

Leading the way in online content delivery.



4 Ways to Make Money From Webinars



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Introduction

BEACONLIVE WHITE PAPER



Webinars offer an excellent way to start or sustain strong business relationships that make money—if you do them well. You can make money from your webinars in several ways:

- Charge for attendance and attract large numbers.
- Get attendees to take advantage of an offer after the webinar.
- Get attendees to qualify themselves as leads and convert them to paying customers.

These money-making methods for webinars have one thing in common—to succeed, they each require that you create and build a great relationship with your participants. This relationship starts in the planning stages of your webinar, grows through its delivery and continues during the post-event follow up and beyond. At each stage, you can make or break the relationship.

The following four steps for making money with webinars can help ensure that your next webinar builds relationships—and your bank account.



Money-Maker #1: Attract the Right Audience

A simple equation to follow: Relevant Topic + the Right Audience = Revenue

The best way to begin a strong, profitable relationship with your audience is to give them the information they want. Nothing is more annoying than signing up for a webinar or downloading a white paper or article because of a title or promise that engaged you only to find out that the content is not what you were looking for. These bait-and-switch tactics never build credibility.

A strong, compelling title is critical for a successful webinar. It must be reinforced, however, with strong, compelling content that delivers what was promised. To achieve this, consider your audience.

- What are their problems?
- What are their goals?
- How does your product or service help them solve their problems or achieve their goals?

Once you answer these questions, you can start developing a webinar that will attract the right people, the ones you want to build a relationship with. Remember that it's always better to have a smaller number of attendees who need what you're selling than to have a large group of people who don't.

Start at the end with the 3-5 tangible takeaways that attendees will walk away with and then create the content that delivers them. Finally, come up with a great webinar title that will grab your audience's attention and entice them to sign up.

The right audience members will not only sign up, but also be your best form of advertising.



Money-Maker #2: Be Suggestive in Your Selling

Once you craft the webinar content that will attract the right audience, you'll want to think about two major pre-event components of your webinar that contribute to relationship building and money making.

1. *Administrative Details That'll Make You Money*

Your audience will appreciate things like an easy registration process, course materials ahead of time, and a well-rehearsed presentation. Work with a web conferencing company that offers a comprehensive set of services to help with all the administrative details, and your webinar will be a money maker. The last thing you want is to have someone interested in registering for your webinar, yet the registration process is so onerous or confusing that he or she abandons the page. Another way to make money: during registration, you can highlight other offerings—past webinar recordings, books, or other materials that you have on sale—and up-sell to this captive audience.

2. *Pre-event Marketing That'll Make You Money*

Once you get your key audience's attention, they will appreciate things like early bird discounts and reminders about your upcoming webinar. Do you know that up to 50% of webinar registrants fail to show up for the event? While some do this on purpose—they sign up to gain access to the webinar recording after the event—many simply miss the event unintentionally. Don't miss out on building relationships with key audiences simply because they forgot they signed up. Build the relationship continuously during the time between sign up and event. Reminder emails, tweets, and Facebook status updates are a great way to keep your audience engaged—and reach people who haven't signed up yet. When you send a reminder email, consider including an option that allows people to add a reminder to their online calendar and offer an incentive for inviting a colleague to sign up, such as a discount on a future webinar.

These components play a pivotal role in your ability to make money through your webinars.



Money-Maker #3: Think Repeat Attendance

One rule of building profitable business relationships is to make every engagement with you a pleasant experience. When delivering a webinar, this requires a flawless technical performance.

Choosing the right technology partner for your webinars is critical. You'll want to make sure that your audiences receive high quality content delivery, that any information they give you is secure, and that should any technical issues arise before, during or after your webinar, you will address and correct them promptly. The right technology partner also allows you to deliver customized greetings and marketing to your audience and to follow up with them at every stage in the webinar process.

Smooth, sophisticated sound and visuals demonstrate a commitment to excellence, as does an intuitive interface that allows participants to control and enjoy their experience as much as possible.

Finally, live operators and moderators are a valuable component of any professional webinar program. These individuals serve several purposes:

- They free presenters up to focus on creating and delivering great content.
- They show that your organization is serious about the caliber of its webinars.
- They give participants a contact name and face for any technical issues.

So how does a flawless presentation make you money? Think of it like this: if you stay at a hotel chain that gives you incredible service and offers everything you need, the chance of you opting for that hotel chain during a future stay is quite high. The same is true for webinars. If you give great content and a flawless presentation, your audience members will remember and be more inclined to attend one of your future webinars.



Money-Maker #4: Create Compelling Offers

When you are trying to generate revenue from webinars, clear offers are critical. Of course, the most important thing you want to accomplish with webinar attendees is to turn them into paying customers. To help move toward this goal, offer a For Webinar Attendees Only special. If you charge for your webinars, maybe give them a discount on their next webinar. If you offer free webinars, perhaps you can create a relevant packaging of products or services at a discount to start the customer relationship.

Wildcard Ideas: Think Affiliate Marketing. Think like Amazon.

Think of affiliate marketing as well: perhaps your guest presenter has a book he or she wants to promote. Promote the books to your attendees and get a percentage of every sale: *Did you like what Joe Smith had to say today? Then you might like his book.* Make sure your presenter or guest experts send links of the webinar recording to their tribes: *Click now to buy a recording of my most recent webinar on Subject X.* Or suggest your own relevant, past webinar recordings (for a price) to your attendees: *Did you enjoy this webinar? You might like x, y, and z.*



Money-Making Webinars: Next Steps

Making money with webinars is possible but difficult to do on your own. Work with a webinar vendor that understands this and that can provide you with the customer service you need—prompt account managers, skilled producers, and adept moderators—in addition to superior conferencing technology. Make your next webinar the money maker that it can be.

[About BeaconLive](#)

BeaconLive is a single-source provider of superior audio conferencing and web conferencing technology. With almost 20 years of experience, "high-touch" customer service, and over 20,000 live events produced, BeaconLive is the leader in delivering content with the highest quality. For more information on how you or your organization can experience the power of BeaconLive for your next webinar, visit us on the web: www.beaconlive.com.



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