



# White Paper Using Webinars for Online Marketing

## Using Webinars for Online Marketing

### Introduction

Webinars are an effective part of a marketing and lead generation strategy. Prospects are invited to a scheduled webinar that educates the customer base about industry problems. Attending a webinar requires a time commitment, so prospects who attend or even express an interest in attending a webinar are qualifying themselves as prospective customers. By self-qualifying, prospects help marketers push them through the marketing funnel and into the sales opportunity pipeline.

Unfortunately, about 90% of prospects that express interest in a webinar do not attend they are not available at scheduled time of the webinar.

Using recorded webinars as part of online email lead generation campaigns is one of the most effective forms of online marketing with a low average cost per lead.

Recorded webinars have powerful secondary benefit that we explain later – they also can be used for inbound marketing as well, doing double duty and again driving marketing costs down and return on investment up.

### Creating Recorded Webinars

There are two ways to produce a recorded webinar. If you conduct live webinars, you can record them as they occur. Or you can stage a webinar to an empty room and record it in a more controlled environment. As explained below, both are effective; but there are advantages to recording a staged webinar that are worth considering.

### Record a Webinar a Webinar Platform

Fortunately, webinar platforms like WebEx and GoToMeeting can create a recording of the webinar as it occurs. So you can get more out of that webinar inviting prospects to watch the recorded webinar — that is, by using it as the offer in an online lead generation campaign.

The webinar platform normally records a screen capture video of any demonstrations performed on the presenter's desktop and the voice of the presenter. The presenter should re-state any questions so that the question and answer session is also recorded.

The recording may need to be transcoded or converted to a standard digital video if the webinar platform records to a proprietary format – which is often the case.

Once the recording is completed, it can be uploaded to a video platform and used for marketing.

### Conduct a “Staged” Webinar to an Empty Room

Conducting a staged webinar can be a superior alternative to actually running a live webinar. It has all the benefits of a recording of a live webinar – prospects can be invited to watch it as part of a lead generation campaign or used on a web site. But



specifically because it is not live, the best performers can be used, the questions can be staged properly, and mistakes are avoided.

In a live webinar, care must be taken to handle the question and answer session delicately. Questions must be monitored, and only desirable questions are answered. During a staged webinar, questions that are more universal can be asked and answered, improving the quality of the webinar.

In addition, the presenter can be put on camera to give the webinar a more personal feel. This is an advantage over live webinars, since presenters don't like to be on camera during a live webinar because of the pressure to perform.

## **Lead Generation Using Recorded Webinars**

After a live webinar, you can conduct a follow-up email to the original list, inviting them to follow a link to a landing page with the recorded webinar. Statistics show that about 8-10 times the number that attended the live webinar will attend a recorded webinar using the same invitation list.

That's really just the beginning. A good quality webinar can be used repeatedly to other distribution lists or using different subject lines for the invitation. You can leverage the same webinar to drive substantially more leads into and through the marketing funnel.

If you are a company with channel partners, such as VARs or distributors, you can also give recorded webinars to your channel to help them improve sales. Normally, webinars include an introduction that is branded for the corporation, followed by the webinar and then a Q&A session. You can allow your partners re-brand the introduction and execute their own email campaigns. They benefit from the webinar and improve their brand without the expense of running the webinar. The corporation controls the message, so there's no risk of conflict in the message the channel is delivering to the market.

There are several things that Swyzzle does to make it all easy:

1. You can upload the recorded webinar to Swyzzle and create a simple show containing the webinar. Add links within the show to other web pages that visitors can click to delve deeper into your subject.
2. Without editing the recording, you can create a customized channel branded introduction using your logo, website and contact info prior to the start of the webinar. This is an easy way to leverage well-produced informative webinars and engage potential customers in a dialog with your company.
3. Swyzzle tracks the viewing of the show and provides detailed reports that identify and qualify your leads so you can follow up with sales calls.

## **Using Recorded Webinars for Inbound Marketing**

To use recorded webinars for inbound marketing, create landing pages on your web site to show the webinar. When a webinar is embedded on a web page, it is important to have calls-to-action nearby so that an anonymous visitor can make



himself or herself known. Example calls-to-action include a contact form, a newsletter signup and surveys.

Using webinars for landing pages is one of the most effective ways to convert anonymous visitors into known prospects. Be careful with your calls-to-action. It is important to keep them simple and ask only for the minimum information justified by the level of interest and commitment shown by the visitor.

Recorded webinars are great content for the corporate web site. Unlike videos of customer endorsements or corporate overviews, webinars provide information that cannot be easily conveyed in text and images. Product demonstrations and lab tours are examples of subjects that make great webinar or video content, but are difficult to describe in words and pictures.

## Product Overview

Swyzzle is an online platform that empowers marketers to use video with built-in calls-to-action for marketing and lead generation. Using a simple authoring system, Swyzzle lets users create multimedia shows from a variety of different types of media to product appealing and engaging shows.

- **Drive Revenue** – Convert media viewers into paying customers – with a platform built specifically for business.
- **Close the Gaps** – Connect your media viewers directly to next steps, while you have their attention.
- **Measure success** – Identify high quality leads for sales contact, and learn from campaign experience with detailed analytics.
- **Multimedia Storefront** – Connect your media viewers to eCommerce products, using the media player as a virtual kiosk.

## Media Player

The Swyzzle Media Player looks and feels like an ordinary video player. It can be embedded on any web page using a simple html embed tag.

But unlike a simple video player, Swyzzle's media player has a "PromoPad" below where you add calls-to-action so the visitors can take the steps you want them to. It closes the gap between the viewing experience and conversion. Set up your own calls-to-action including eCommerce buy pages, web pages, and documents.

Our media player captures data on each viewing session, monitoring how much of the media was watched and which calls-to-action responses occurred. Analytics

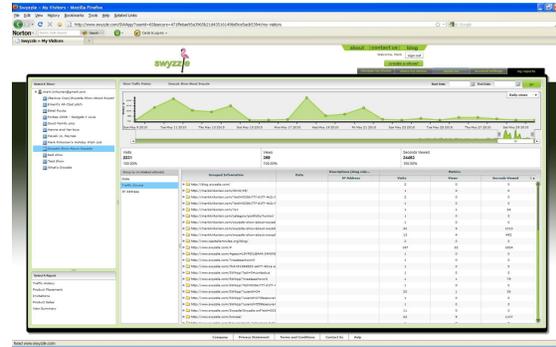




identify the viewers' level of engagement with the media. Reports allow the creator to measure, improve and even run focus groups to maximize results.

## Tracking and Reporting

To help show creators make informed decisions about how to increase the effectiveness of multimedia marketing campaigns, Swyzze tracks the viewing and purchasing activity whenever a show is watched. Like other media sharing sites, we track where shows are embedded and how many times they were watched. In addition, we track the number of times each viewer watched each segment of the show so that we can report on whether viewers lose interest in the show and quit watching. We also track products viewers click on to start shopping, products they add to the cart, and products that were purchased.



Swyzze provides detailed reports to give show creators a complete view of who is watching the show, where they are watching it and how effective the media clips in the show are at keeping the viewers' attention.

Here are some examples of the information we gather:

- ✓ Viewer Profile

- The web site location of the show
- The geographic location of the viewer based on IP address
- Email address of the viewer (if viewing by invitation)

- ✓ Show Statistics

- Number of views
- Geographic distribution of viewers
- Graph showing the number of times each segment was viewed

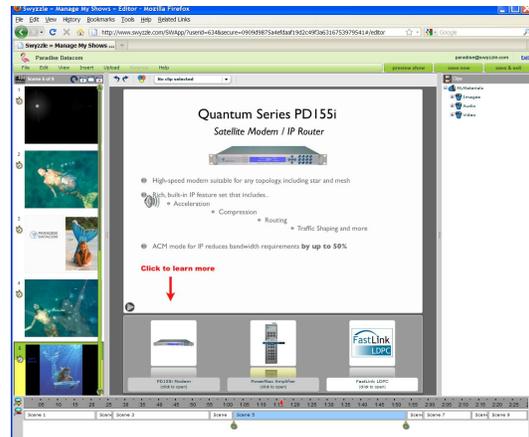
- ✓ Product Statistics

- Products featured in each show
- Number of times each product triggered a shopping session
- Products added to a shopping cart
- Quantity of each products purchased
- Revenue generated for each product

## Multimedia Authoring System

The Multimedia Authoring System is used to create Swyzzle shows. Members create shows by first inserting media clips, including video (YouTube video, Flash video, mpeg, mp4, motion jpeg, etc.), audio (mp3), and images (jpg, png, gif). Text and conversation bubbles can also be added using a built-in text editor.

Members can search supported ecommerce systems for products, and choose products to insert into their show. They have the option to display products in the multimedia show or only display them in the product carousel below the show.



By adding new scenes to the show, new clips can be shown and changes can be made to the way the show looks or sounds. Using Scenes, effects can be added and products can be choreographed with the rest of the content. A drag-and-drop timeline makes setting up the show and scene timing simple.

When the show is ready it can be published to the Swyzzle web site as a public show or embedded on any web site using an html embed tag – just like a YouTube video.

## Multimedia Storefront

The Swyzzle Multimedia Storefront combines multimedia with product placement. Using the authoring system, Swyzzle lets users create multimedia ads from a variety of different types of media to product appealing and engaging shows.

The promoted products appear in the player in a carousel below the show, ensuring that they are always visible but not interfering with the show itself. When a viewer clicks on a product, the storefront is launched in a separate browser window, opened to the selected product. All other products from the show are shown in the storefront as thumbnails, so they are all readily available for purchase at all times.



Swyzzle shows are embeddable flash objects compatible with every web browser. They are embedded using the same familiar techniques as those used to embed videos on a web site.



Swyzze records the viewer's activities during the viewing session, allowing for sophisticated reporting. Swyzze records very detailed viewing activity, identifying the most and least engaging parts of the show, which product was clicked to begin a shopping session, products that were added to the cart, the contents of the cart when they went to checkout, and which products were purchased.

## **Universal Ecommerce Adapter**

Swyzze includes a proprietary Universal Ecommerce Adapter that provides the link between the Swyzze storefront and the ecommerce system's back office.

For people who create shows, the adapter lets them search for products and add them to the show.

When a viewer watches a show and chooses to shop for products, the adapter connects the Swyzze storefront with the ecommerce shopping cart, where the viewer can search for products, add and remove them from the cart and proceed to checkout to buy the products.

## **Architecture Overview**

The Swyzze software is hosted on the Swyzze web site, [www.swyzze.com](http://www.swyzze.com). The software runs within the web browser as a rich internet application, providing the familiar look and feel of a desktop application.

The Swyzze multimedia player runs within the same Flash Player installed in the vast majority of web browsers. As a result, Swyzze shows can be embedded in web pages using standard html embed tags. The player automatically scales to the size dictated by the embed tag.

## **Media Support**

Media clips used in Swyzze shows are hosted on the Swyzze web site. As each show is created, the author uploads media clips to the web site. Once uploaded, clips become part of the author's media library, so they are available to use in multiple shows.

Swyzze supports a variety of media types, including video, audio, images and pictures, products from ecommerce systems and text. Swyzze also includes the ability to select YouTube videos to be included in shows. By simply getting the YouTube video identifier from the browser's address bar, Swyzze can play any YouTube video.

## **Streamed Media**

Playable media clips, i.e. video and audio, are streamed by a media server hosted on [www.swyzze.com](http://www.swyzze.com), allowing higher quality video than progressive download video and audio on web sites such as YouTube.



## **Ecommerce Product Support**

Products from Amazon.com can be included in any Swyzzle show. The authoring system includes the ability to search Amazon.com, read product reviews and pricing information and select products to add to the show. Once products are included in the show, they are also automatically displayed just below the show and highlighted in a rotating product carousel as the show plays.

Swyzzle can support virtually any ecommerce system. To find out if an adapter for a specific ecommerce system has been created, please contact Swyzzle.

## **Media Clips Remain Independent**

When changes are made to a Swyzzle show, all instances of the show all over the web reflect the changes instantly. For example, if the company logo changes, all that is required to update the show wherever it appears on the web is to upload the new media file. Once that is done, everywhere the show is embedded, the change is visible and the show is updated.

A common problem in multimedia production is that over time, if the content of the multimedia needs to be updated (due to changes to products, messaging, video or voiceover for example) it typically requires expensive and time consuming changes to the original multimedia to keep it from being rendered obsolete. Swyzzle shows include media clips by reference, meaning that the original media files are stored on the server and displayed on demand as the show plays. This simplifies management of the content because changes to the show can be made by modifying individual clips and replacing them.

## **About Swyzzle**

Swyzzle is an online platform that empowers marketers to use video with built-in calls-to-action for marketing and lead generation. More than simply video, Swyzzle enables companies to create Multimedia Storefronts that integrate multimedia advertising with web storefronts, collapsing the marketing tools of multimedia, storefronts, shopping carts and a reporting system into a single platform.

Swyzzle is dedicated to the idea of enabling anyone to better broadcast their businesses to the Web 2.0 world. Please visit [www.swyzzle.com](http://www.swyzzle.com) for more information.