**Best Practices For Webinar Success**

The webinar is an increasingly used tool to attract prospects and interact with customers. However, running a [successful webinar](about:blank) isn't easy and it can be tricky to truly engage your audience and assess its effectiveness.

Fortunately, a [comprehensive study](about:blank) by GoToWebinar sheds light on the best practices for a truly effective webinar.

**Promotion of the webinar**

Promoting a webinar is an essential step in making it known, registering as many registrations as possible and, of course, attracting as many participants as possible during the broadcast.

After the corporate website, email is the most frequently used channel to notify customers and prospects of a webinar. Partnerships and social media are also often used, although GoToWebinar notes that emailing is by far the channel generating the most registrations.

**The Best Time to promote a webinar**

Based on the research, Tuesday would be the best day to communicate via a webinar. The other days of the week have decent performance, although inferior. The weekend, meanwhile, is to be avoided.

The study also tells us about the ideal time to promote a webinar. The most effective time slot is between 8am and 10am (although this can vary depending on the industry and the marketing channel used).

**When is the best day and time to broadcast a webinar?**

According to the study, Thursday is the best day for webinars, followed closely by Wednesday and Tuesday. The other days of the week are to be avoided for broadcasting, under penalty of losing potential registrants.

The time at which your webinar takes place also has an impact on its attractiveness to Internet users. Prefer late morning (11am) or early afternoon (1pm to 2pm). Your niche will dictate the best time. If you are in the make money online niche then it is best to hold the webinar in the evening as a lot of potential attendees will have full time jobs.

**The content of the webinar**

First lesson of the study was that webinar length is not an issue when it comes to webinars. Indeed, the majority of them last 45 to 60 minutes and a significant number (11%) exceed 1 hour 30 minutes. Best of all, duration is not a barrier for participants, who attend an average of 70% of a 90-minute webinar.

Another important variable is the webinar’s ability to generate engagement among its audience. Surveys and polls are widely used for these purposes, as well as the use of a learning aid.

More surprisingly, only 40% of “Demand Generation” webinars (that is to say, roughly speaking, [prospecting](about:blank)) use this type of tool to engage their participants. All webinars should have Q & A sessions.

**The performance of the webinar**

Evaluating the success and performance of a webinar can be tricky if you don't have a point of comparison. The study provides us with useful data in this regard, starting with the average attendance of webinars.

2/3 of webinars have fewer than 50 participants, which means that if you don't exceed that number, you're average. So don't necessarily try to attract a large audience.

But what about the attendance rates? The finding is clear for marketing webinars - only 37% of registrants actually participate.

With these insightful statistics, you will be able to optimize your webinars and better assess their success.