

The Eight W's of Webinars.

The definitive guide to
effective online seminars.



Why are Webinars so important these days?

Certain trends are so widespread that they cannot be ignored: shrinking budgets, increasingly narrow target groups, the declining importance of traditional media, higher marketing costs, and the seemingly limitless opportunities of Web 2.0.

Yet despite the prevalence of technology, finding qualified leads has never been so difficult.

Consider this fact: Seven out of ten B2B companies have deep roots in the Internet.

For example, according to the July, 2009 "Business Technology Buyer Survey" conducted by MarketingSherpa and TechWeb, B2B purchasers in the United States depend primarily on the web when looking for suppliers. So why not focus your marketing efforts where they will have the greatest chance of success?

The appeal of Webinars for marketing

In an online poll of 317 marketing managers in January 2009, 46% of those polled indicated that they wanted to dedicate more resources to Webinars.

Source: Sean Callahan in BtoB
Media Business, Juli 2009

Seize the opportunity to gain a competitive advantage!

Our guide to effective Webinars will

- bring you up to speed on this hot topic
- introduce you to major aspects of Webinars
- discuss potential ways to use Webinars
- offer some practical advice and help you choose the right tool
- help you get started using Webinars to generate leads and hold training sessions

Our guide will also include:

- 10 reasons why you should use Webinars
- 17 tips for choosing the right solution
- 22 steps that take you from target group selection to follow-up
- 1 checklist for successful Webinars
- numerous findings on the use of Webinars

We can help you succeed!

Netviewer

Our guide
„The Eight W's of Webinars“

Order your free copy at:

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