

THE ESSENTIAL

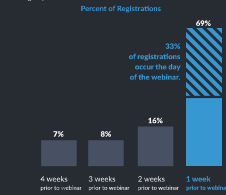
Webinar Cheat Sheet

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

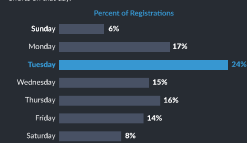
PROMOTION THAT WORKS

When should I promote my webinar?

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



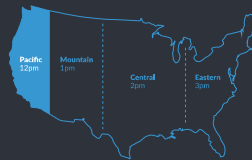
More people register on Tuesday than any other day, so focus promotional efforts on that day.¹



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.¹



84% of B2B consumers opt for replays over live webinars anyway – so remember to record.²

DRIVING ENGAGEMENT

How long should my webinar be?

Shorter isn't always better.

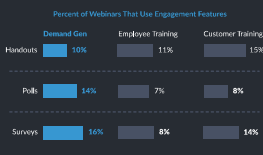


The average attendee viewing time is **61 minutes**.

In fact, longer webinars attract more registrations. 40-minute webinars attract 2.1X more registrations than 30-minute webinars, and 90-minute webinars attract 4.6X as many.¹

How do I drive engagement during my webinar?

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



40% of webinars take advantage of webinar engagement features.¹

WEBPAGE RESULTS

What types of webinar titles work best?



List titles attract **43%** more registrants than non-list titles.¹

4 more effective title formulas:
 1. How to [do something awesome]
 2. [Really interesting topic] 101
 3. A New Way to Help [blank] Do [blank]
 4. 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.



37% average attendance rate for marketing webinars.¹

Should I really be producing webinars?

61% of all webinars are hosted by B2B companies.¹

73% of B2B marketers and sales leaders say a webinar is the best way to promote B2B-specific leads.¹

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](#)