



WHITEPAPER

Strategies for Monetizing Sponsored Webinars

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Mike Agron and Bret Smith, Co-Principals, WebAttract

INTRODUCTION

Monetizing Sponsored Webinars

The creation of a **sponsored webinar series** can help Publishers, Associations, Ad Agencies and many other organizations monetize existing and new content, driving fresh revenue opportunities.

Herein we hope to stimulate ideas on how you can adopt key best practices and insights into your own planning or validate current strategies for monetizing sponsored webinars. We present:

- the case for sponsored webinars,
- reveal some proof points,
- delve into high-level strategy,
- discuss benefits to readers and sponsors,
- reveal key monetization outcomes and,
- a roadmap/checklist for getting started

With webinars now a fixture of most integrated marketing strategies we're pleased to be adding to our collective body of knowledge and help sustain this powerful demand creation medium.

WHY SPONSORED WEBINARS?

- “Perfect storm” for selling in a down economy, shifting value and premium on travel and conferences
- Web leverage levels the playing field, allowing a small organization with limited resources to rise above the noise level and reach out to an audience that in the past had been the domain of only the big guys
- Proactive targeting of, and marketing to, a demographically-matched audience - readers are hungry for timely info that will help them with their jobs and careers
- Very cost-effective when considering the cost of a print ad in a trade journal or exhibiting at a trade show
- Adds value to readers and marketing partners
- Such an event enables prospects to self-identify via captured intelligence.

Brand
Awareness

Sales Leads

Thought
Leadership

PROOF POINTS

According to a recent survey, if you want to reach technical buyers, use informational webinars! 29% of those surveyed will spend more than 50% of their marketing budget online this year, and 48% will spend more than one-third online.



MORE PROOF POINTS

As reported in BtoB Magazine, VERTICAL MARKETING GUIDE, June 22, 2009. Based on an online study that examined the media and usage preferences of 338 top global business execs, if you want to reach senior executives on the web, your best vehicle is webinars, which 77% of C-level execs listen to at work



STRATEGY FOR MONETIZING SPONSORSHIPS

- Leverage existing brand and thought leadership
- Deploy and repurpose relevant sponsor content
- Collaborate with a trusted and neutral advisor

MONETIZING STRATEGY CONTINUED

- Stimulate intellectual curiosity of readership
- Informational vs. sales pitch
- Collaborate for shared results and success

HOW SPONSORS BENEFIT

- Fresh new sales leads
- Raise product or brand awareness
- Increase thought leadership position
- Provide a turn key service for a smooth pathway to results

HOW READERS BENEFIT

- Learn best practices from innovative case studies
- Keep them in the know with new technology or applications
- Help them make more informed purchasing decisions
- An opportunity to leverage their technology investments

KEY MONETIZATION RESULTS

- Boost value proposition and thought leadership among competitors and readers
- Create an entirely new and profitable business
- Develop a new selling methodology that goes beyond selling banner ads

MORE KEY MONETIZATION RESULTS

- Many sponsors return and contract for multiple webinars
- Sets the stage for new revenue generation opportunities for fee based trainings, online courses, etc.

ROADMAP CHECKLIST

- How will you monetize your webinars?
- What will be your value proposition to sponsors and readers?
- Identify your “early adopter” sponsorship prospects



ROADMAP CHECKLIST CONT'D

- Does your sales organization sell consultatively?
- Do you have internet marketing expertise and resources who are also skilled in webinar best practices?
- Will you manage the production and delivery in house or outsource it?

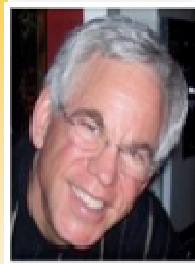




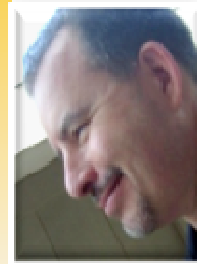
An End2End Solution for **Webinar**
Demand Creation

Strategies for Monetizing Sponsored Webinars

Principals



Mike Agron
WebAttract



Bret Smith
WebAttract

For more Information on WebAttract call us at **1.866.467.0003** or
visit us at www.webattract.com