

# Webinar Idea Guide Transcript

Welcome Back! Today's idea will be covering the use of webinars in your business.

Webinars are all about engagement. Unlike a commercial, it allows you do far more than simply demonstrate your product. Through the use of webinars, you have the opportunity to introduce your brand on a more personal level and connect with your customers. This gives you the opportunity to strengthen relationships and ultimately increase sales.

According to research conducted by the Content Marketing Institute, webinars are included among the top 5 most effective ways to market your business.

Don't limit yourself to simply using it as a sales focused tool though. Those who are widening their use of webinars are finding more opportunities to increase ROI and cost-effectiveness. Today, webinars can, and should, be used to provide more opportunities to create, nurture and strengthen the relationships you have with your customers as well. They help you to reach and appeal to auditory, visual and kinesthetic learners making them a very powerful tool to utilize.

So get creative! Use webinars to teach your customers about who you are or what your products can do. Train them on how to properly use your product, or give them a taste of what your services can do. Have round table discussions with current or potential customers putting their fears of moving forward to rest.

Now that we're all ready to go out and get our webinars started, you should also know how much easier PlusThis has made it to integrate your GoToWebinar and Zoom Webinar accounts. PlusThis will bridge the gap between your webinar and marketing automation system so that you no longer need to take the time to export and import lists back and forth. This also allows you to make registration as easy as possible for current customers who already exist inside of your marketing automation account with one-click registration. As well as allowing you to automate the follow up process you set up based on who did and did not attend your webinar.

So if I was having a webinar, and my customers unfortunately missed all the amazing things I had to say, my webinar doesn't have to be a loss. I can send them a follow-up allowing them to reschedule, or if I'm not looking to repeat the webinar, I can repurpose it into a recording or blog post that I can automatically send them.

But for those who were fortunate enough to make it, I can send them a completely different follow-up leading them down the next step in my customer engagement. Don't miss this opportunity to have a meaningful interaction with your customers, and let PlusThis help to do some of the heavy lifting.

To learn more on how to set up GoToWebinar Integration or a Zoom Webinar Connector with PlusThis, follow the links next to this video to visit our support center.