**6 Ways To Improve The Success Of Webinars**

Webinars are a great way to gain leads and build engagement. A successful session means more income and expertise recognized by the entire sector! So how do you maximize the participation and impact of your sessions? Discover 6 essential tips!

**1. Send reminders**

Make sure you have a well-thought out [email strategy](about:blank) to ensure the success of your webinar. Send at least 3 reminders to people who sign up:

* 1 week before the webinar
* On the eve of the session
* 8 hours before the start of the session

This can be automated using an autoresponder. Also, remember to make reminders on social networks. Better yet - pin your ad at the top of your pages! As soon as a visitor views one of your profiles, they will come across the link to register.

**2. Provide valuable and actionable content**

A successful webinar begins with a strong topic. No one wants to attend an advertisement for your product. You need to make sure that your topic addresses an issue for your audience and stands out from the crowd.

If an attendee is having a good time during the webinar, they will definitely be interested in your next events. Of course, choose a subject that you are thoroughly familiar with. To keep your audience captive, it is essential to be credible, sympathetic and available. Always provide a question and answer session after your content delivery.

**3. Organize a series of webinars**

The ideal length of a webinar is between 45 minutes and 1 hour. Beyond that, the audience risks losing focus. In addition, a B2B webinar is often held during working hours. A professional cannot be away for too long.

If you want to cover a long topic, where there is a lot of advice, organize a series of webinars. Meet with your audience at a fixed day and time for several sessions. Each session should attract more and more prospects, which is good for your ROI!

**4. Segment the session**

A person's mind begins to wander after ten minutes devoted to the same subject. Use the segmented approach to facilitate learning and concentration. To do this, divide the webinar so that you focus on a particular point for ten to twelve minutes maximum. Also think about visual aids that energize your presentation.

This strategy also makes it easier to remove segments from the webinar and turn them into fact sheets, blog posts, or handouts for attendees.

**5. Encourage feedback**

Boost participant engagement and qualification at the end of the webinar with a [survey](about:blank). Ask them about the parts they found most interesting. On the one hand, you will be able to better qualify each prospect, and on the other hand you can refine your next sessions.

**6. Keep the content timeless**

A sustainable webinar can be reused in your articles or as a lead generator. Especially since [84%](about:blank) of B2B consumers prefer to watch replays than live sessions. After the live event, add a page that allows visitors to download the replay video.

In order to make your webinar timeless, make sure the host avoids giving out the date or day of the week. If you are referring to an event, be specific: instead of saying “last week, this happened”, say instead “on May 10, this happened”.

Creating and delivering a webinar takes time. You commit to building a relationship with prospects, essential in the buying journey. To ensure the success of your sessions, think your strategy from A to Z - from the start to the reuse of the content. Your webinar will then become profitable, and efficient!