

## THE ESSENTIAL

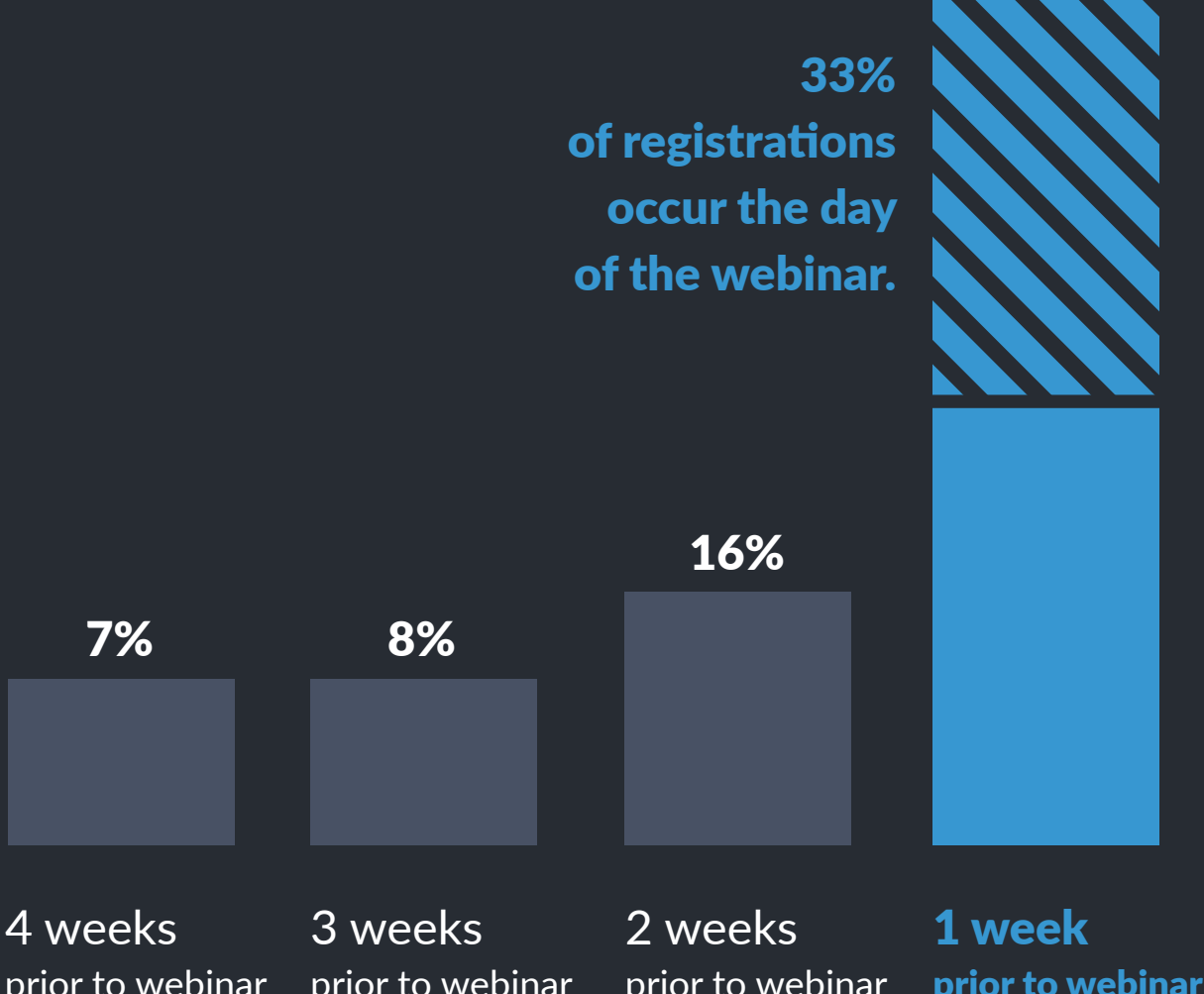
# Webinar Cheat Sheet

Ace your next webinar with the actionable insights we've uncovered from analyzing over 350,000 webinars.

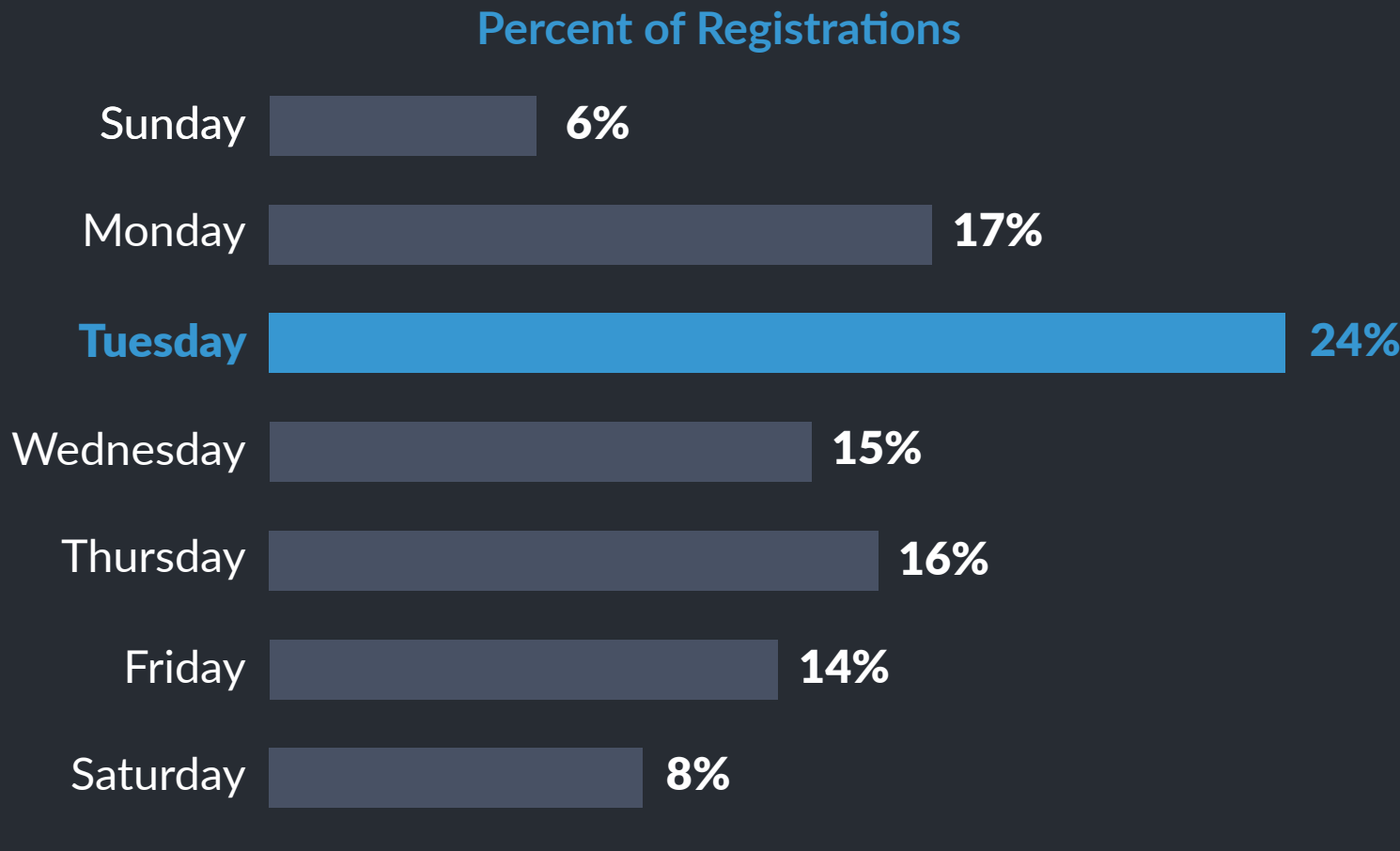
### PROMOTION THAT WORKS

## When should I promote my webinar?

Maximize registrations by promoting early and often all the way up to the big day.<sup>1</sup>



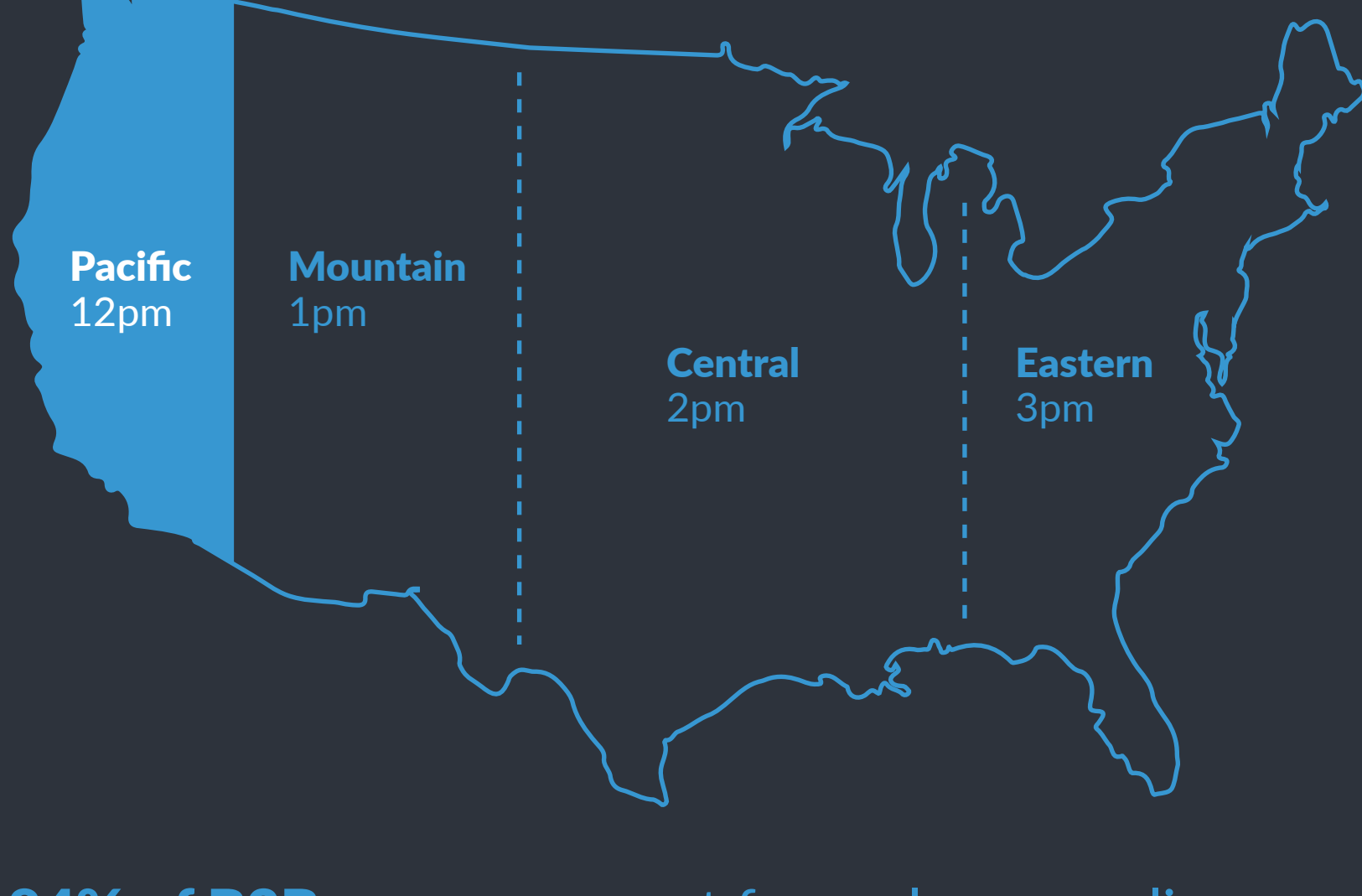
More people register on Tuesday than any other day, so focus promotional efforts on that day.<sup>1</sup>



### SCHEDULING SECRETS

## What's the best day and time to host a webinar?

Webinars on Thursday at 11:00am attract the most registrants and attendees. If you have attendees on both coasts, the best time is 12:00pm PST/ 3:00pm EST.<sup>1</sup>



**84% of B2B consumers** opt for replays over live webinars anyway – so remember to record.<sup>2</sup>

### DRIVING ENGAGEMENT

## How long should my webinar be?

Shorter isn't always better.

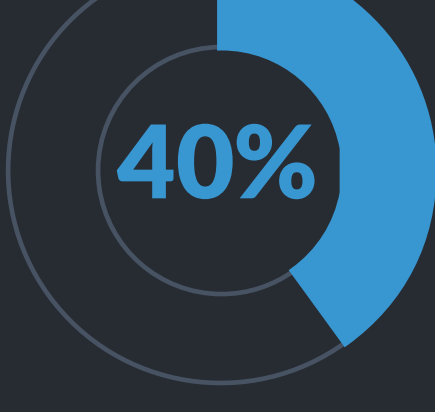
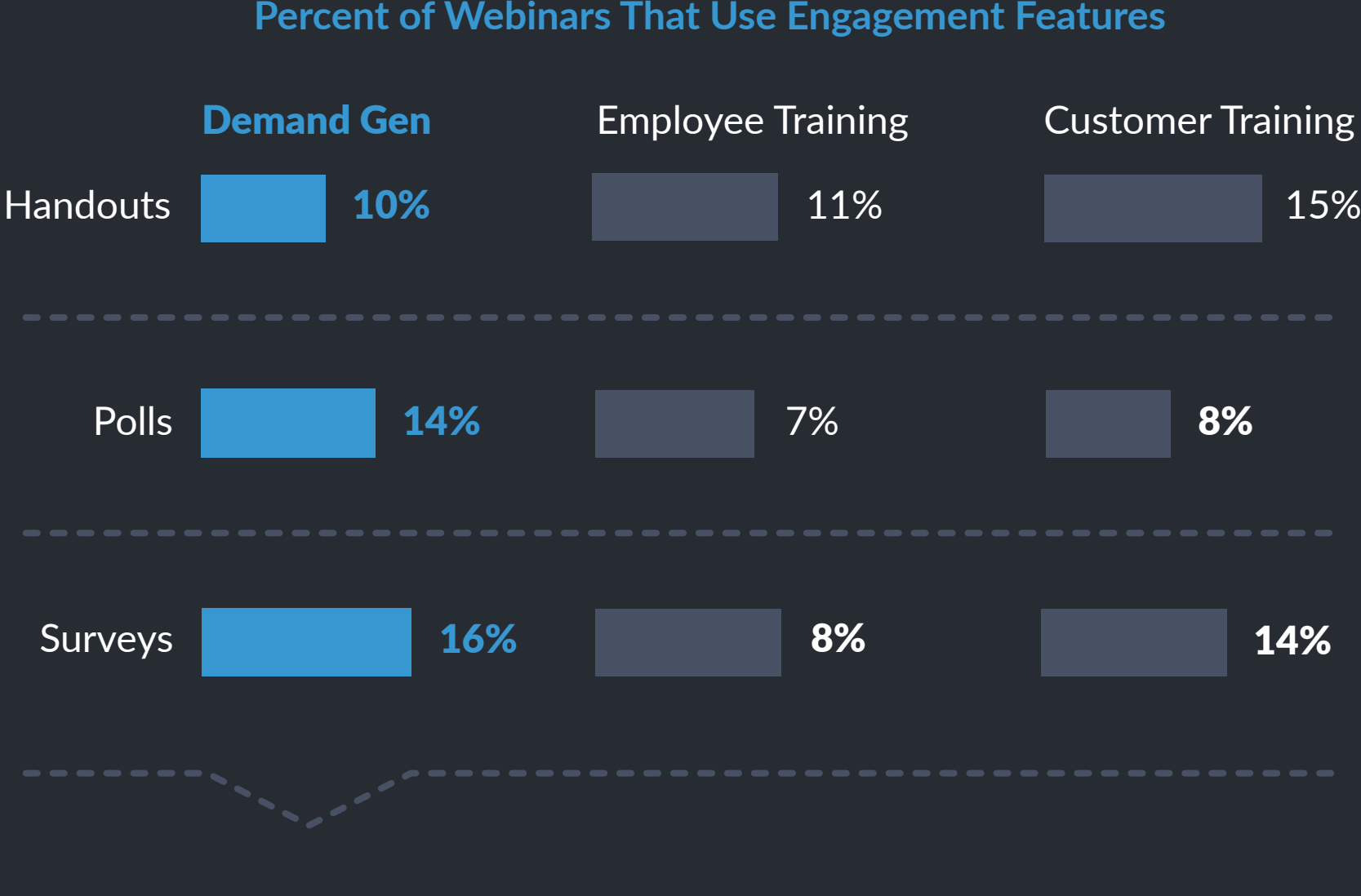


The average attendee viewing time is **61 minutes**.

In fact, longer webinars attract more registrations. 60-minute webinars attract 2.1X more registrations than 30-minute webinars, and 90-minute webinars attract 4.6X as many.<sup>1</sup>

## How do I drive engagement during my webinar?

Use polls, handouts, surveys, ask questions and have fun.



of webinars take advantage of webinar engagement features.<sup>1</sup>

### WINNING RESULTS

## What types of webinar titles work best?

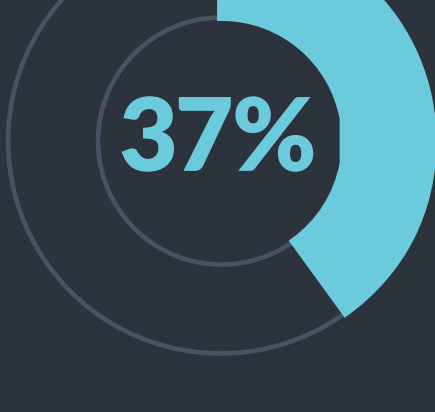


**List titles attract 43% more registrants** than non-list titles.<sup>1</sup>

- 4 more effective title formulas:**
- How to [do something awesome]
  - [Really interesting topic] 101
  - A New Way to Help [blank] Do [blank]
  - Trends in [blank] You Have to Know About

## What is the average webinar attendance rate?

Remember, it's difficult to influence attendance rate. You're better off focusing your energy on driving registrations.



average attendance rate for marketing webinars.<sup>1</sup>

## Should I really be producing webinars?

**61% of all webinars are hosted by B2B companies.**<sup>1</sup>

**73% of B2B marketers and sales leaders say a webinar is the best way to generate high-quality leads.**<sup>3</sup>

## Want more answers?

Get all the answers to your burning webinar questions in our new benchmark report: *The 2017 Big Book of Webinar Stats*.

[Download The Report](#)

Sources:  
 1. GoToWebinar, The 2017 Big Book of Webinar Stats  
 2. ClickZ, "Only 16 Percent of B2B Consumers Prefer Live Webinars"  
 3. InsideSales.com, Optimal Lead Generation Methods