driving product marketing, demand generation, and go-to-market strategies for SaaS and cloud-based solutions. As Director of Product Marketing at ServiceNow, he leads global initiatives to accelerate pipeline growth and enhance product positioning. Known for his strategic vision, leadership, and expertise in account-based marketing, Don has a proven track record of delivering impactful marketing campaigns.



**Bob Hanson**

Principal, Must-See  
Webinars™



Bob Hanson heads lead generation and content consultancy Quantum Leap Marketing, Inc. and creator of the Must-See Webinars™ success system.

He develops demand strategies, builds webinars as a growth channel, and gets in the trenches to repurpose content. Clients like Fidelity, Natera, Trend Micro, and countless tech start-ups have generated over \$1 billion in ARR from his content and process.



**Matthew Harper**

Director, Network Security  
Marketing - EMEA & LATAM,  
Palo Alto Networks



Matthew Harper is a marketing leader with over a decade of experience in cybersecurity and digital marketing. As Director of Network Security Marketing for EMEA & LATAM at Palo Alto Networks, he drives demand generation and strategic marketing initiatives. With expertise in cloud security, demand planning, and field marketing, he has a proven track record of executing high-impact campaigns and fostering business growth across global markets.



**Amanda Johnson**

Director,  
Demand Generation & ABM,  
Easy Metrics Inc.



Amanda Johnson is Director of Demand Generation at Easy Metrics, where she architects enterprise-wide demand generation and ABM strategies. With a decade of deep expertise in B2B tech marketing, she specializes in developing content-driven pipeline growth through sophisticated multi-channel campaigns. Amanda is passionate about creating scalable, personalized buyer journeys that meaningfully connect technology solutions with enterprise decision-makers.

## Expert Bios Meet the Experts



**Nick Lagalante**

Senior Corporate Marketing  
and Communications  
Executive in Cybersecurity



Nick Lagalante is a senior B2B corporate marketing and communications executive with nearly two decades of experience leading global marketing teams, brand strategy, PR and corporate communications for cutting-edge cybersecurity companies ranging from high-growth startups to public enterprises. He holds a master's degree in public relations and corporate communications from Georgetown University and serves as a director on the board of PRSA's National Capital Chapter.



**Adam Preis**

Director Product Solution  
Marketing,  
Ping Identity



Adam Preis is a Director of Product and Solution Marketing at Ping Identity, based out of the U.K. He leads go-to-market strategies in the financial services industry globally. With extensive experience in the B2B/B2B2C space, Adam's mission revolves around unleashing the transformative potential of technology while driving user adoption at scale. As a keynote speaker, he has spoken at events such as Gartner, Identiverse, KuppingerCole European Identity Conference, and MoneyLive, among others.



**Murari Lal Sharma**

Marketing,  
SentinelOne



Murari Lal Sharma is an engineer by qualification and a marketing professional by trade. Creative by nature, he enjoys interacting with new people and learning from them. With over 9 years of experience working alongside top cybersecurity and tech professionals, he believes that marketing the right product to the right audience can work wonders.



**Tina Stewart**

Chief Marketing Officer,  
Utimaco



Tina Stewart is an accomplished cybersecurity marketing executive with expertise in branding, product marketing, and digital transformation. As Chief Marketing Officer at Utimaco, she leads global go-to-market and enablement programs that drive pipeline and revenue. Having held Executive-level roles at AWS and Thales, Tina excels in corporate, channel, and product marketing, sales enablement, and press/analyst relations, creating collaborative teams and delivering impactful results in both startup and large enterprise environments.

## Expert Bios Meet the Experts



**Priya Thupili**

Senior Manager,  
Digital Marketing,  
SecurityScorecard



Priya Thupili is a full-stack marketer with nearly a decade of experience within both international conglomerates and start-ups. She thrives on the challenge of learning about customers and crafting compelling campaigns for their journeys. While being a fly on the wall for the resultant conversations is fascinating, she also enjoys spending time outside with her dogs.



**Christina Diane Warner**

Marketing Manager, Strategy  
and Program, Author, Leading  
Cybersecurity Company



Christina Diane Warner is a recognized marketing leader and award-winning author known for innovative strategies in product marketing and go-to-market campaigns. An Axiom Business Book winner, she has authored The Art of Healthcare Innovation, The Leadership Edge, and The Marketer's Guide to the AI Galaxy, shaping thought leadership in marketing and business growth.



**Carole Winqvist**

CMO,  
GitGuardian



Carole Winqvist, CMO at GitGuardian since 2021, leads marketing strategy managing teams, processes, and multi-channel campaigns for product-led growth and enterprise markets. Previously, as VP of Marketing at Bonitasoft, she implemented ABM strategies, streamlined lead processes, and contributed to positive EBITDA. Her expertise includes content, product marketing, business development, digital marketing, demand generation in BtoB Enterprise software markets.