How To Use Webinars To Win New Clients

Webinar Key Information Notes

FLAIR
business growth consultancy

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Webinars have surged in popularity as Covid 19 blocks other means of client and prospect interaction. Flair have been using webinars in our new client acquisition process for a couple of years, and helped our clients get started as well.

In this document we're going to share the blueprint to a successful webinar using four topics: -

1. Get the right theme
2. Get the right audience
3. Get the right delivery
4. Get the right outcome

1 Getting the Right Theme

Put simply, if you get the right theme for the webinar people will attend. Get the wrong theme and they'll stay away in droves.

The best way to discover a theme that has Zeitgeist with your community is talking to them. Take a few ideas to clients or very warm prospects and ask what they think. If none of them resonate then move onto asking what their frustrations are and explore what is holding them back.

Another angle is to see what's happening right now and think hard what will pre-occupy people in a few weeks' time as a result of what's occurring right now.

Once you have the theme you can work out the 3 or 4 topics, you'll cover in your webinar to explore that theme. Take this fleshed out proposal to a proofing group of people who don't know you as well as the first but will still give you some time. You want them as similar to your desired audience as possible, to make sure you're covering the right topics.

Then it's just a matter of designing your webinar, deciding if you need a guest to fully cover the theme in the right level of detail and working out the timings.

2 Getting the Right Audience

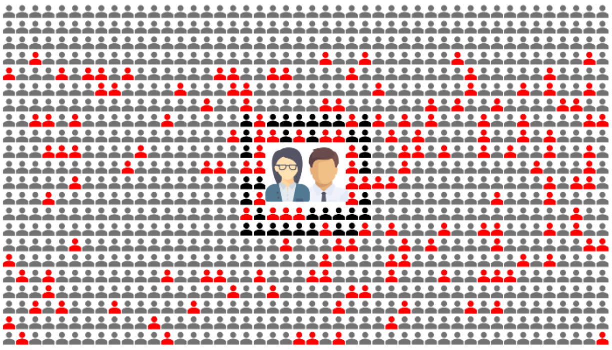
People won't come unless you put effort into promoting your webinar. You should start with your existing contacts as that will give you confidence to go to new prospects.

Here are the four methods we recommend: -

1. Call, email or DM your priority contacts. These are clients you want to add value to or prospects you're already working on.

2. Email your engaged community, mainly those people who've been on your webinars before plus anybody on your mailing list, if you have one. This can be a great way to fill the attendee list.

3. If you add together the LinkedIn contacts of all your team it's probably going to be a considerable number of people. They are represented by the black icons in this diagram.



4. Paid promos on LinkedIn are the easiest way to reach a much wider set of net-new attendees. In the diagram above these people are represented by the red icons. With an appropriate theme and some creative promo videos you can attract new attendees for about the price of a pint of beer each.

The optimum period to post promos for your webinar is from about 3 weeks out. Remember to vary your posts: some text, but mostly graphics and videos.

The more effort you put into your promotion the more attendees you'll get. Use a variety of promo formats but be aware that video is by far the most productive.

3 Getting the Right Delivery

Successful webinars have several moving parts, and the only way to avoid failed webinars is preparation. We can summarise these into 5 key messages: -

1. **Mind-map it:** plan out what you want to say, who is going to say it and for how long. This is crucial if you want to be in control of your webinar. We use MindGenius to do this. At time of writing it's possible to get a free app for the iPad but the PC version is a paid solution.
2. **Death to PowerPoint:** we tend not to use too much PowerPoint, perhaps 6 to 8 screens for an hour's webinar. We do use PowerPoint for two reasons though: -
    a. When use of a graphic can make it easier to get your point across
    b. When timing is crucial so an ordered list can help you keep on-point.
3. **Roles - Co-host managing Questions:** this makes the webinar more watchable and gives the presenters an opportunity to draw breath. It also gives the questions person a chance to interact with the audience as the host is working through the content.
4. **Interaction – Interaction – Interaction:** we recommend a poll, comments, questions or some other audience response every 10 minutes of so. This will help to keep the attention levels of the audience high.
5. **Practice & Drill:** Zoom for webinar is not zoom meetings so you will need to become familiar with screen sharing, running polls, running the chats and switching hosts. If you use a different provider, then you will still want to practice. We suggest for every hour of content you should practice for two hours. This will create a polished and watchable webinar that keeps the audience to the end.

One last thing to cover – what to do immediately after the webinar.

1. **Get Feedback:** In Zoom it's possible to automatically send out a feedback survey. Keep it short but you can get some valuable information about your theme, topics and style.
2. **Make Recording Available:** We have a page on our resources page which contains a recording of the video, notes and summary video. If you don't have that option, Youtube and attaching the downloads to an email will suffice
3. **Distribute the Link:** We like to get an email to the attendees and the no-shows within 24 hours. This will contain a link to the webpage with the video recording and the notes on it.
4. **Promote:** We also promote the page on LinkedIn and Twitter. If you have the technical capability a 60 second clip of something juicy can be very effective way of doing this.
5. **Connect:** The presenters will also invite the net-new attendees to connect on LinkedIn. **Note that if people accept that is not your cue to begin to sell to them. It just means they're OK with being in your LinkedIn community.**
6. **Future:** We will have included a heads-up about our next webinar in the first email but we'll then invite people properly.
7. **Make the most of it:** Your webinar will also have created a piece of content you can use to add value to your stakeholders in the future. We call this a "currency" and it can be used at any time.

My favourite way to do this is steering conversations with prospects, or clients for that matter, on to a theme I know we have a webinar recording for. Then simply say "if you're interested in that we ran a webinar on that very subject. Would you like me to send you a link to it?"

It's a great way to interact and add value. You can follow up by asking what they thought of it and get a double whammy interaction.

4 Getting the Right Outcome

Let's face it, there's little point spending time and effort delivering great content in a live webinar which people consume and move on. The whole idea is to use a webinar to attract new prospects and then add value to them so that they'll want to engage with you.

Now there are broadly speaking 2 types of webinar: Content and PSP (Problem – Solution – Pitch).

Problem - Solution - Pitch

> Do you have this persistent problem?
>
> If you do, I have a solution that could overcome it that you've probably never seen before.
>
> Come on this webinar and I'll tell you what it is.

This is the framework to create interest in your webinar. You start with a problem you know many of your target audience will have that isn't being solved.

You then mention you have a solution with enough supporting evidence that they believe it (and it must be true) then you invite them to the webinar to get the full picture. At the end of the webinar you pitch your offering.

Note: You still need to add real value in your webinar else they won't reach the pitch at the end!

A one-step PSP webinar means you make a full pitch at the end of the webinar, so people that people can buy the full solution to their problem, usually sweetening the deal if they do.

A two-step PSP means you take them somewhere else first which is less of a leap for them. You might offer a smaller paid service with a 100% money-back guarantee perhaps.

If you can nail the problem your target audience has and have an authentic and workable solution PSP webinars can be a great way to take prospects to clients in a very short space of time.

They're less well-frequented than content webinars but everybody is there because they have a problem and believe you have a solution for them. This makes the pitch at the end a good deal easier.

Here's an example of one of our actual pitch narratives that we've successfully used in the past.

> Do you find it hard to recruit and retain 360 recruiters?
>
> If you do, we have an alternative way to grow your business called a Factory Model – it doesn't need 360 recruiters.
>
> Come on this webinar and I'll tell you what it is.

Content

We’ve already covered the theme, audience and delivery of a content webinar now let’s explore how we start dialogues with the attendees.

Before we do, please remember that content webinars are a slow-burn client winning tool. It is possible to run a content webinar and be contacted by an attendee wanting to talk about you helping them, but this is the icing on the cake. It usually takes more than one webinar and an engagement strategy to achieve success.

Before people will buy from you, they have to know you exist and that you’re in a space that is relevant to them. Webinars will do this for you.

They also need to be confident that you’re good at what you do and have a reason to choose you, one or more USPs. If not, why not just stay with their current suppliers?

Once again, a series of well-crafted webinars can tick all those boxes for you, but you still need an engagement strategy so let’s look at that next.

Provided you can genuinely offer further help it's fine to mention these in the webinar. I've listed four of the most popular here: -

1. **Round-table:** in person or online small collection of people to go long and deep on one aspect of your webinar.
2. **Join a club:** this could be to subscribe to your newsletter or subscribe to get access to special resources on your website. We have a free subscription option called the Recruitment Pioneers which allows members free access to our best assets such as micro-courses, research papers, how to guides, interviews with prominent industry figures.
3. **Call attendees:** I would only do this on two occasions
    - Something they said in the chat makes a call the best way to help them
    - They are regular attendees and you want to ask their help in a research project or to be part of your proofing group.
4. **Masterclass:** or any other kind of event. This is our favored engagement method but not one we can use during the pandemic. We could run a half-day online training workshop which would be almost as good.

Remember that whatever engagement strategy you use, that cannot be a green light to sell to them. If they've opted for a round-table then that's all they should get!

Summary and Next Actions

Running a successful webinar which attracts net-new prospects, and add value to your existing community, means focusing on 4 things: -

1. Get the Right Topic by asking typical attendees what themes they would find compelling
2. Get the Right Audience by drawing on your community and paying for their attention
3. Get the Right Delivery through planning, practice and interaction
4. Get the Right Outcome by developing an engagement strategy

And finally, what can you now? We think three things would get you started and here they are: -