

The Webinar Effect

HOW WEBINARS BECAME
THE **MOST COST-EFFECTIVE**
MARKETING TOOL





Webinars are unique as a marketing tool because they allow presenters the opportunity to interact with their sales leads directly.

No other marketing tool lets you present your products, interact with your audience, answer questions, sell your products, receive payment, and follow up with your audience like webinars can.

Webinars have become an increasingly lucrative way to market to the public and convert interested participants into loyal consumers of your products and services.

According to recent surveys...

83% Of US marketers find webinars effective

55% Average webinar attendee conversion rate

73% B2B webinar attendees become qualified leads

20-40% B2C webinar attendees become qualified leads

(Zippia - "25 Webinar Statistics 2022")

Webinars are the most cost-effective way to introduce your product line, increase brand recognition, establish yourself as an expert in your industry, build a valuable leads list, and follow up with customers after each sale.

You can teach courses announcing what you'll be covering in the weeks ahead. Then charge admission and provide informative downloads to your students. Webinars put you in full control of what you say, when you say it, and how often you'll be broadcasting.



Webinars are a must-have marketing tool that helps increase sales leads and boost bottom lines

Webinars are the future of marketing. They allow you to present your products and services in an environment without distraction. The same can't be said for watching a video that can be paused, or a Facebook Live broadcast with notifications from friends and family popping up while you're trying to watch a presentation.

You'll face none of those obstacles when you present a webinar. Your audience will be eager to provide their undivided attention as you speak. They're investing their time because they want to hear more about what you have to offer and how it can improve their lives.

The benefits of hosting webinars include...



LIST BUILDING

Webinars are a great way to increase sales leads. Each person who registers for your webinar becomes a new prospect. You can now market directly to them as they move forward throughout the sales funnel journey.



RELATIONSHIP BUILDING

The more your target customer can relate to you and your brand the better. Connections are what build customer loyalty and long term trust.



BUILD YOUR BRAND

Exposure is everything when it comes to owning a business. Webinar presentations provide a cost-effective way to expand your market reach, increase sales, and build a solid customer base.



BECOME AN EXPERT

Hosting webinars helps establish you as an expert in your industry. Providing valuable information, insight, advice, and product knowledge helps build your following. People learn from you and share that knowledge with others. The more you broadcast, the more familiar you become and the more people will turn to you as an expert in your field.



TEACH / COACH / TRAIN

Recording webinars is a great way for teachers, trainers, and coaches to cover information that needs to be repeated to multiple students and clients. Webinars are also a great time saver for human resources onboarding new employees.



Your competition is using webinars...

The use of webinars resulted in \$1.57 billion in sales in 2020. That number is expected to almost triple to \$4.44 billion by 2025. This amazing growth is why smart business owners are taking advantage of webinars as a powerful marketing tool to expand their brand reach.

If you don't start now, your audience will flock to your competitors where they get to learn, speak, and interact with a human.

You can broadcast using your webcam, screen share, PowerPoint presentation, or a combination of all three.

Whatever you choose, it is CRUCIAL to deliver a smooth streaming experience to your audience.

54% B2B marketers watch webinars at least once a week

57% Marketers host 50 or more webinars per year

87% Increase in webinar attendance since the start of covid

(Zippia - "25 Webinar Statistics 2022")

WebinarJam provides superb high definition sound and video quality so you'll be confident knowing viewers are receiving your message the way you intended.

Your audience won't need to download software or even have a stable internet connection to watch your webinars.

Since WebinarJam is cloud-based, you simply send a link and ANYONE can attend your webinar all over the world.

WebinarJam is also optimized for mobile, tablets, laptops, PCs, TVs — you name it.

It's easy to take your business to the next level with WebinarJam. Our platform can handle all of your broadcast needs from A to Z. We're leaders in webinar broadcasting and provide everything you need to produce stellar presentations.

Now is the perfect time to take the next step toward your success...

The average webinar generates between 500-1000 leads

As of 2020 - The global webinar market size reached \$1.57 billion dollars

(Zippia - "25 Webinar Statistics 2022")

Get started with WebinarJam today!



SPREAD THE WORD
ABOUT YOUR BUSINESS