



6 Ways to Get More Webinar Sign-Ups

White Paper

Based on a Study Conducted by Marketing Sherpa

www.ConferTel.net

866-930-4500

2385 Camino Vida Roble
Suite 202
Carlsbad, CA 92011
866.930.4500 ph
marketing@confertel.net

Introduction

Second only to white papers, Webinars are one of the most popular techniques for lead generation in a B2B marketing environment. Accordingly, it is extremely important that the landing/registration page for your invitation is well written and easy for the attendees to sign up and scan through the information.

This heatmap is from an exclusive study MarketingSherpa conducted with real-life business executives. The goal -- to determine how you can design webinar registration pages to get better results. The red and yellow areas indicate where the eye travels first, while the green spots are noticed next.



On the next page are six helpful tactics you may want to share with your Web designer and online copywriter to improve registration.

6 Helpful Tactics to Improve Webinar Registration

#1. First impressions only happen once. Because of this, the first word in every headline and paragraph have more influence over response rates. After the content is written, go back and see what impression these words give. Are they powerful enough?

#2. Repeat, repeat, repeat. This is important for any and all key points, specifically the Webinar topic. Don't count on the prospect reading every line carefully. Instead rely on the fact they will be scanning the document. Place key words and phrases carefully and make them present no matter where their eye might land.

#3. Two-column formatting can be a double edge sword. It seems to work when both the informational copy and registration form are above the fold. On the other hand, stay away from two columns of text only copy, as this print-design layout never does well on online formats. Definitely test it first.

#4. Using a third-column- i.e. a vertical navigation bar can be harmful for the response rate. Having unrelated offers above the fold can stray attention away from your invitation's key points. The less click options equal higher response rates.

#5. Bullet points are a great tool to use. It lets the reader scan the information with ease and gets the key points across very effectively.

#6. Create large "Sign Up Today!" button and/or a bold "Register Now" link. Don't assume the participants will know how to sign up. Make it clear and easy.

Conclusion

Keep in mind, Webinars are a great tool for lead generation in a B2B marketing environment. Because of this, it is crucial to have an invitation landing/registration page with the key points in the headlines, an eye pleasing layout with not too much distraction combined with a fool-proof registration process.

After a few runs all the kinks should be working themselves out and the attendees will be signing up time and time again for each invitation.

About MarketingSherpa

MarketingSherpa researches what works in marketing via exclusive Case Studies, surveys and results data analysis. Then we publish what we learn so our community of marketers and weekly readers can improve their results and train their teams. The Economist, Harvard Business School's Working Knowledge Site, and Entrepreneur.com have all praised MarketingSherpa.

About ConferTel

ConferTel is a leading provider of fully managed webinar services, delivering educational programming, training and lead generation webinars for corporations, associations, government agencies and non-profits. In addition, ConferTel is a software developer of IVR and web-based information services and communications solutions. Providing a range of event driven communications applications, including telephone, web and video conferencing, on demand record/replay, voice/fax broadcast, teleseminars, webinars, webcasting, online training, e-commerce, event management services, and other custom IVR and web-based applications.

ConferTel's innovative products and application development capabilities have helped thousands of clients save costs, generate income and increase productivity. We offer a consultative approach to assist you in developing the right solutions for your specific application and budget.