

TOP 10
MISCONCEPTIONS

**ABOUT
WEBINAR
MARKETING**



When it comes to generating more leads and sales for your local business, have you ever considered webinars as a potential marketing tool? Unfortunately, many small businesses don't include webinars in their marketing funnels, even though this simple strategy can generate significant results.

Since many people online are looking for tips and advice on topics related to your industry, webinars provide the perfect opportunity for putting your organization right in front of your prospects on the internet.

Webinar content has the potential to expose your business to millions of people across the world, including local consumers. Additionally, webinars are extremely effective for converting "potential" customers into "paying" customers.

Unfortunately, there are many pre-conceived notions that keep business owners from using webinars to tap into their local target market. The biggest concern is if it will really help them generate more leads, sales and increase profits. We've identified the top 10 common misconceptions many small businesses have about webinars, along with clarifications to help you get a better understanding how webinars can help your organization.

Misconception #1: **Your Audience Is Not Interested In Webinars**

Generally, video/audio content is easier to consume than textual content for most people. If you are talking, it might be easier for your audience to follow along than if you asked them to read a white paper.

YouTube, which is the 2nd largest website online (right behind Google) gets over 2 billion views per day... we are a visual society and like to have things put in front of us in a simple manner whenever possible.

With the amount of traffic that YouTube and other online videos receive these days, the impact is impossible to understate.

Chances are that your audience is not only "interested," but they are "hungry" for new, fresh content, and are searching the web for it daily.

Misconception #2: **Webinars Are Too Expensive To Produce**

You do not need a huge production budget to create a captivating webinar. There are several online tools available that you can use one time or sign up for a monthly or yearly subscription. Most don't require expensive equipment, only a good headset and microphone.

For small business owners, the main goal of developing webinars is to provide valuable content; it's not about complicated images or special effects.

While your webinars should have a clean, professional appearance, your target audience is more interested in what you have to say than a bunch of webinar production bells and whistles.

Moreover, there is a thin line between enhancing effects and unnecessary distractions; which is where many companies go wrong with their webinars.

Simple, content-packed webinars that your audience can enjoy and receive value from will get the job done - without breaking your marketing budget.

Misconception #3: **Webinars Won't Help Sales**

Webinars are a great way to generate sales. Often during webinars, the presenter will provide a lot of valuable content then provide some sort of special offer for the attendee's to take advantage of to get the rest of the content. The offer shouldn't be presented as a 'hard-selling'

Recording webinars allows them to be used over and over, promoted on different social media sites and sent to people that aren't able to make the originally scheduled webinar. Webinars can also be edited and packaged together to be sold as a training tool.

Furthermore, the more online exposure your company has, regardless of the method, the better chance you have of attracting more leads; and many of these leads ultimately become new customers.

Misconception #4: **You Don't Have a Lot to Say, So Webinars Won't Work**

Many business owners make the mistake of thinking they don't have anything to say; when in reality, they have a lot to say.

Just because you think you don't have a strong message does not mean you should abandon the idea of a webinars. Webinars can bring a small business to life in many different ways.

You can share stories, customer testimonials, upcoming product or service releases, product demonstrations, and so much more with a simple webinar.

Webinars can expose your products, services and company to your local audience and help you connect with them in ways that may have been otherwise overlooked.

With the amount of hours the average person spends online, it is easy to understand why this marketing tool is indispensable. Every time a person clicks the link to your webinar, they are getting insight into your company. This gives you more visibility with an ever-growing base of potential and repeat customers.

Misconception #5: Return On Investment (ROI) Is Hard To Measure

There are tools online that actually help you measure the conversion rates of your webinars. In most cases, you can at least see how many people have attended and if you host the webinar on your website for later viewing, you can track the clicks with SEO tools.

Some marketing methods have no way of measuring their effectiveness at all such as newspaper or yellow page advertising. The ability to measure ROI is no reason to avoid using webinars as a part of your marketing strategy.

Misconception #6: It Is Hard To Create Webinars

There are great tools available today for hosting webinars. GoToWebinar.com, WebEx and Megameeting are popular. These are subscription services, but allow you to record the presentation and share the recordings for additional viewing and marketing.

Most of these programs don't require a lot of skill or technical background to create interest. It's important to research the different products and use one that helps you meet your objectives the best.

If you need help, you can always hire someone to help you. Seek the services of someone who is trained in webinars to ensure your webinars achieve your overall purpose.

Misconception #7: You Can't Get Your Entire Message Across in a Webinar

Yes, it's true that webinars shouldn't last for hours or days. Most webinars run 30-60 minutes. You can deliver a lot of valuable information that is helpful and relevant in that time frame.

Develop your webinars in a fashion that will keep your audience coming back. Consider a series of topics that is extended over a period of 3-4 weeks. If you offer too much content in one webinar your audience might feel overwhelmed and lose interest.

It is acceptable to create an occasional webinar that is longer, just be sure to keep the topic intriguing so your audience doesn't lose focus.

Misconception #8: You Need To Be Photogenic To Present During a Webinar

While "looks" play an important role in movies and the entertainment industry, they are not a large consideration when it comes to webinars.

Your content and message will be the star of the show, not the person featured in it. Moreover, you do not have to personally appear in your webinar, you can turn off the video feature and your audience will only hear your voice, not see your face. It's all about personality – keep your voice tone interesting, don't read all of the content and smile.

Misconception #9: Video Marketing Is Not Important

These days, videos rank extremely high in search engine results. So even if your company website isn't getting a lot of search engine love, webinars will help with your search engine rankings.

Even though it is fairly new, the impact of video marketing can be seen every day. Studies have shown that people who watch a product demonstration or a video review are 85% more likely to purchase that product.

People of all ages are taking the time to learn about products, services, and businesses before making any purchasing decisions. One way they're doing so is by watching videos.

Especially in today's weakened economy, it is important for a person to see value in what they are investing in. The best way to show quality is by visually conveying it, whether it is a customer discussing it, a product demonstration, or simply a visual guide.

Any way you do it, your video is an important asset to your company's growth.

Misconception #10: **Your Online Videos Should Only Be Added To Your Website**

Yes, your website is one obvious location for your webinars, but there are other websites that can give your webinars even more exposure.

Consider YouTube. You can have your webinar edited into smaller segments and post it on this site. Slide Share is another program where you can add your webinar slides. It has gained in popularity in the past few months. Social media sites, such as Facebook, are popular hubs for sharing as well.

By placing the videos in important high traffic areas that stretch beyond your company's website, you increase the visibility of your brand.

Webinars plays a vital role in any company's marketing strategy. Do not fall victim to the common misconceptions about webinar marketing in today's small business world.

Cabinet Dealers Marketing helps companies develop a marketing strategy that includes the use of webinars and help them implement their strategy as efficiently as possible. For more information about how we can help you utilize webinars to grow your business, contact us at info@cabinetdealersmarketing.com