

Webinar Best Practices

This is an extra resource to go along with the original article:

[How to Use Webinars to Grow Your SaaS Business](#)

I'm willing to bet that you've attended a few webinars before. The verdict? Some you enjoyed, others you didn't. Some were fascinating and informative, others were mind-numbingly boring.

It's absolutely true-- Webinars can be hit or miss. But the good news is that you can do something about it. Hooray! Your webinar does not have to suck, and here's how to make sure of it:

Choose Evergreen Content Related to Your SaaS

When thinking of an idea for your webinar, make sure it's something that's both actionable and valuable to your target audience. It's also a good bet to go with evergreen content. Evergreen content is a topic that you can reuse over and over again without it expiring in a few months' time.

Create a Landing Page for the Webinar

You need a central place to market your webinar. Use a landing page where you can discuss the benefits of your webinar, and also (most importantly) collect email addresses for webinar registration.

Make Registration Simple

On your webinar's landing page, don't ask for too much. Keep it simple: Name and email address. You can find out more information later.

Plan but Don't Script

Don't read from a script when you're hosting your webinar. Instead, speak extemporaneously, but use a very detailed outline so that you don't miss important points.

Up Your Slide Game

You will need a lot of slides. Plan on having a new slide for every minute of your presentation. If your presentation is 30 minutes, you should have at least 30 slides. Otherwise, your audience may get visually bored.

Offer a Q&A

Never end a webinar without allowing participants to ask you questions. Remember that not everyone will ask a question, but those who do may speak for several who don't.

Include a Chat Box

Make it easy for webinar participants to communicate with both you and each other. Include a chat box on your webinar page to encourage live discussion. You can also learn a lot from the information discussed in this chat.

Remember the 80/20 Rule

A webinar may be about marketing, but it's also about giving away a valuable resource. Make sure that your webinar focuses on solving an immediate problem that your attendees face. Then, spend 1/5 of that time in self-promotion.

Send Emails Ahead of Time

Make sure that you keep in contact with your webinar registrants. Send out at least two emails before the webinar as gentle reminders that the event starts soon. Always include the location of your webinar in your reminder emails.