

HOW TO

ENGAGE YOUR WEBINAR AUDIENCE



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Introduction

Webinars are effective business builders. You can use them to build your email list, pass along great information to your audience, and sell products. The live aspect of webinars creates a sense of urgency. That "right now" aspect of webinars is what makes them such effective selling tools.

If you have a traditional sales page you should be ecstatic if 3 people out of every 100 actually buy what you're selling. That 3% sales conversion statistic is across all niches and markets. Most sales pages only convert 1 or 2 (or even less) out of every 100 readers.

- **Webinars consistently deliver a 6% conversion rate.**

That means 6 people out of every 100 that attend your webinar actually buy the product you're selling. This is an average taken across all industries, but it shows the power of webinars. Compared to a traditional sales page, you get twice as many sales on average.

That's partly because of the video/audio characteristics of a webinar. Video continues to be a strong selling tool. People would rather watch a video than read a text-based piece of content. A lot of sales pages have videos. Since video and audio are both present on some sales pages and in webinars, what makes webinars so much better at selling?

The answer is engagement.

When someone watches a video on a sales page, they can't interact with the presenter. All they get to do is consume the information. It was recorded some

point in the past. They don't feel like a part of the process. When you engage your customers and interact with them during your webinar presentation, they develop a stronger connection with you.

They feel like you really care about them. They get to chat with you in real time. This makes them feel important. If you don't do a good job of engaging your audience, you aren't going to be as successful. Fortunately, there are some proven ways to engage your webinar audience that virtually guarantee more sales.

Even if you aren't using a webinar to sell anything, these engagement practices still work to help you achieve your desired result. A lot of successful marketers use webinars to build huge email lists. Others offer monthly or weekly webinars as part of a subscription model that they sell. Whatever you're trying to achieve with your webinar, the engagement enhancers in this report can help you accomplish your goal.

Let's start delivering more engagement for your next webinar by looking at how you address your audience.

Talk to a Single Person, Not a Group

Do you know how to talk to your audience during a webinar? Do you know what type of approach the people in your audience would prefer you use when you speak to them? You may think these are simple questions to answer. You may answer that you should talk about benefits and stir emotions. Perhaps you believe that it is really important to tell a story when you make your presentation. If those are your initial answers, you are not wrong in either regard.

Referring to benefits and making an emotional appeal are smart webinar practices. However, this is not the "how" of the presentation process. To answer the question of how you should engage your webinar audience, let's take a look at an imaginary situation.

You have signed up for a webinar. The topic really interests you. The webinar sign-up page says you will learn everything you want to know about topic "X". You have spent a lot of time studying and reading about "X", and can't wait to attend this webinar.

Your presenter promises that the webinar will change your life dramatically and positively, even if you don't take him up on the wonderful offer he'll be making at the end of the presentation. You log into the webinar early, can't wait to get started, and the presentation finally begins.

Then something weird happens.

Your presenter says things like "you guys" and "people with this problem". It seems like he's talking to a group of people, and not to you as an individual. You are not silly enough to think that you are the only webinar attendee. But when

your host addresses a large group of people rather than you as an individual, you can't help but feel that he doesn't have your personal interests in mind.

This happens all the time, unfortunately.

Whether giving a presentation before a physical group of people or a webinar audience, the host thinks about that audience as a group of people. While this can sometimes appeal to an individual's desire to be a part of a group or club, studies show that it is not the best way to interact with human beings.

Recognize the Individual in the Group, Not the Group Over the Individual

Your audience may have 10,000 people in it. You could've done a really good job advertising your webinar, and because of that fact, you have thousands of anxious listeners. While this is a nice group of hungry prospects you have in front of you, not a single one of them cares about the interests of anyone else in that audience. That is why you need to make your presentation to a single person, not a group of people.

Say things like "you", "your problems", "your goals". Ask questions such as, "Is this something you can identify with?" Talk about an individual's personal struggles. If you are giving a presentation that talks about ways to lose weight, don't say, "A lot of people try hard to lose weight for years but fail." Instead, say, "Have you found it difficult to lose weight in the past?"

The best copywriters and salesmen on the planet have long understood the power of speaking to an individual as opposed to a group for getting your message across. You need to work at this process until it becomes second nature. Speaking in the second person, as opposed to in the first person or third person, and addressing an individual rather than a group can improve the success of your next webinar.

Tell Your Unique Story

Everyone loves a good story, don't they? Many children beg their parents to tell them a story or two before they go to bed every night. Stories are appealing to adults as well as children. You have to look no further than the billion-dollar printed book and eBook industries to understand that.

You probably don't need to be convinced that stories seem to resonate in your mind much better than simple facts and figures or other types of communication. This is because you, like most people, probably naturally enjoy hearing a story rather than a dry presentation or statement of facts.

The "Two Young Men" Marketing Lesson

One of the greatest advertising examples of the power of story involves a simple one-page advertisement created for the Wall Street Journal. The advertisement begins as a story, simply telling how two young men attended the same school and got basically the same grades. They had roughly the same influences in their lives, and then they met years later after graduating from college.

One of the young men had reached a decent mid-level executive position with his company. He was happy with his life, but felt like he could've done so much more. The other young man who was nearly identical in every way through his young life had done much better. He had become the president of the company the first young man was working for! What was the single influencing factor that led to such vastly different outcomes for these two identical young men?

At the end of that story, which was engaging, simple, short and to the point, we learn that the second young man (imaginary though he was) subscribed to the Wall Street Journal. The idea here was that if you simply read WSJ every day, you would be armed with information that can helped you achieve much more success than if you did not have a subscription to the journal.

The Wall Street Journal used that same ad, without changing a word, for years. It is believed by industry analysts that the "Tale of Two Young Men" advertisement created by Martin Conroy was responsible for as much as \$2 billion to the company over the years. As it turns out, this is not just a lucky occurrence. Psychologists and neural experts say that your brain is hardwired to absorb stories and their messages.

How a Story Appeals to the Human Brain

The psychology of storytelling came about because of the way this communication process gave humans an evolutionary advantage over other animals. The first stories were used as ways to communicate how to avoid dangers in a very dangerous world. As the early human brain began to develop in our ancestors, stories told around firelight by our cave-dwelling predecessors taught humans to learn from cautionary tales.

Neurologists have pointed to what they call a neural coupling effect that happens during the storytelling process, where the brains of the storyteller and the listener automatically and unconsciously develop similar brainwave patterns.

This is what makes storytelling during your webinar presentation so important for building engagement.

Rather than simply saying what your offer, product or service can do for your audience, broadcast that same message in a story. This puts your mindset literally into the mind of your audience. Both of your minds are working in much the same fashion. When you make your presentation by telling a story as opposed to using a non-story style of talking, you create a natural and sympathetic atmosphere in the minds of your audience.



This powerful, science-backed marketing tactic needs to have a place in your next webinar. It appeals to the psychology of human beings and automatically drives engagement and interest.

Enable the Live Chat Option of Your Software

This is really a no-brainer, but some marketers don't do it. They're scared that maybe the process is too technical. Sometimes they are worried if they don't chat back and forth with their audience enough, people will leave the webinar. There is no real good reason for not using live chat to interact with your prospects.

The live chat option of your software is great for greeting your audience before the webinar starts. This is a perfect time to tell them what they can expect. Talk about any bonuses or prizes you're giving if someone waits until the end of the webinar. Then keep chatting with your audience while you give your presentation.

Don't worry if you aren't able to talk to every attendee through the live chat. Even if you only have a small number of people show up, that's pretty much impossible to do. As long as you interact with a few of the people in your audience, the others will see that interaction. They get to appreciate you as a real person instead of some piece of automated software. This is a simple way to drive engagement.

If you choose one of the top webinar software service providers than using the live chat feature is simple. Let's take a quick look at some of the better webinar service providers that will make running every aspect of your webinar so much easier.

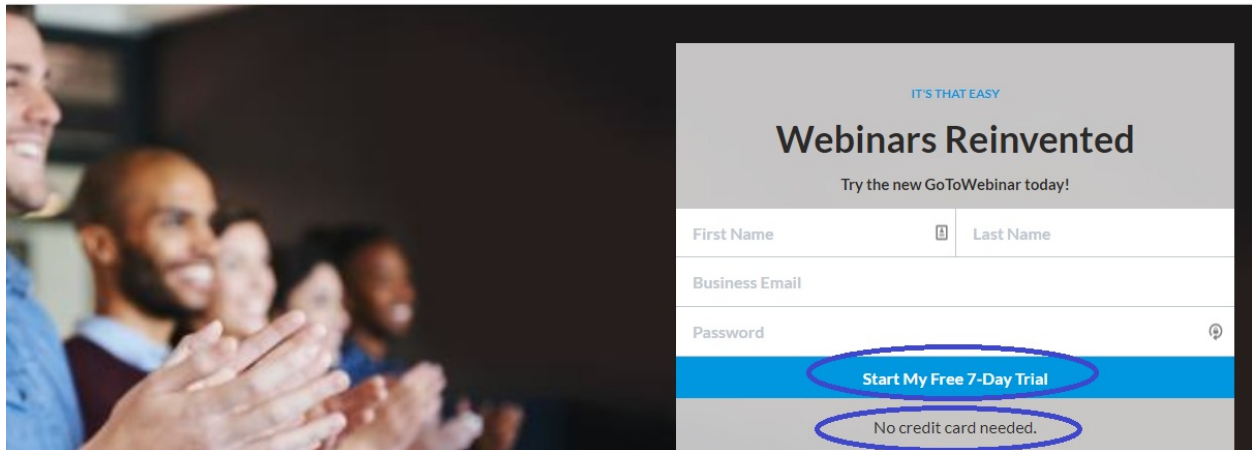
Popular Webinar Service Providers to Create More Engagement

One thing is certain in any aspect of your life. When a process or product is easier to use, you enjoy more success. This is true when you try to ramp up the engagement in a webinar.

If you choose a service provider that's easy to use and that your audience is familiar with, everybody enjoys a better experience. You make less mistakes. Your audience has a better time. It's easy for you to use the software than if you went with a less effective provider.

This includes using the live chat feature for more engagement. When you choose one of the following webinar hosting platforms, it's easier for you to drive engagement through live chat and the other features that are offered.

- WebinarJam
- GotoWebinar
- WebinarNinja
- EasyWebinar
- EverWebinar
- GetResponse



Most of these webinar hosts offer trial periods. After your trial is over, you'll pay according to how many attendees you have. Go to Webinar offers a free 7-day trial with no credit card required to test drive their system. They're one of the biggest and most popular webinar service providers.

The screenshot above shows you how to sign up (for free) with GoToWebinar. You can use their services for 7 days with no commitment to see if it works for you. Go to gotomeeting.com/webinar/try for your free trial.

Take a Survey or Poll - People Love Giving Their Opinions

People love it when you ask what they think about something. They love giving their opinions. Everyone likes to talk about the things that they prefer. Even if your attendees don't take part in a poll that you give, they appreciate that you asked for their opinions.

This makes them a part of the process. They feel involved. They don't feel like just a number. This appeals to the individual as a unique person rather than the member of a group. You are asking everyone attending your webinar to tell you what they think about something.

By the way, you might be thinking that a survey and a poll are the same thing. A poll is actually a miniature survey.

Usually, surveys are defined by how many questions you ask. A survey is longer in form. You ask your audience a series of questions to keep them engaged and interacting. This gathers important statistical information you can use to market to your audience later. This data also helps you understand what types of products and services you should be creating.

A poll is the same process as a survey, but just shorter. In a poll you want to ask maybe 2 to 5 questions at most. Both of these engagement boosters make your audience feel like you really respect their opinions. This means they're going to be more inclined to listen to the offer you're going to make during your webinar. They're much more likely to follow your call to action. A poll might be 5 questions or less, and a survey could be 10 questions or more.

Just remember that if you ask too many questions, your audience can lose interest.

You should also keep your questions and possible answers short. Use a multiple-choice format. This provides answers for your audience, and they choose the one that makes the most sense for them. A multiple-choice poll or survey also speeds up the process. It makes it quicker. Rather than asking a webinar attendee to write out his or her answer to a question, the possible answers are provided.

Here are a few reasons why polls and surveys are so good for driving engagement.

You Learn Important Information about Your Audience

What's the average age of your audience? Are there more men or women tuning in? How old are they? How much money do they make each year? Have they bought a product from you in the past? Is this the first time they've ever heard about your company or business?

You can get this information and more with polls and surveys. You find out if your audience is local or global. You can discover so many different pieces of information simply by asking. You can use this information in a number of ways. We mentioned above that your audience will basically tell you what products they want you to create. You just have to ask them.

Depending on your business, you may want to discover some other information that I didn't highlight above. That's fine. Just understand that the more invasive and personal the information is you're trying to obtain, the more likely you are to upset your webinar audience. Keep the questions you ask as relevant to your webinar as possible, and never ask for information you don't really need.

You Get Ideas for Your Next Webinar

This is something a lot of marketers overlook. Anything that you learn from interacting with your marketplace is valuable. It may not be what you are currently looking for. Even so, this information should never be forgotten or passed over. No matter what data you collect in your polls and surveys, that is powerful info.

This is your audience telling you exactly what's important to them. They'll also tell you what is not important. You can use this data to set up your next webinar.

Imagine the following scenario.

You host a webinar. You are using the tips in this report to engage your audience. You're getting a lot of good feedback. Everyone is chatting and your audience seems to be enjoying themselves. You are solving big problems and truly helping your listeners. Then you announce that you're going to take a quick survey.

It's a multiple choice survey. Your audience members simply have to choose one or more selections to answer each question. It only takes a few minutes. When your webinar is over, you send out an email thanking everyone for attending.

Then you announce that the information collected in your survey is going to be the subject of your next webinar. You're going to dive deeper into those topics your audience was asked about.

Do you think your audience will be excited to attend your next webinar? Of course they will. Instead of simply collecting data from them, you used their input to go more in-depth in your next webinar. This is how using surveys and polls cannot only help engagement in your current webinar, but this practice can boost future webinar attendance and engagement.

You Discover Whether or Not You're Engaging Your Audience

This isn't going to be very evident right away. Imagine you have an audience of 250 people. You hold a survey or poll. You go through the rest of your webinar and complete the process. You use the software of your webinar hosting provider to review the information collected by your survey.

You find that only 10 people took part. This means that you only engaged 4% of your audience. That's not good.

When you give your webinar audience a survey or poll to take part in, you learn if you're good at engaging them. In the above scenario, maybe you asked too many questions. Your listeners might not have taken your poll because the questions you asked were too invasive. They were afraid you were going to use the personal information they collected to sell to other marketers or for some other purpose they didn't approve of.

For whatever reason, you didn't form a real connection with your audience.

The opposite scenario can also play out. You can find out if you're really good at engaging your audience. Either way, asking your audience to participate in polls or surveys can help you improve your engagement boosting results in future webinars.

The webinar software providers I talked about earlier have tools that let you take polls and surveys. Another good option is LiveStorm. The company offers a free trial and free demo. Check the screenshot below.

The image shows the Livestorm website homepage with several blue annotations. A horizontal arrow points from the 'Resources' menu item to the 'Get started for free' button in the top right. A vertical arrow points from the headline 'Engage your audience with better video communication' down to the 'Try Livestorm for free now' button. A circle highlights both the 'Try Livestorm for free now' and 'Get a live demo' buttons.

livestorm Products ▾ Pricing Customers Our webinars ▾ Resources ▾ Log in **Get started for free**

Engage your audience with better video communication

Build strong relationships with your audience through engaging webinars and video meetings, from your web browser.

Try Livestorm for free now Get a live demo

✓ No credit card required ✓ No software to install

LIVE 203 ATTENDEES

The main video feed shows a woman smiling. Below it is a grid of three smaller video feeds showing other participants.

Give Away Prizes, Have a Contest

I probably should've talked about this engagement enhancer first. That's because it is so powerful for connecting with your audience. When you are promoting your webinar months or weeks in advance, let your followers know you're going to be having a contest. Tell them you'll give away prizes.

One simple way to ensure that your audience will stay engaged is to give away a valuable freebie to everyone. All you ask is that your audience sticks around until the very end of your webinar. This holds your viewers' attention. They want to hang in there and keep listening so they don't miss the end of your webinar.

Make sure this is something your audience wouldn't mind paying for.

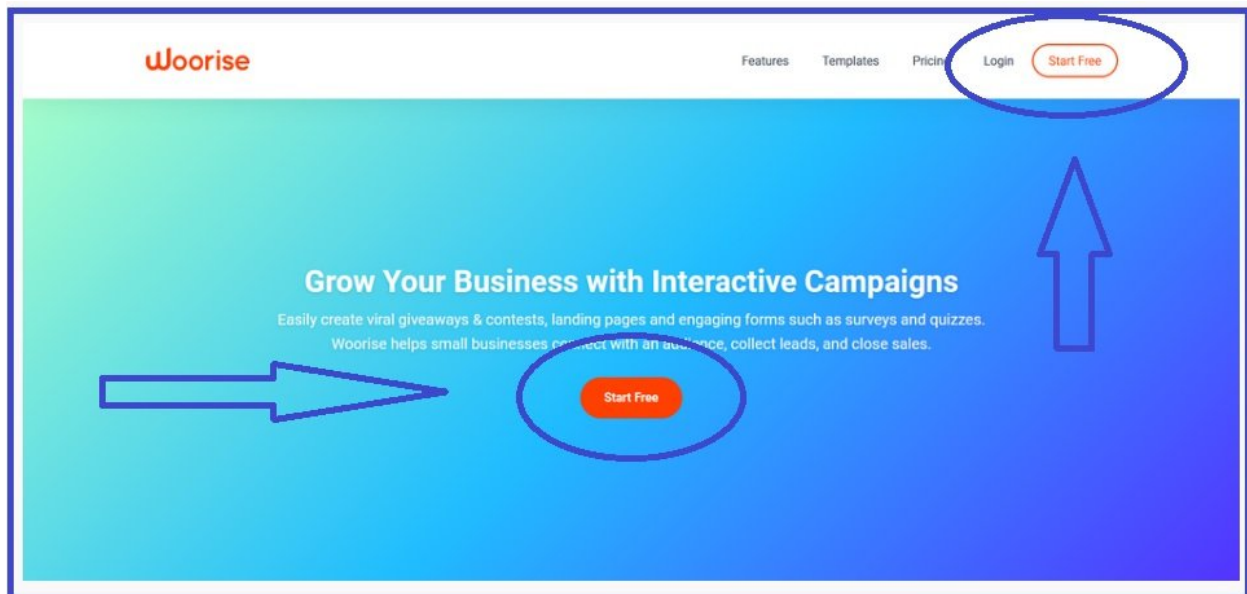
You promise everyone that a product you sell for \$27 is going to be theirs for free. All they have to do is follow through your entire webinar. Don't just offer a short report or low-value product. You want to really "WOW!" your audience.

You can additionally have a contest. This can be a blind draw contest. If you do this, make sure you award prizes to at least 10% or 20% of your audience. You don't want to offer just one prize. This can limit the size of your audience. Imagine you announce you're only giving away one prize when you promote your webinar. People know their odds of winning are probably going to be small, so they don't attend.

A surefire way to keep your audience engaged with prizes and contests is to have several in a single webinar.

Every 10 or 15 minutes you give away another prize. You have a quick contest or just select a winner at random. Announce this when you promote your webinar. Remind your audience at the beginning of your presentation. Then keep the engagement high and your audience excited by awarding prizes three or four times during your webinar.

Your webinar software may have contest/giveaway capability. If not, you can use WooRise, an easy to use app for driving engagement with giveaways and contests. Go to Woorise.com to get started with a free trial.



Always Hold a Q & A Session

The title to this chapter is a little heavy-handed. I'm aware of that. If you offer a great product or service, price it accordingly, deliver incredible value during your webinar and market to the perfect audience, your webinar will certainly not be a waste of time if you don't hold a questions and answers session at the end.

However, feedback from webinar hosts and webinar hosting companies continues to show that a Q&A session dramatically improves sales. This is true no matter what market or niche you are in, and regardless what price level you position your product or service.

92%

OF ATTENDEES WANT A LIVE QUESTION
AND ANSWERS AT THE END OF THE
WEBINAR

WorkCast.com points to research that says 92% of webinar attendees want you to have a Q & A session during your presentation.

Even when webinars are hosted to get your audience to follow as call to action that doesn't include making a purchase, Q & A sessions improve how long your audience sticks around during your presentation. They keep your prospects engaged and interested.

People Love to Be Recognized

Most people enjoy speaking their minds. Hand-in-hand with that fact is the tendency for many people enjoy being heard. Asking questions is one way that individuals can have their voice heard, while also expressing an opinion, in the form of a question. This is just one of many reasons that question and answer sessions work so well to improve engagement during webinars.

The first key to an effective Q&A session is to announce it at the very beginning of your webinar. Tell your audience you respect their time and you appreciate they have showed up to listen to what you have to say. Tell them because you respect their time, you will not be answering questions during the webinar. Instruct them to write down any questions that come to mind throughout the webinar, and you will address them in a lengthy question and answer session at the end of the presentation.

Go Long If You Have To

It's smart to tell your audience how long the webinar is going to last before you get started. This lets them plan what they are going to do after the presentation is over, and it lets your audience know what to expect. When you host your Q&A session, which should always be at the end of your webinar, after your first call to action, throw the clock out of the window.

You certainly want to keep an eye on how long your overall webinar is going. However, don't do so just so you can hit a specific time mark and then instantly end the webinar. If you are getting a lot of feedback and you are running long, keep on going. Mention to your audience that you are happy to go over the time you announced in the beginning of the webinar, as long as they have questions they want answered.

This does several things.

First off, it shows your audience that you respect their opinions enough to spend extra time answering questions. People buy from people they respect and admire. This is a very admirable quality, and your audience will not forget it. Q&A sessions also work really well to counter objections, and can be the difference between someone purchasing or not purchasing your product.

Make sure you plan an effective, in-depth question and answer session at the end of the next webinar you host. Announce it early. This keeps interruptions during your webinar at a minimum, and has been shown to improve engagement (and sales).

Include a Call to Action (CTA) at the End

Your webinar should deliver a lot of great, free information. You should give quick wins and solve problems. The webinar itself should be a problem solver that the people in your market are looking for. In other words, it should be a standalone benefit or value.

Of course, you're probably running a webinar to try and sell something. The people who show up for your presentation understand this. They expect you to give them a call to action where you tell them exactly what you're offering.

This is because of what is known in sales circles as the Law of Reciprocation.

Your people want to reciprocate. They want to give back in return for the great experience you've given them. You gave them a bunch of great value. You answered their questions. You interacted with them, chatted with them. They realize you put a lot of work into your webinar. They respect that. Now they want to reciprocate or give back.

This means they are fully expecting you to offer them some type of call to action.

Your call to action should be very clear. Load it full of bonuses. Make it value-rich. You want it to blow away your viewers. It should be such a great value for the purchase price that your audience simply can't say no.

You tell your followers just what you expect from them. Provide the next steps that you want them to follow. Don't forget to tell them why they should take your

call to action. This means showing them the benefits they'll get if they do what you ask them to do. How does a call to action boost engagement in a webinar?

It keeps the conversation going after the presentation has ended.

You can do this by having your webinar attendees click a link to join an exclusive newsletter. Tell them that you'll offer special prices and discounts on your offerings, but only if they join the newsletter. This call to action keeps you involved with your audience weeks, months or even years after the webinar is over. It continues to engage long after they watch your webinar.

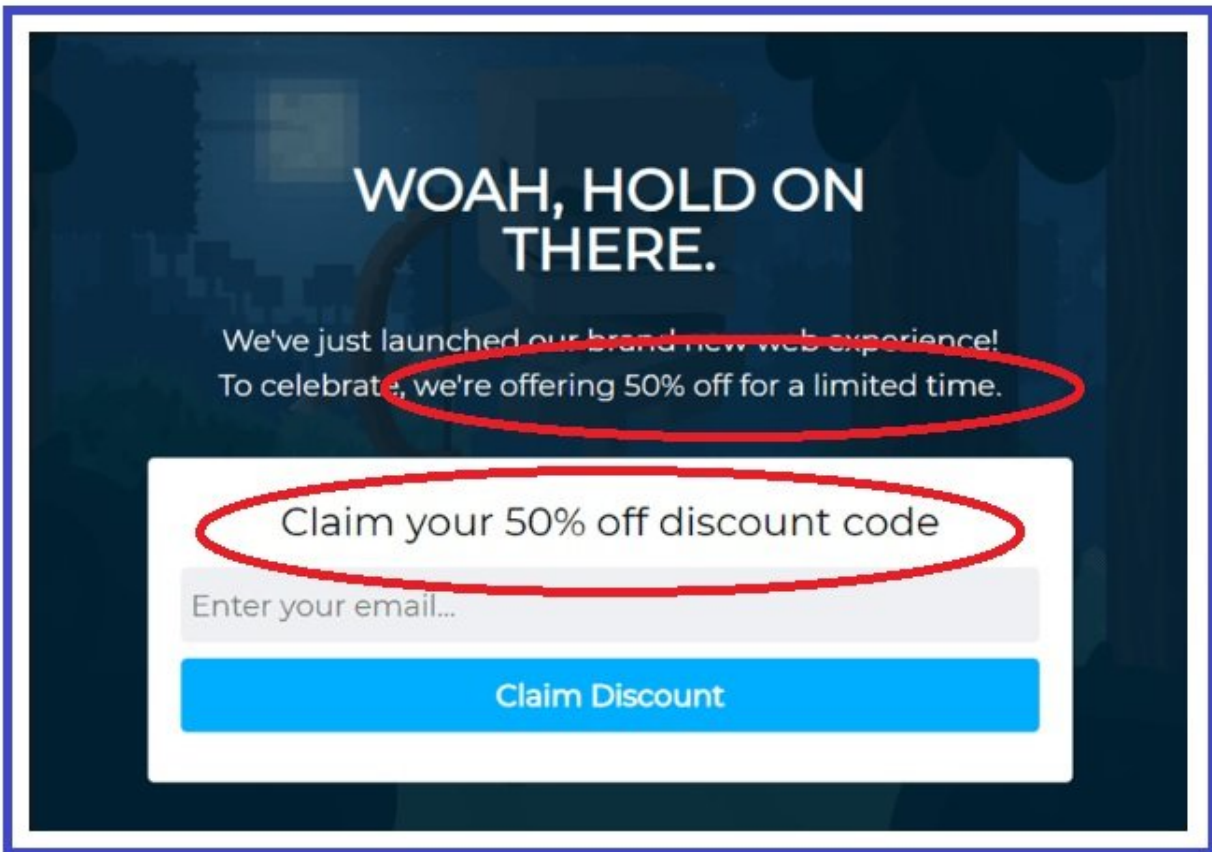
Maybe you're selling something. If so, make sure your CTA includes incentives and bonuses for acting right now. Tell your audience that they will receive some amazing bonus if they buy within the next 60 minutes.

You can also use scarcity to drive engagement with your CTA. Perhaps you are only offering 50 of the product you're selling at a substantial discount. A combination of scarcity and a limited time for action is a great way to ramp up excitement and engagement.

Whatever your call to action is, make it crystal clear. Keep it short and to the point. Make sure you have it appear on your screen and talk about it. When the webinar is over, remind all the attendees about your offer. Send them an email that thanks them for showing up. Once again go over the benefits of them taking action. This lets them know that you haven't forgotten about them. You're contacting them after the webinar has finished.

Another way to keep your audience happy and involved is to make your CTA easy. They shouldn't have to fill out a lot of forms. Don't ask for personal information unless it's absolutely necessary. Don't make your audience members click three

links if two will do. Offer a quick, simple, clear call to action and you have more success getting the results you desire. Here's a CTA from Shockbyte, a game server host provider. It uses a time limited "act now" 50% off discount to urge taking action now rather than later.



How to Engage Your Webinar Audience – Conclusion

Most people don't like to be sold. They want to talk with you, instead of you simply talking to them and making them listen. Think about the webinars you've attended. The ones that keep you engaged and interacting are much more likely to get you to take action, aren't they?

That's what you can do with this report. You can increase engagement.

You give your attendees what they want, interaction. When people feel like your webinar is a back-and-forth conversation where they can give their opinions and communicate with you, they are much more likely to give you the results you're looking for.

You can generate this engagement by talking to a single person and not a group. If you have 10,000 people on a webinar, those are 10,000 individuals. They are not listening as a group. Each person is attending for his or her own personal reasons. Talk to that individual instead of a group and you have a much better chance of making an important connection.

Make sure you enable the live chat option of the webinar software you're using. You won't be able to chat with every one of your attendees in real-time. Even so, when they see you answering the questions that they and other attendees are asking, they appreciate that live interaction.

Use your live chat software to send messages to your audience. Do this before and during the webinar. Sending messages before the webinar starts builds anticipation. You can tell your audience exactly what to expect, and they look forward to it. Sending messages during your webinar, even if they are one-sided

and don't need a response, shows your audience you are a live person interacting with them.

Tell your story. This helps people connect with you. Take a poll. People love giving their opinions. Take a survey and give away prizes or have a contest. And don't forget to hold a Q & A session at the end of your webinar, followed by a strong call to action.

These are proven methods for increasing engagement and interaction during your webinar. They work regardless of what market or niche you're in. Whether you're trying to build an email list, sell a product, or accomplish some other business goal, the engagement boosters in this report can help you become more successful.