

Webinar Success

If executed properly, webinars are a key vehicle to engage buyers across different roles and stages of the buying process. Like any content, the key to effective webinars is relevance, and relevance is achieved by tailoring to the role, interest, issue and buying stage.

This worksheet will help you identify areas to help you take your webinar program to higher levels of success. And for more ideas on webinar success, visit <http://Content.Avitage.com/webinar-success.html>

Are your webinars?.....

1. Planned as a series	_____ YES	_____ NO
2. Targeted by stakeholders to optimize relevance	_____ YES	_____ NO
3. Targeted by buying stage to optimize relevance	_____ YES	_____ NO
4. Pre-produced to maximize quality, tightness and convenience	_____ YES	_____ NO
5. Delivered per a regular schedule across all target audiences, to maximize build-on effect	_____ YES	_____ NO
6. Content is continuously acquired and well organized for re-use	_____ YES	_____ NO
7. Content is used for multiple purposes beyond the webinar – e.g. also edited into vignettes for sales & marketing	_____ YES	_____ NO
8. Webinar content is also organized into on-demand content	_____ YES	_____ NO
9. Webinar is backed up by nurturing campaigns	_____ YES	_____ NO
10. Webinar archive is edited and deployed as modular, chapter-indexed player	_____ YES	_____ NO
11. Webinar converted to mp3 audio for convenient consumption	_____ YES	_____ NO
12. Transcribed to produce source assets for blogs, articles, scripts and other deliverables	_____ YES	_____ NO
13. Supported by topically organized microsite for “deeper dive” information	_____ YES	_____ NO
14. Less than 30 minutes in duration	_____ YES	_____ NO
15. Enabled for your partners to easily take the webinar & add their personalized setup to the “meat” of your webinar.	_____ YES	_____ NO

All “NO’s” represent areas of opportunity for you to improve the impact your organization is seeing from your current webinar program.