

Top Five Pre-Webinar Best Practices

The Five Most Important Things To Consider When Planning a Successful Webinar

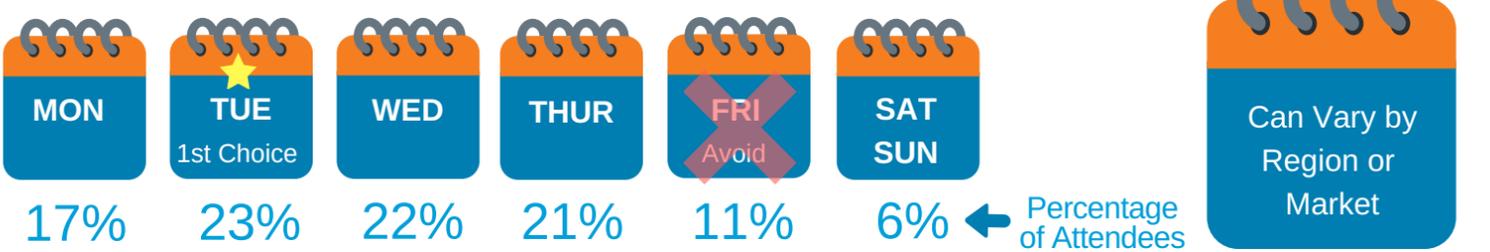
1 Get Ahead Of Your Promotional Cycle

- A promotional cycle of 3 to 4 weeks is highly recommended.
- Nearly ½ of potential audience members register 2 or more weeks prior.
- Drive larger audiences by following a longer promotional cycle.



2 Promotional Emails - Best DAYS of The Week

- Capture your audience when they are most receptive to it.
- 66% of Attendees typically read promotional emails mid-week.
- Average 3 Reminder Emails starting 3-4 weeks out.



3 Webinar Attendance - Best DAYS of The Week

- Most popular days are Wednesdays and Thursdays.
- 83% of Attendees prefer to attend a webinar mid-week.
- Avoid Fridays – Attendees typically wrap up the work week early.



4 Webinar Attendance - Best TIMES of The Day

- Schedule a webinar when it's convenient for **your audience**.
- Be mindful of different time zones.
- Cultural differences can impact your webinar attendance.

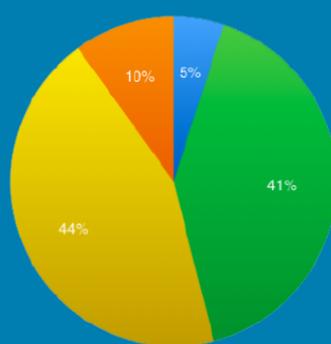


5 Webinar Duration

- Preferred duration is 30-45 Minutes.
- Typical duration is 45-60 Minutes.
- If more than 60 minutes, divide your webinar into 2 or more sessions

- 20 Minutes = 5%
- 30 Minutes = 41%
- 45 Minutes = 44%
- 60 Minutes = 10%

Standard



60 - 90 Minutes

Average 66 Minutes