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# The Marketing Leader's Guide to Webinars

UL Prospector® Digital  
Marketing Service



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# Introduction

In recent years, webinars have become an increasingly important tactic for lead generation and brand awareness within the B2B space. Regardless of in-person events resuming around the world, the demand for information shared via webinar has increased year-over-year with the Prospector audience. As the leader in connecting material suppliers and buyers, Prospector has amassed important data and insights that go beyond best practices or intuition for a more successful webinar.

In this e-book, we share what we've learned from producing over 650 supplier webinars. We'll outline the best day and time to run your webinar (did you know it changes by geography?) and how you can balance in-depth content with today's attention spans (and increase registrations at the same time).

[ULProspector.com](https://ULProspector.com)

## Webinars are still in demand in 2023

Webinar registrations hosted by Prospector have increased by

# 60%

in 2023\*.

\*Comparing registrations between January-April of 2022 and 2023.





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# The demand for content and webinars

Even as in-person events are returning to a normal cadence, live and on-demand webinars continue to be an important tactic for marketers to engage their target audiences. Not only do webinars typically prove more cost-effective than in-person events for marketers, they also have the following benefits:

- They remove cost and logistics barriers for buyers, too. In-person events are not just an expense to suppliers — buyers also have travel and time investments. So free, educational webinars continue to provide enormous value even now. In fact, registrations for webinars hosted by Prospector digital marketing are up 60% in 2023 compared to 2022.
- Webinar content often has a longer shelf life and potential for additional engagement beyond the live event.
- The timing of webinars can be more flexible for marketers rather than set firmly by a third party hosting an in-person event.

So how do you get the broadest reach and most engagement with your webinars? We've looked at the data and identified four big factors that can help drive results.

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# The biggest trends impacting registration for Prospector webinars

## 1. Don't be afraid to cut to the chase and focus on your products.

While many marketers debate the balance between presenting broad, educational information and a direct sales pitch, we've found that our buyers on Prospector want product or solution information. Make sure your topic and registration description are focused on how your company directly solves a problem for your customer.

In fact, webinars that focus on a supplier's products and how they help a buyer can achieve two to three times more registrations than webinars intended for general educational purposes. So, focus most of your content on showcasing your products and how they address a buyer's need.



Webinars that focus on a supplier's products and how they solve a particular problem achieve

**2-3x**  
more registrations.

## 2. Buyers want to hear from other buyers.

Including one of your customers in your webinar presentation can increase registrations up to 50%. By including a customer, you instantly build more credibility and interest with other potential buyers. In addition, it helps solidify how your products can tangibly help the viewer through specific use cases.

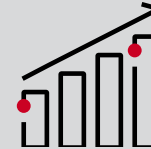


Including customers can increase registrations up to

# 50%.

## 3. Customers want detailed content but not long webinars.

Buyers are hungry for detailed information, but no one wants to sit through a multihour presentation in one sitting. The answer to this problem? Creating webinar series around a topic or related content. We've found that webinars included as part of a connected series have 15% more registrations than individual webinars. So don't short-change content. Leverage your in-depth knowledge to position yourself as a thought leader while simultaneously increasing results through a series of webinars.



Webinar series have

# 15%

more registrations than individual webinars.



## 4. Timing matters.

Tuesday, Wednesday and Thursday have the highest attendance rates for live webinars. When to hold your webinar can vary by the day or geography.

**We recommend the following start times for global webinars to maximize attendance across time zones:**

- Tuesday – 10:00 a.m. EST
- Wednesday – 9:00 a.m. EST
- Thursday – 9:00 a.m. EST

**If your webinar focuses on one geography, the recommendations for start times shift to increase attendance:**

- North America only – 2:00 p.m. EST
- Europe only – 4:00 a.m. EST
- Asia Pacific only – 10:00 p.m. EST



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## Other best practices and tips

In addition to the insights provided by the data, we've gathered some often forgotten or less intuitive tips through our experiences over the years.

- Avoid wearing anything patterned or striped. Wearing clothes with patterns can cause an optical effect on screen that can be distracting to viewers.
- One to two (maximum three) speakers are best to allow for the audience to make a connection and to keep the presentation natural.
- Even cheap external microphones and cameras are better than the ones through your computer, and they can make a huge difference in the production quality.
- Don't include animations in your presentation. Do make sure your presentation slides are clean and light on text.
- Many people drop off at the Q&A portions of the webinars, so don't save any important information for the end.

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# Looking to generate leads and awareness with a Prospector webinar package?

You present your content, and the Prospector team does the rest. Our packages include promotion to our engaged buyer audience and average close to 600 registrations per webinar. Our Client Success Managers will work with you to help drive success at every step in the process. In addition to hosting the webinar for you, we help create a registration page, targeted emails to promote your webinar, a webinar alert in our newsletters, a follow-up email, and will also maintain ongoing accessibility to your webinar on our [Prospector Knowledge Center](#).

[Contact us today to get started on your next webinar!](#)

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