



THE ULTIMATE GUIDE TO **CREATING** **SALES LEADS FROM** ONLINE WEBINARS

Start 

NEWTON|DAY

IT'S NOT SO EASY TO SELL WHEN MORE PEOPLE ARE WORKING FROM HOME

YOU NEED TO **ENGAGE WITH (AND PITCH TO)** ONLINE CUSTOMERS

YOU KNOW **RUNNING ONLINE WEBINARS** IS THE ANSWER

IT MEANS MORE TIME WITH PROSPECTS, LESS TIME TRAVELLING

BUT. IF YOU DON'T CONVERT WEBINAR ATTENDEES
INTO PROSPECTS **THEN WHAT'S THE POINT?**

READ THIS STEP BY STEP GUIDE TO LEARN HOW
TO TURN WEBINARS INTO REAL BUSINESS.



THE ULTIMATE
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ONLINE WEBINARS



THE TINY BIT ABOUT US

Newton Day is a new kind of B2B marketing agency partner

We invented [CONVERSATIONAL MARKETING](#) and the [SONAR2](#) Sales Enablement Methodology for field sales orgs in the digital marketing age

We help technology, staffing and professional services companies like yours to tell their story, build conversation, fine-tune sales and marketing propositions and processes, run go-to-market programs...

..and **we make webinar programs work for companies around the world!**

Let us buy you a virtual coffee and see how we can help you



STEP BY STEP GUIDE

- ▶ 1. The new sales reality
- ▶ 2. Run webinars that make leads
- ▶ 3. The theory
- ▶ 4. Plan the steps
- ▶ 5. Attract attention
- ▶ 6. Gain a commitment
- ▶ 7. Create the next best step
- ▶ 8. Close out



1. THE NEW SALES REALITY



COVID-19 has changed forever attitudes towards face-to-face meetings. It's harder than ever to get F2F meetings. When you do, the reality is, more and more people are getting to prefer talking to suppliers online.

With the latest webinar technologies, it's possible to create an **engaging dialog** with existing and prospective customers – without the costs of travel time.

What if you could progress more sales online through webinars?

For one thing, sales leads from webinars cost a lot less 'per lead.'

FOLLOW THIS GUIDE AND **YOU CAN DO** WEBINARS WELL.

2. RUN WEBINARS THAT MAKE LEADS

A webinar is a sales engagement, but online.

- Would you ever dream of pitching to a prospect before qualifying what they were interested in?
- Would you leave a face-to-face sales meeting without agreeing a next action with the customer?

Thought not. But that's what what happens in almost every webinar I attend. If you want to win sales leads through online dialogue, you can't ignore the good practice learned face-to-face.

There are some **red-flag** fundamentals you simply cannot afford get wrong.



CHALLENGES TO OVERCOME

- Get enough of the **right kind of delegates** attending
- Turn curiosity into commitment
- Appreciate their buying needs and business priorities
- Tell them something they don't already know. Make sure they see the value you bring
- Help them to qualify how your solution will help THEM
- Encourage prospects to invest and commit; how do you sign-post the next best action?

How do you reach out to the right kind of people when they can hide behind technology and (because of the GDPR) you aren't allowed to email people you don't know?

How do you convince people to invest **45-minutes** of their time and register?

How can you learn about your prospect and their needs when they are attending a group webinar and don't say anything?

How do you make your webinar experience invaluable to delegates and make them see your value?

How – in such a short space of time – do you convey a complex message?

How do you get your delegates to ACT and progress into a buying process?

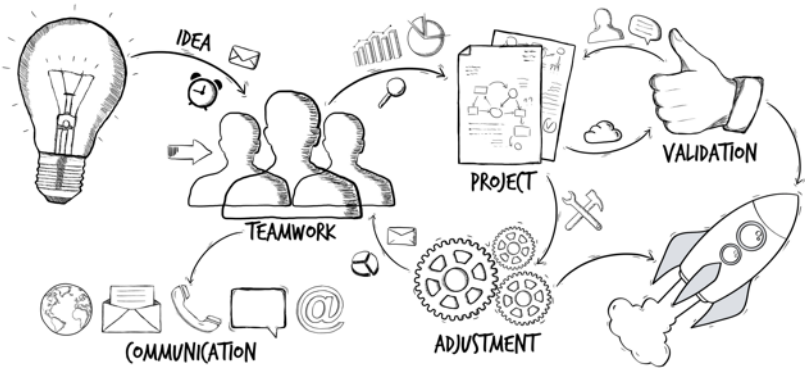
3. THE THEORY

You need to make conversation with your webinar delegates. That requires thinking about.

Running a webinar is a process – and everyone knows that any process is only as good as its weakest link.

If you map out your ‘dream’ conversational path that brings prospects to your door and ultimately converts them into a customer, then you will have a robust blue-print for the content and process steps you'll need to get right.

Map out your communications plan from left to right on a spreadsheet.



Who?	What?	Why?	How?	Where?	>	Attract	Entice	Engage	Buy
PERSONA Describe the characteristics of the persona	JOB What job are they trying to do?	EVENT What event motivated them?	FRAME What are they looking for?	PLACE Where do they go to get answers?	SEED What content will attract them?	EPIC What EPIC content will make them ask for help?	CTA What mechanism will they used to engage?	PRODUCT What will they buy?	
Managing Director of a small to medium sized business in UK or USA	Comply with the GDPR	Letter from solicitors	What is GDPR GDPR overview GDPR compliance GDPR compliance checklist GDPR .xls / .pdf GDPR HR GDPR IT	LinkedIn/Blog Vimeo/YouTube SlideShare Zoom/UK	Social Articles Video Chapters Infographic Live Webinar White Paper	GDPR in 60-minutes eBook	Form on webpage Embedded chat link Download templates	1-hr online GDPR assessment	

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Fail to plan, plan to fail.

There are lots of things to think about. Here we focus on the most important planning steps:

- 1 Work out **who precisely** wants to buy your solutions and the methods, channels and communications you will use to **reach them**.
- 2 Be clear on **what type** of content will motivate someone who's curious to want to invest 45-mins and **what they need to do** to register.
- 3 Think about how you are going to **'listen'** to your online audience and the case you will make to **persuade them to act**.
- 4 Finally, plan how you will **seed** the next best action in your webinar to make it easy to pick up the conversation later.



5. ATTRACT ATTENTION

For some, getting the attention of the audience is the biggest challenge

What goes wrong?

- Not doubling down on **who the ideal delegate should be**; failing to focus content/communications on their needs
- Not reaching the audience
- Poor quality content
- A lack of 'entertainment factor'
- Weak linkages between social communications, your website and registration process

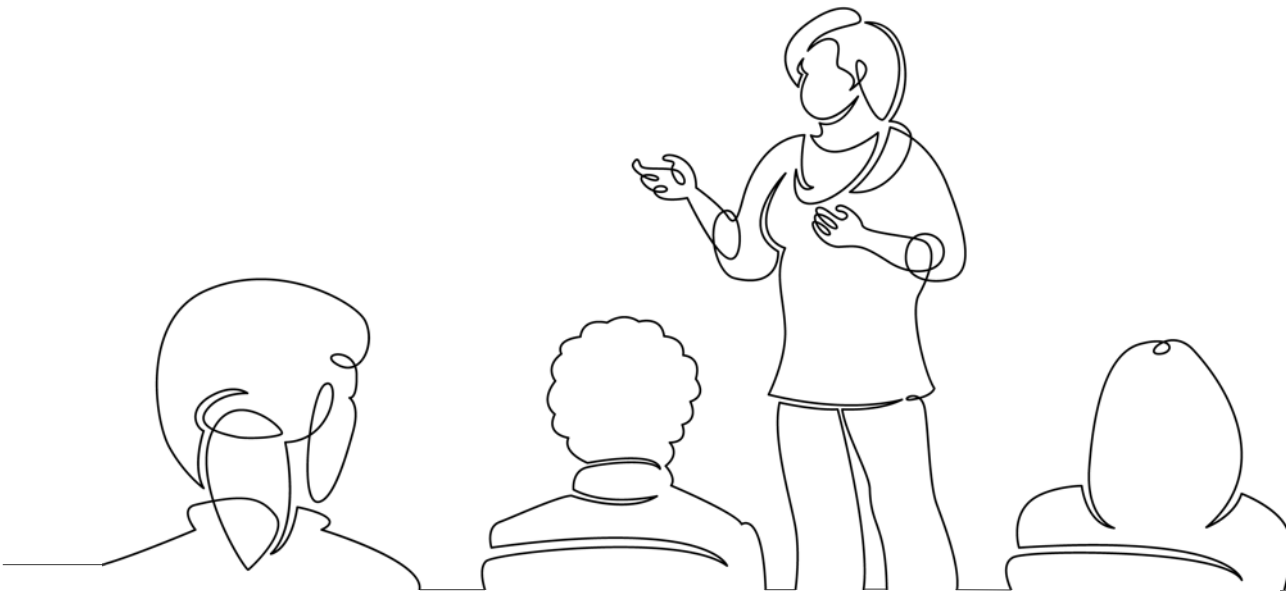
Know who your **TARGET ROLE/PERSON** is and why they would be interested in what you're talking about

Then, work out the best **ENGAGEMENT STRATEGY**. Which channels work best? Do you have any contacts, partner companies, professional associations you can approach to broaden the distribution of your communications?

Think about two or three forms of **TEASER** that you will use to attract your audience:

- VIDEO is an engaging format for attracting attention to your message, but you need good tools. Read our guide to the [best video tools](#) for B2B Marketing in 2020!
- Consider producing a GUIDE like this one too!

ENTERTAINMENT FACTOR is a big issue. If you want to attract prospects to your business, you're in the entertainments industry these days. Being too formal and stuffy doesn't do much for you (he says as an Englishman!).



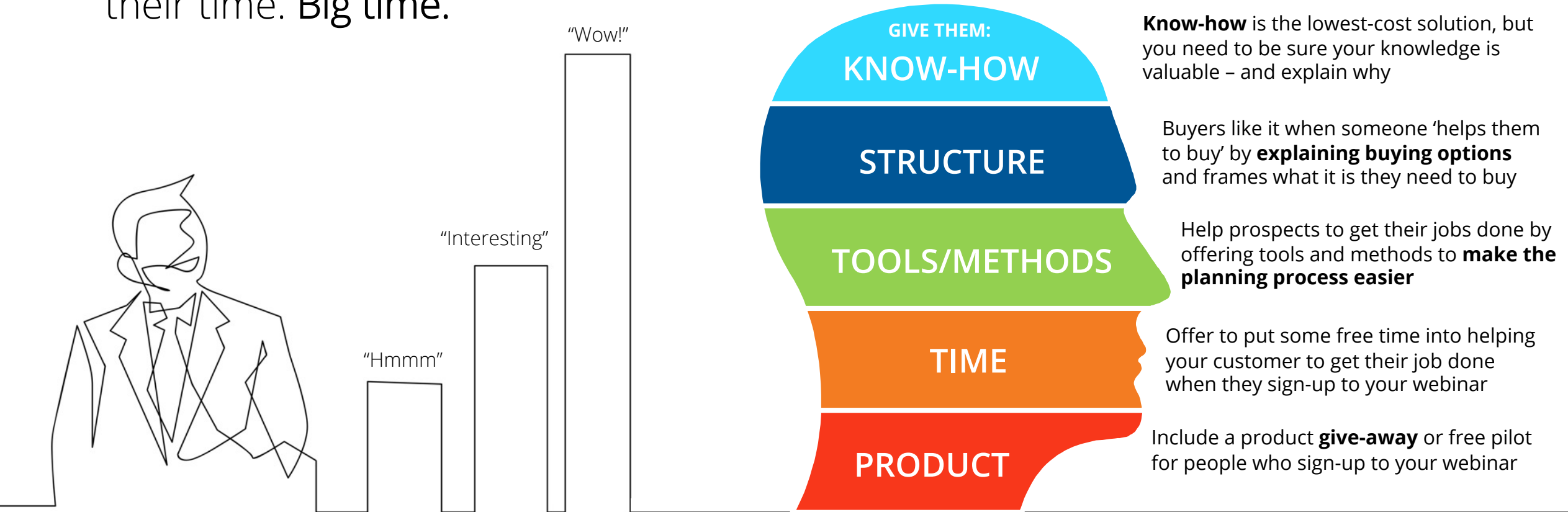
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People are busy. They've lots of other priorities.
They're also not short of sourcing options.

You need your audience to COMMIT to spending
time with you for **45-minutes** online.

You must make it worth
their time. **Big time.**

Here are some of the things you can do to earn a commitment.
It almost always involves **GIVING SOMETHING**.



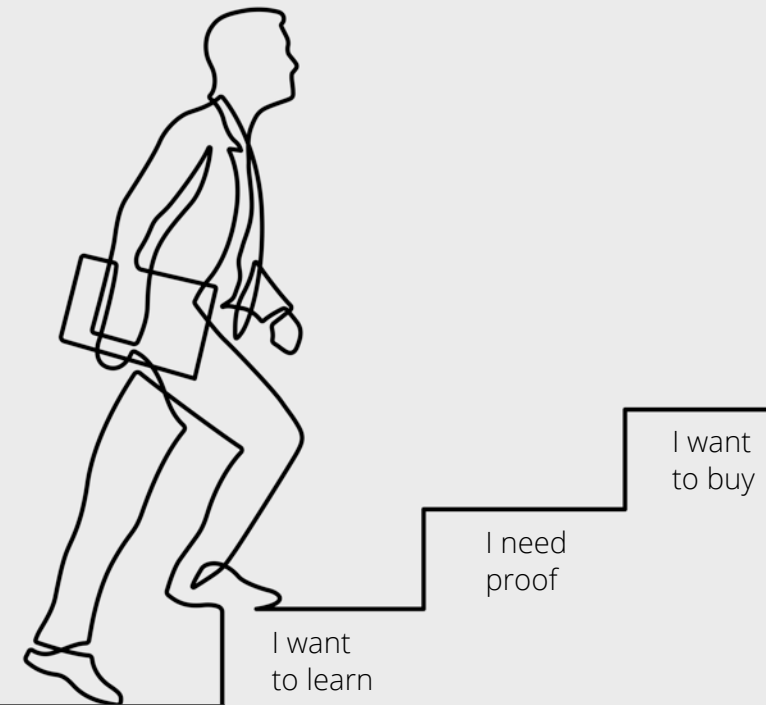
THE BIG EVENT!

You're there. It's the day of the webinar. All your delegates are registered, the presentation is ready....

DON'T BE CONFUSED...

You're not running a webinar to show your prospect how great your solution is – or how clever you are - it's to persuade them to commit to the 'next-best step.'

YOUR WEBINAR PLAN SHOULD. LOOK LIKE THIS



8. CLOSE OUT

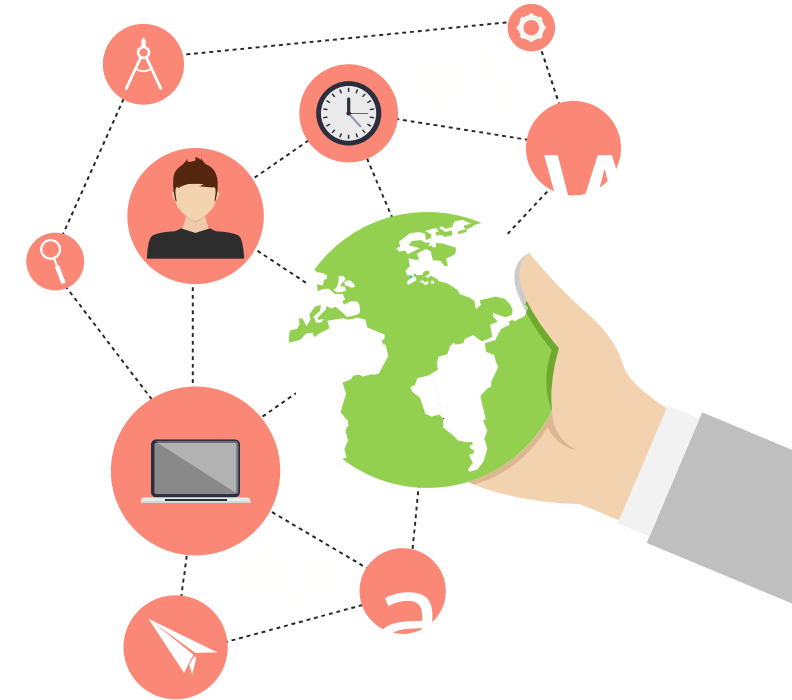
UNTIL YOU CONVERT PARTICIPATION INTO SALES LEADS **ALL YOU'VE DONE IS ADD COST TO YOUR BOTTOM LINE**

Okay, so you might see it as a way of 'spreading your message' but failing to create a buying interest means you've probably under-performed or done something wrong in your webinar process. What are the most likely under-performing areas?



TOP 6 REASONS WHY WEBINARS DON'T CREATE LEADS...

- 1 Poor audience targeting – the people on your webinar don't influence the buying process
- 2 Poor audience listening/polling – you don't take the time to know (1) **what participants are interested in** and, (2) **their buying situation**
- 3 Not enough, or ineffective promotion – so too few people turn up
- 4 Next-steps aren't clear or compelling and the webinar ends with a 'thanks for attending' but not much more!
- 5 Weak 'give-aways' to motivate a call-to-action to get people to your webinar resulting in low attendance
- 6 Webinar content or presenters is not up to the job, perhaps lacking 'proof of value'



SUMMARY

THE ULTIMATE GUIDE TO CREATING SALES LEADS FROM ONLINE WEBINARS

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1. THE NEW SALES REALITY



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3. THE THEORY

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If you map out your **'linear'** conversational path that brings prospects to your door and ultimately converts them into a customer, then you will have a robust blue-print for the content and process steps you'll need to get right.

Map out your communications plan from left to right on a spreadsheet.

What?	When?	Why?	How?	Where?	At what?	Cost?	Engage?	Exit?
PERSONA Who is your target audience?	JOB What is their role?	EVENT What is the occasion?	FRAME What is the message?	PLACE What is the venue?	SEED What is the offer?	REPORT What is the outcome?	CTA What is the next step?	PROSPECT What is the result?

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4. PLAN THE STEPS

Fail to plan, plan to fail.

There are lots of things to think about. Here we focus on the most important planning steps.

1. **REACH THE RIGHT AUDIENCE**
2. **GENERATE A CALL-TO-ACTION**
3. **LEARN FROM YOUR AUDIENCE AND MAKE A COMPELLING ONE**
4. **CLOSE OUT OPPORTUNITIES**

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Here are some of the things you can do to earn a commitment. It almost always involves **GIVING SOMETHING**.

- **Know-how** is the lowest cost solution, but you need to be sure your knowledge is valuable - and explain why
- **Structure** helps buyers to get their jobs done by offering tools and methods to **make the planning process easier**
- **Time** is an engaging format for attracting attention to your message, but you need good tools. Read our guide to the **best software for B2B Marketing in 2020**
- **Product** is an engaging format for attracting attention to your message, but you need good tools. Read our guide to the **best software for B2B Marketing in 2020**

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7. CREATE THE NEXT BEST STEP

THE BIG EVENT!

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DON'T BE COMFUSED.

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YOU CAN LOOK LIKE THIS:

- 01 **WELCOME AND NAVIGATION**
Revised attendees what they will see and how to use the next 45 minutes.
- 02 **LISTENING POLLING**
Run a poll to learn about audience interests. Use it to generate content.
- 03 **PRESENT FACT/EVIDENCE**
Deliver your content in a fact evidence format.
- 04 **MAP THE JOURNEY**
Help to frame the buying decision by mapping out the buying/boarding/proof process.
- 05 **OUTLINE NEXT STEPS**
The plan the 'where to go from here' options. Make sure you offer reasons to get into touch.

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NEED MORE HELP?

GET IN TOUCH! CALL US ON +44 20 3983 7001

OR EMAIL MARKETING@NEWTONDAY.UK

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