

## REACHING YOUR LOST AUDIENCE

Did you know that the average lead generation webinar reaches only 33% of the people who register to attend?

Two-thirds of your audience never hears your message. These are people who were interested enough to act on your invitation or promotion, answer registration questions, and set aside time in their schedule to listen to your topic.



What could possibly account for such a huge proportion of lost opportunities in your marketing efforts?

When surveyed, non-attendees offer a variety of reasons for not showing up to the event.

The primary explanation for not attending a webinar is an unforeseen conflict. This can be anything from a business meeting that gets scheduled after they register, to a last minute crisis at the office, to a telephone call that runs long.

As more companies schedule webinars on the most popular weekdays and times, prospects are sometimes forced to choose which event they will attend.

Some people simply forget. Even if they do remember before your event is over, they often decide that it's not worth attending if they don't see your presentation from the beginning.

A certain percentage try to attend and give up because of technical difficulties or frustrations. They may not want to or be able to install the viewer technology on their computer. They may not trust confusing confirmation messages such as authorizing Active/X controls.

And some of your registrants simply change their mind about the benefit of devoting a solid hour of their work day to listen to a long presentation when they know that only a portion of the information will directly address their requirements and interests.

How do you overcome these problems and get your message to more of your audience? The answer is not difficult.

- Let your respondents access your information on their schedule rather than yours.
- Create a range of short content pieces that address one topic at a time.
- And make it easy to view your content without technical barriers.

Webinar Success, in partnership with Brainshark, can turn your existing content into a series of short, on-demand, recorded presentations. You will reach your audience on their own terms, making them more receptive to your message.

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