

So You're Thinking About Hosting a Webinar...



The constant innovation of computing technology has not only modernized information and communication processes but also become a driving force of social evolution in a variety of ways. Social media, video chat, and an online presence offer new methods of reaching out to clients all the time. One such powerful outreach tool is the humble webinar.

A webinar is a live virtual event that takes place online with the help of audio and visual streaming. During a webinar, an educational or instructive exchange takes place between a speaker and attendees, making it a fantastic way to foster brand confidence, reach customers directly, and generate sales leads.

Webinars allow you to communicate on a face-to-face level, impart a personal touch, and add personality to a sales pitch or brand-building exercise. Rather than a blog post that can get lost in the online noise, a webinar is an event that helps you stand out as an expert in your niche or industry.

Get started with Facebook Live or Periscope. They're easy-to-use live streaming services and a great way to learn the webinar ropes. Try a no-pitch, value-only approach to grow your audience.

You can then move on from a simple chat setup to a PowerPoint-based presentation that utilizes webinar software like Demio and WebinarNinja. Webinar expert Melyssa Griffin recommends focusing on quality over quantity, so impart two to three valuable lessons that viewers can easily digest. Follow this up with a pitch or call to action for results that last long after your webinar session has ended.