

5 Steps

for a successful

Scientific Webinar

We've helpfully distilled down all the top takeaways from the live webinar where Laura and our panel of experts discussed best practices for running a Scientific Webinar



Laura Haldane
VP of Sales and Marketing

SciLeads



Neil Spinner
Electrochemical Engineer



Andy Henton
COO & Co-Founder



Danny Layzell
Product Marketing Manager



Step - 1 Should we do a webinar?

What's the goal?

It isn't a sales pitch!

Your audience have dedicated one hour of their lives to watch you so you want to be sure to provide them with information that they want to learn, or tips that will be helpful for them

If you do this correctly then your customers will consider you an authority on the subject, which builds trust.

It also means you're front of mind when they do decide they want to purchase a product in your field.



"It's important not to be salesy. If I've done my job well then people gain a positive impression of myself and of my company. A side effect of that is they will be more receptive to buying something from my company"

Step - 1 Should we do a webinar?

Webinar v Podcast v Live Stream

Easiest

- **Live streams** need very little prep time and can therefore be done more frequently. There are lots of tools out there to allow you to live stream simultaneously across multiple platforms. If you've enough of a following then questions alone can fill the entire time.
- **Podcasts** require preparation but they are offered on-demand and so can be consumed anywhere. In terms of content, there is no audience interaction and so work well for entertainment and/or panel discussions rather than teachings.
- **Webinars** are the most time-consuming as they require a lot of preparation to create and research the high-value scientific content the scientific audience expects. However, they offer a captive audience of people who are willing to give around 60 minutes of dedicated time to that subject. A webinar with a panel works well as it doesn't require so much prep.

Hardest



“As someone who regularly does all three, my live streams are the most impactful, purely down to the frequency I do them. I’m able to do them once a week because they simply don’t require the prep that podcasts or webinars do”

Step - 2 Pre-Webinar

Choosing a topic

SEO Look at the keywords popular on our website and use that to guide the topics that people are interested in. What's your best performing blog for example.

Stuff you already have Look at content you already have in other forms and repurpose it. Or even just redo a webinar you did last year. There are always new scientists coming into the industry so there's always a new audience ready to hear it.

Find the right speaker That might be using the same person in your team over multiple webinars to turn them into an influencer. Or it might mean inviting on a KOL in your field or a customer to talk about their research topics. Of course SciLeads is a great way to identify these KOLS and reach out to them!

Ask in the Q&A Once you've done one webinar, make a note of the most common questions asked, or ask the attendees what they'd like to see more of.



"If I've pulled anything away from more than 10 years of webinars, it's that the smartest person in the room is not necessarily the best person to do a webinar. Engaging speakers make a great webinar"

Step - 2 Pre-Webinar

Day, time, length, frequency

Tuesday / Wednesday / Thursday at 11 a.m Eastern Time so you can reach European contacts as well as North American ones.

Ideally do multiple **geographically-focused** live broadcasts where possible.

Always think about the audience and any potential restrictions, such as **cultural differences** - for example, Japanese attendees tend to prefer webinars after working hours.

45 - 60 minutes works well, the content will define the time and be mindful that Q&As often run over, but they can be highly valuable for finding your next topic and it's guaranteed engagement. Let the Q&A run on as long as the questions are coming through.

The frequency will depend on the content you have, but for webinars it is often quality over quantity so **1 a month** max. If you have them too frequently then your engagement will decrease. Live streams and podcasts can be much more frequent.

Regardless of the frequency you choose, the most important factor is **consistency!**

Step - 3 Promotion

What's the best channel?

Email remains over and above the most important channel for webinar signups.

3 emails seems to be the sweet spot, but it's important that you don't send three identical emails. The first email might be a personal invitation, the second might focus on the speakers, the third might focus on a graph or insight you'll discuss.

Also plain text emails work much better than rich text!

Be sure to put it on your website and social channels too but email will make up the majority of your signups.

Promotion should start somewhere between 2 weeks and 6 days before, if you promote too early you will get higher registrations, but lower attendance. 6 days tends to be the sweet spot.



"70-75% of our webinar signups come from email so it's a huge, huge channel"

Step - 3 Promotion

Case Study: Using SciLeads for Webinar Promotion

December 2023: RDE/RRDE Webinar

My own aggregated email list
over several years



EMAIL OPENED



EMAIL CLICKED



REGISTRATIONS /
EMAIL SENT



ATTENDEES /
EMAIL SENT

March 2024: Potentiostat Webinar

SciLeads recent keyword match search
(+anyone who attended previously)



EMAIL OPENED



EMAIL CLICKED



REGISTRATIONS /
EMAIL SENT



ATTENDEES /
EMAIL SENT



"SciLeads really has been phenomenal...without it I probably wouldn't be able to do webinars at all. I wouldn't have time to find the people to invite. Here is a comparison between using my own database from people I've met at tradeshows and a fresh list pulled from SciLeads. As an added bonus, the higher conversions save me money on email credits"

Step - 4 Webinar day

Which platform is best?

Most of the webinar platforms out there have far too much functionality compared to what we need as scientific companies, and as a result are unnecessarily expensive.

Zoom is a great starter tool that everyone is familiar with using thanks to the pandemic. It's easy to use, has good features, and people recognise the Zoom name so won't think it's a scam link when it arrives in their inbox. Watch this space too for new AI features being added to the Zoom platform.

BigMarker is a nice middle ground between functionality and cost. It's got a modern interface, is very easy to use and really good for onboarding speakers. Plus audience engagement is really good as well, and then for marketers, the analytics are top rate. It has features like building a series or a summit and they have AI integration into your website and it's very reliable.

Crowdcast are another alternative. They've been terrific and their customer service is good, and for the price. Like Big Marker, it allows you to enter a green room before the webinar space and people will put chat messages and questions. So when you enter the webinar, there's already a bit of engagement before the webinar even starts.



"Another reason why I recommend BigMarker to everyone is the ability to manage the Q&A section easily and in real time"

Step - 5 Post webinar

You have this lovely video full of education and content, it'd be a real shame to not use it in other ways to **extend the life and value of a webinar**

- Send the **recording** to people who registered but didn't attend
- Gate the recordings on your website or put it up on the likes of YouTube
- Turn the transcript into a **blog** and let it work on your website for SEO and content
- Put the highlights into **lovely slides** (*cough*) and gate it so they become leads as they download
- **Create snippets** of the video to post on social media

Once you have the video or content somewhere, continue to promote the webinar via email and social to drive people to the content.



"We get the majority of our views and engagement post webinar"

Step - 5 Post webinar

AI tools to speed up the post webinar process

Otter.ai will create a transcript of your video that you can use (if your webinar platform hasn't already)

Chat GPT or **Claude** will write a blog for you based on the transcription you created above (I'll post our example next slide)

Adobe Premiere Pro helps master the audio so if there were any connection drops it can fix that so anyone watching on demand will get a better quality audio experience. It can also provide better transitions, add closed captions and even translate the content for different markets.

OpusClip will automatically create 30-60 seconds clips to use on social media. So rather than sitting through an hour long webinar trying to get highlights, it can pull that out for you and add lovely captions. You can use them to promote the on demand video, blog or slide downloads.

Step - 5 Post webinar

Case Study: Our webinar transcript simply added to Claude

Prompt: Write a blog post using the key takeaways from this webinar transcript. Split it into five sections, including an intro. The five sections are: 1. Should we do a webinar, 2. Pre-Webinar, 3. Promotion, 4. Webinar day, and 5. Post Webinar. Please make the content between 700 and 1000 words

Blog (no edits, just raw output):

Introduction:

In today's digital landscape, webinars have become a powerful tool for businesses to engage with their target audience, share valuable insights, and establish themselves as industry experts. However, running a successful webinar requires careful planning, execution, and follow-up. In this comprehensive guide, we'll explore the best practices and tips shared by seasoned webinar professionals during a recent insightful discussion.

1. Should We Do a Webinar?

The resounding answer from the experts is a definitive yes. Webinars offer a unique opportunity to connect with your audience in a focused and engaging manner. As Andy, one of the panelists, pointed out, the key is to plan with the audience's perspective in mind. Identify what value you can provide to your attendees and structure your webinar accordingly. Neil, another panelist, emphasized that webinars are an effective way to teach and establish thought leadership, with sales as a byproduct of providing educational content tailored to your audience's interests.

2. Pre-Webinar:

Preparation is crucial for a successful webinar. Begin by carefully selecting your topic based on audience interests and search engine optimization (SEO) data. Neil's approach involves identifying high-traffic keywords and evergreen topics that resonate with his target audience. Next, choose the right speaker(s) - individuals who are not only subject matter experts but also engaging presenters. As Andy advised, "Don't be afraid to say that someone is great at speaking on a subject, but they might be better." Determine the optimal day, time, and length for your webinar. The panelists generally recommended Tuesdays, Wednesdays, or Thursdays at 11 AM Eastern Time for a 45-60 minute session. However, consider your specific audience's preferences and adjust accordingly.

Step - 5 Post webinar

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Blog (no edits, just raw output):

3. Promotion:

Email marketing remains the most effective promotional channel for webinars. However, as Danny emphasized, "A relevant list is better than a big list." Leverage tools like SciLeads to identify and target your ideal audience. Vary your email content to keep recipients engaged, and consider plain-text formats, which are currently performing well. Promote your webinar across multiple channels, including social media and your website. Danny suggests sending 3-4 promotional emails, with the first acting as a personal invitation, the second highlighting the speaker(s), and subsequent emails focusing on different aspects of the event.

4. Webinar Day:

Choose the right webinar platform based on your needs and budget. While Zoom is a popular option for beginners, tools like BigMarker, ON24, and Crowdcast offer more advanced features and better analytics. Leverage the pre-event area to engage with attendees through chat and video content. During the webinar, prioritize audience engagement through polls, Q&A sessions, and interactive elements. As Neil shared, "If people are sticking around to ask questions, they want answers." Be prepared to extend the Q&A session if the engagement levels are high.

5. Post-Webinar:

The work doesn't end with the live webinar. As Danny highlighted, they often get more views post-event than during the live session. Leverage AI tools like Adobe Premiere Pro to enhance the recording's audio quality, add captions, and smooth transitions. Create derivative content, such as social media snippets, blog posts, and podcasts, to extend the webinar's reach and impact. Finally, repurpose your webinar recording by hosting it on platforms like YouTube, where interested viewers can access it on-demand, potentially generating additional revenue through membership or paywall models.

Connect on

Simply click on the photos



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That's us for today! Remember you can find your webinar speakers, and the people to invite using **SciLeads**!

Click [here](#) to view our previous webinar slides from Making the Most of your Scientific Tradeshows!