

A woman with long dark hair and pink headphones is lying down on a pink background. She is wearing a red and white striped shirt and a black strap. The image is used as a background for the text.

# The Definitive 2021 Content Creation Playbook

Vol. 4

**Webinars &  
on-demand  
video  
content**

**Treat.**

[TreatTorbay.co.uk](https://TreatTorbay.co.uk)

# Content Creation Playbook 2021

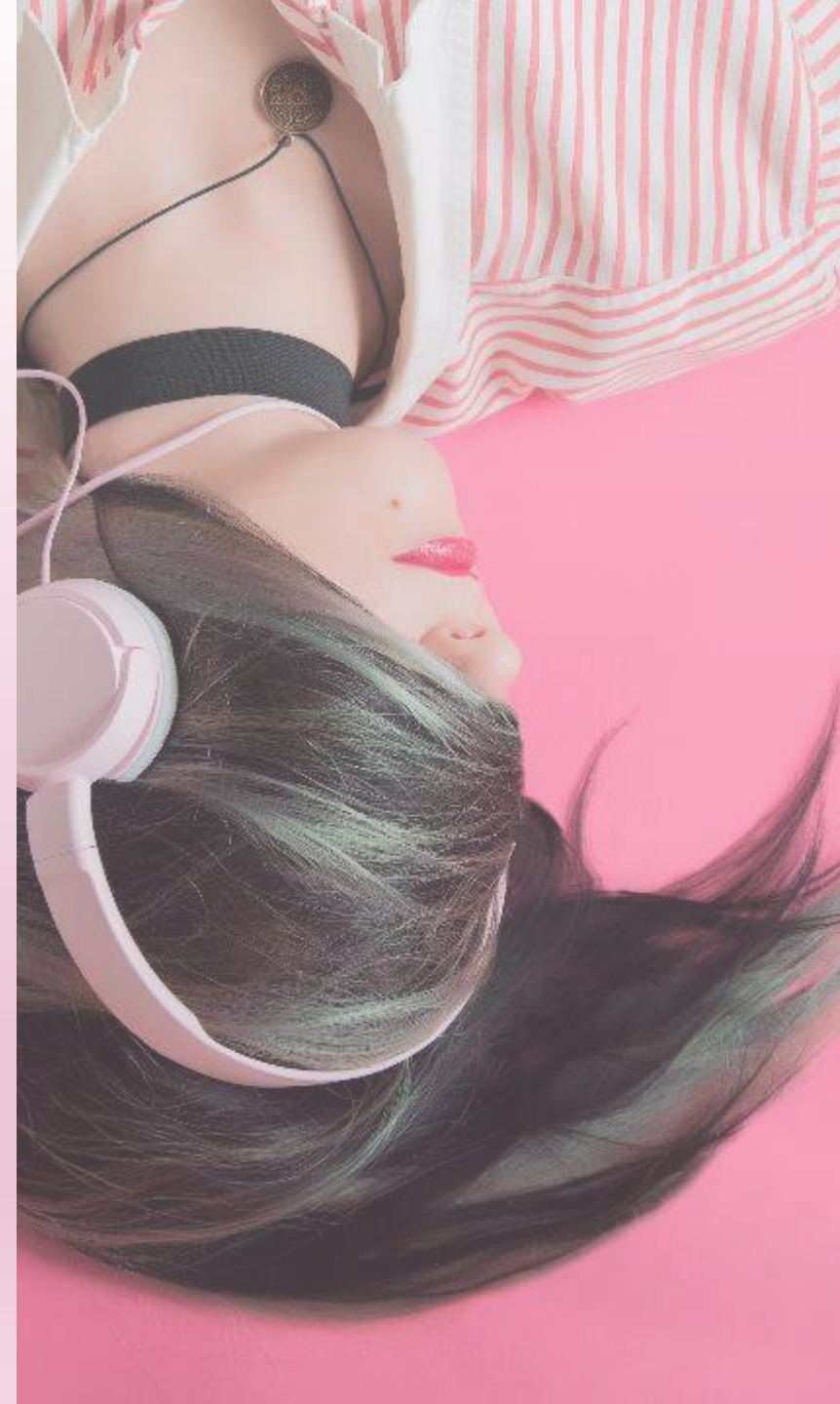
This guide to creating meaningful webinar and on-demand video content supports and enhances your website and brand. We've provided you with a simple step-by formula to making great webinars and video content to drive traffic and generate leads.

- Step-by-step
- Tried and tested
- Replicable month on month and year on year.

# Leverage your webinar content

**You're planning your online event – but how can you guarantee success?**

We're recommending some tried and tested methods for creating webinars that position your organisation as thought leaders and authorities on the subject at hand.



# Webinar formats that drive bookings

- **Winning formats:**

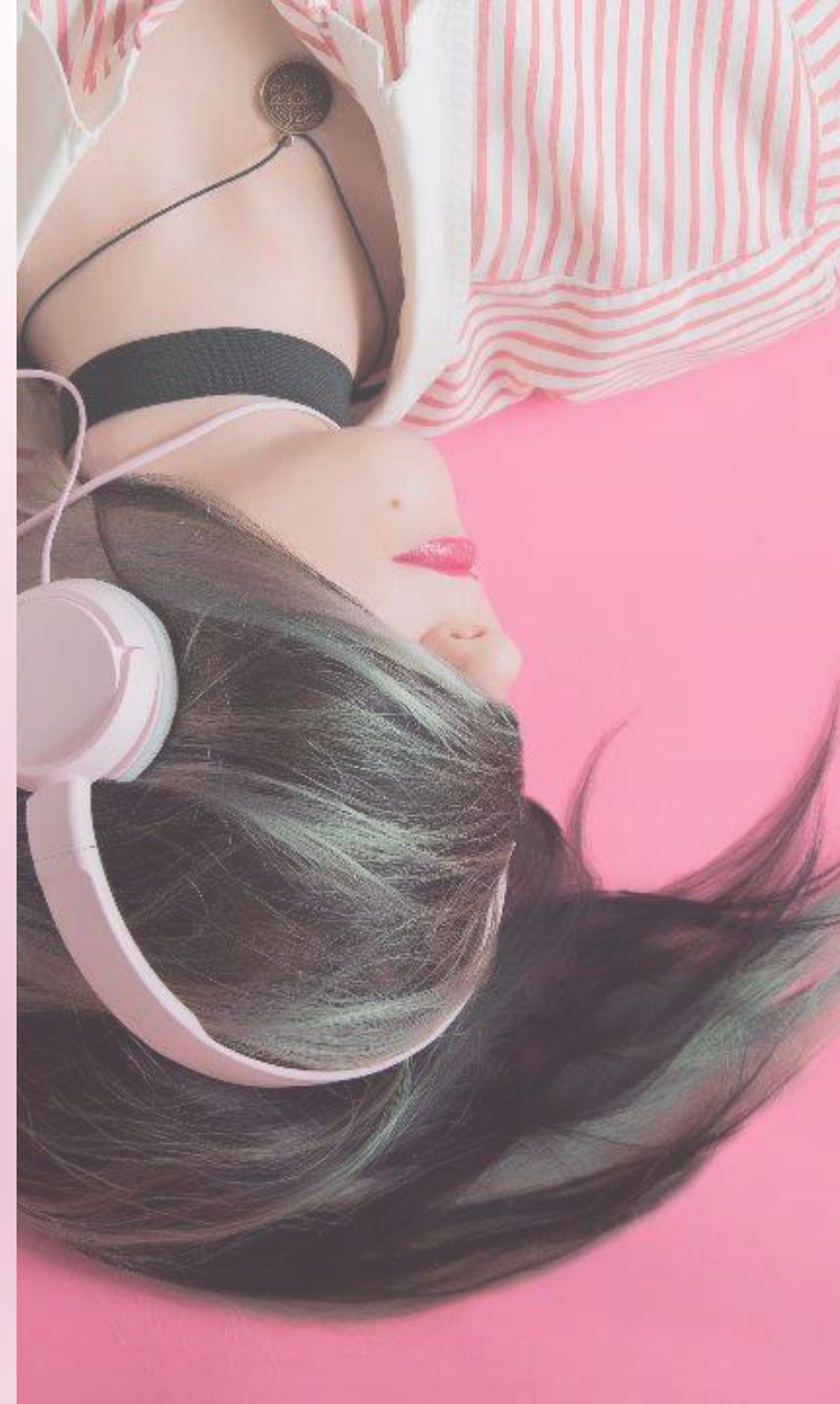
- Director interviews an industry expert panel
- Q & A with sector leaders
- Talk through important white paper or landmark publication that changes the PESTLE landscape
- Interview with your director, "In conversation"
- AMA – Ask Me Anything with question posed by the audience through the event registration landing page.

# Treat tips for webinars:

**Make sure your mandatory fields are established from the start.**

Adding a mandatory field whilst some delegates are already registered on Zoom will invalidate their registration when they try to join.

To avoid this problem on the day, untick any mandatory field check boxes at least an hour before you launch the webinar.



# Gather questions in advance

## **Allow delegates to ask questions in advance.**

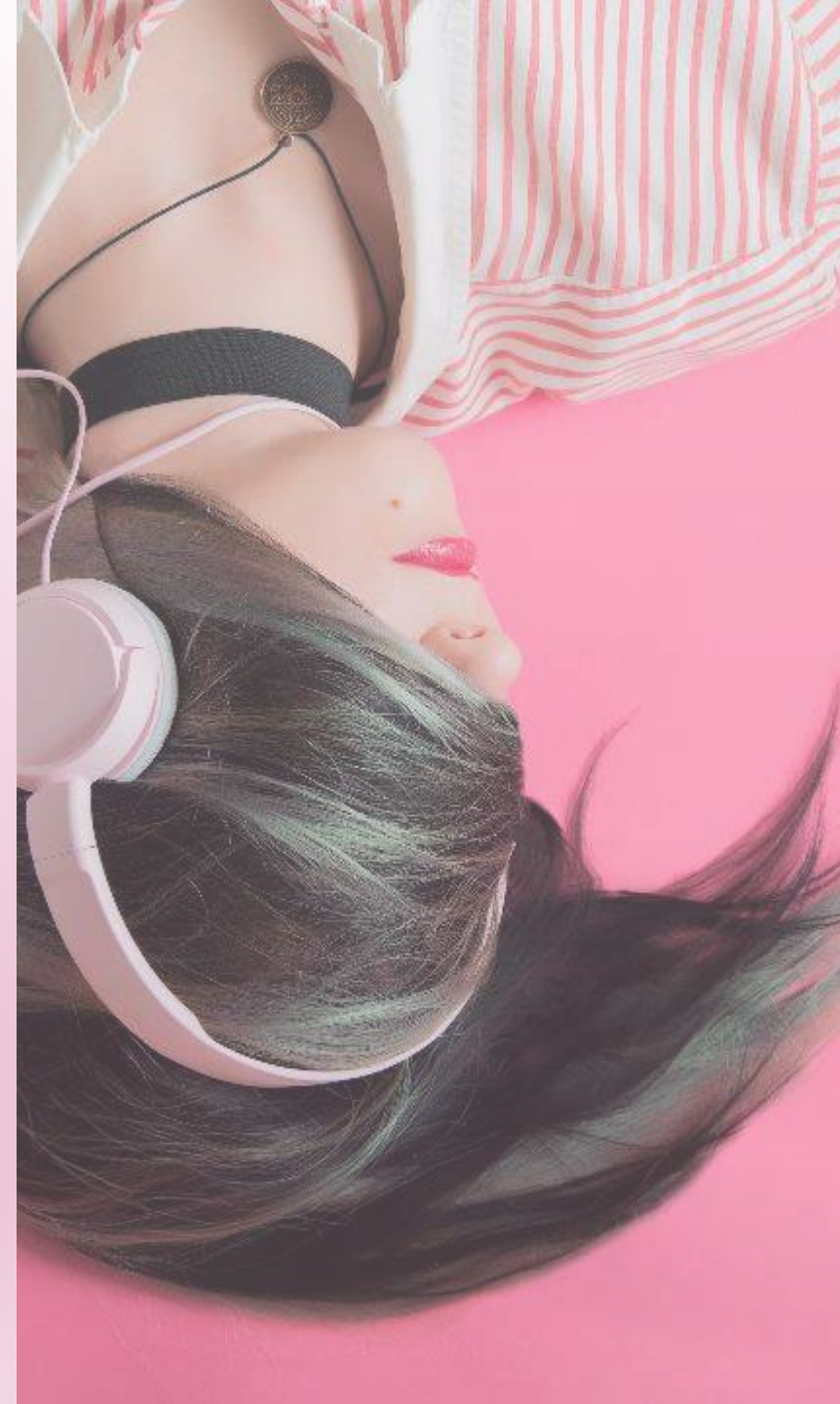
Providing a freetext field to allow delegates to ask questions will give you an advance list of topics of interest, provide structure to your presentations, and help along any Q & A sessions that dry up.

These questions show you what delegates are interested in, and can also help provide important content, such as FAQs and further blog content to support your pillar.

# Hit the record button

## **Record the webinar.**

You can send content links out after the event, put up a registration datawall to view online, or serve it as an on-demand video on your website, YouTube or LinkedIn.



# Extend the virtual experience

## **Offer a post-event experience.**

People are still accustomed to post-event networking, chit chat, and in some cases, rushing the stage to ask speakers questions.

Offer two-way conversations by inviting interested delegates onto the webinar stage, offering an AMA (Ask Me Anything) post event on LinkedIn, or a casual chat for participants on Clubhouse.

If Clubhouse isn't your thing, you can replicate that experience by inviting delegates onto the stage to ask their questions "live".

Offer a post-event experience brings delegates even closer to your organisation and shows you care about them.

# Breakout with purpose

## Use breakout rooms.

Teams and Zoom both offer break out experiences. It's best to make sure these rooms are moderated by leaders in your company, or interested existing clients.

It's very important to make sure there is an **aim** to these sessions, for example:

- Create a list of top resources
- Recommend their top software products
- Identify ways to solve a problem, like proving return on investment.



# Get clever with PowerPoint

## **Use the pre- and post-event slides to promote services.**

To avoid the awkward 3-5 minutes as delegates are joining the webinar (but the room isn't full yet), play a simple PowerPoint slide animation with images and:

- A warm welcome
- Housekeeping tips, like muting or breakout session info
- Brief timings of the event with principle sessions and starting times listed
- Any post-event information, like Q&A sessions, recordings, links you expect to publish
- A few "advertising" slides with your new product or service offer.

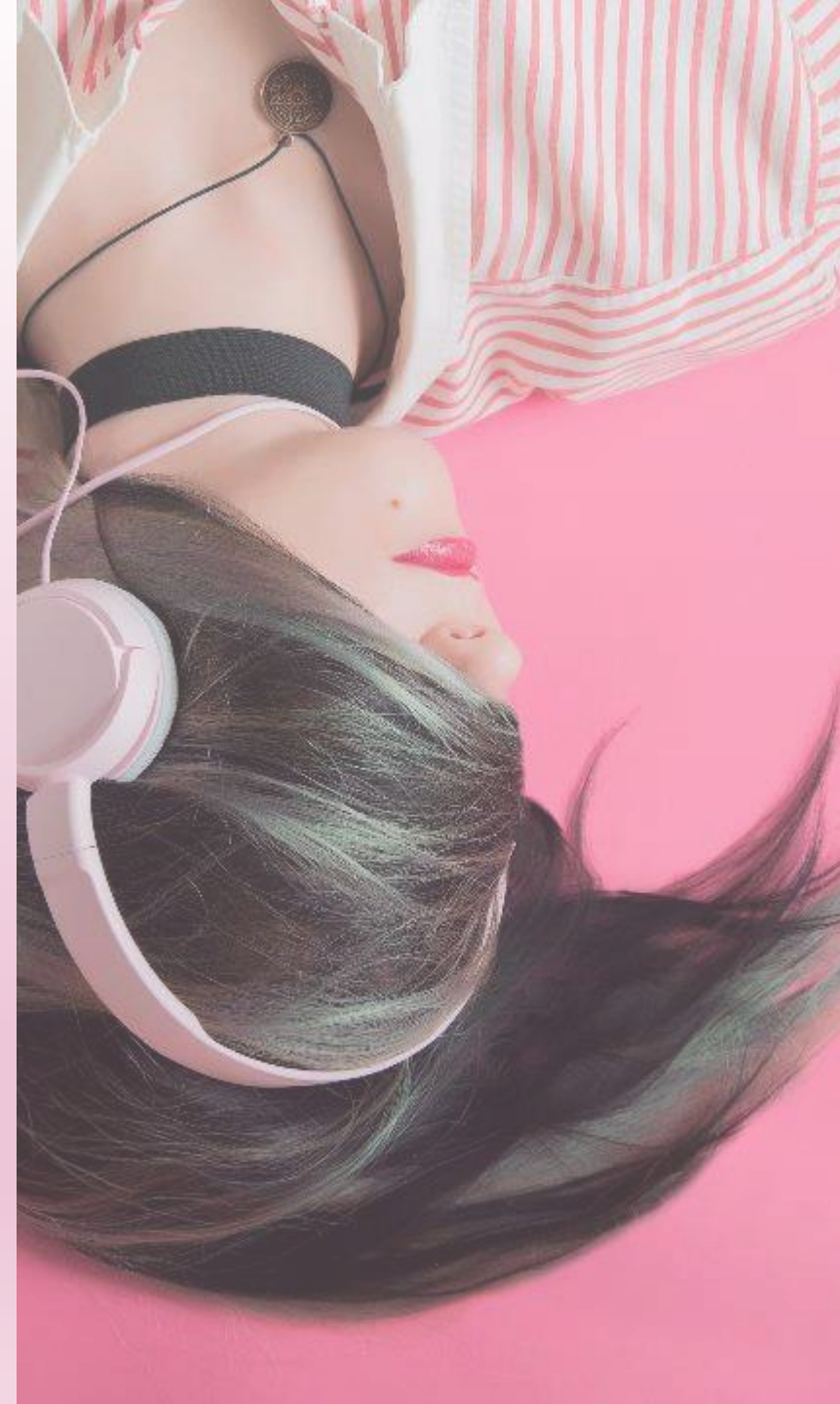
# Optimise your post-event webinar recording

The recording can live on it's own on Zoom, behind a data wall or not- use the settings to set it up perfectly.

So not to upset valid registrants, we wait 5 business days between sending the post-event recording link to attending / non-attending people, THEN we put up a data wall to capture anyone new.

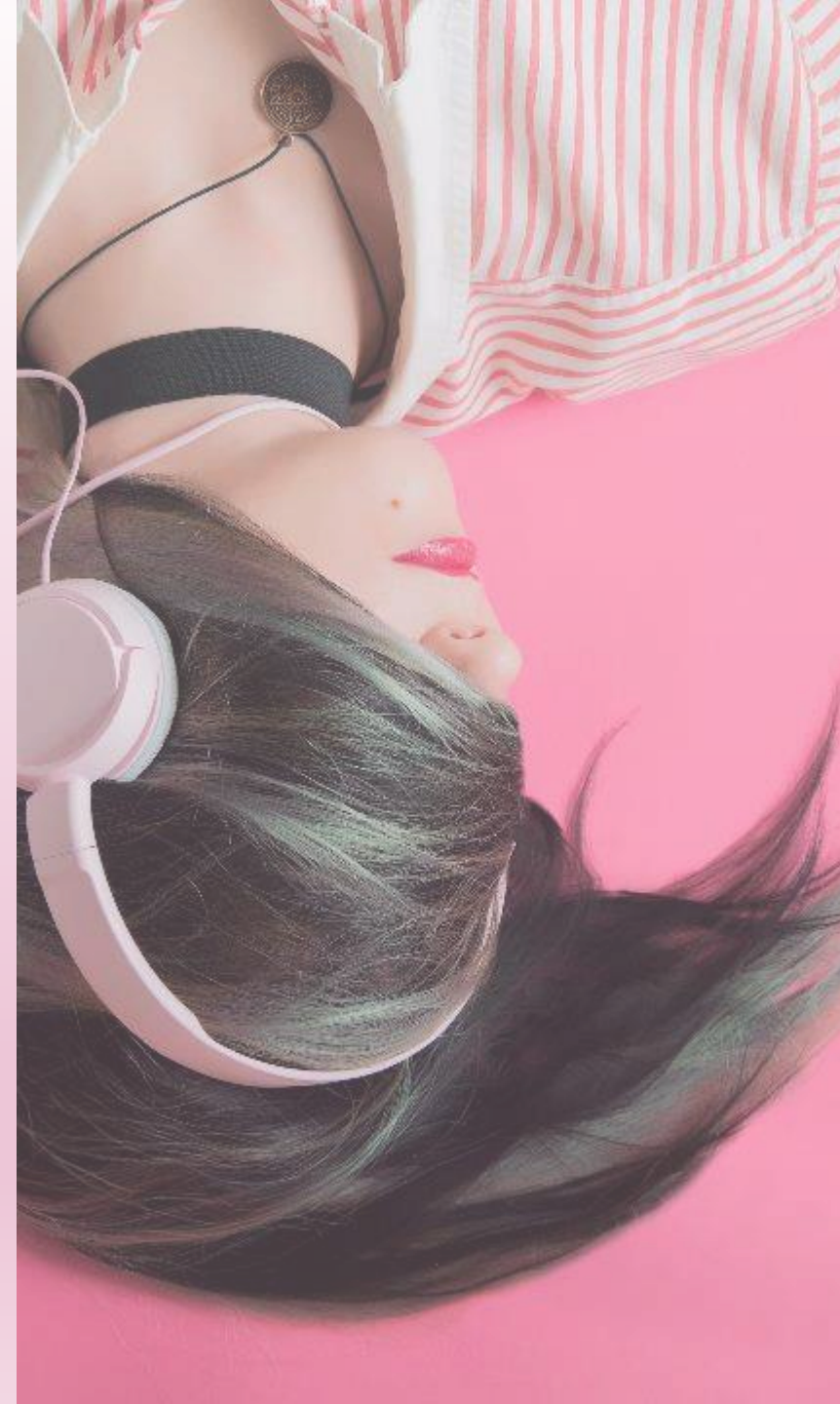
Once the data wall goes up, you can promote the webinar recording as an "on-demand" video.

**Treat tip:** Remember to go into the list of Zoom recording registrants every few days to pull down webinar view registrants and add them to your CRM / customer database.



# Make it last

To further professionalise the recording, download the webinar recording, tidy up the start and finish by cropping, then add an intro and outro relevant to your product and service offer.



# Promote your video content widely

## **Link to your new video content on a range of platforms**

You want your on-demand video to be seen widely, so make sure you are linking from:

- Your home page
- Your products / services page
- The pillar content and supporting blogs
- All your social media channels (consider the benefits of using advertising on these platforms to target your content)

# What next?

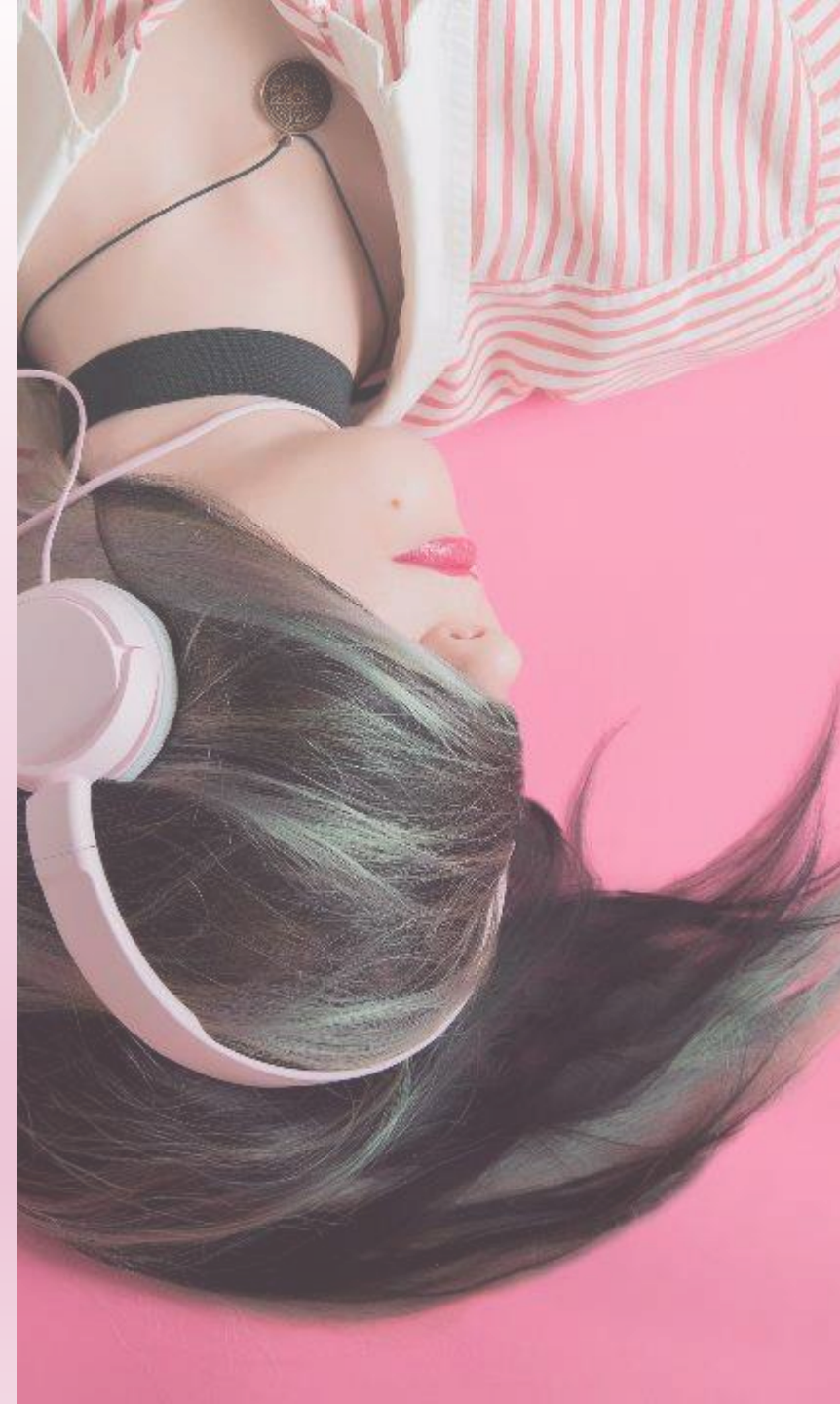
## Become the industry leader

**Here's some Treat tips to stay at the top of the tree, and to keep your competition at bay:**

- Consider making your webinar event an "Annual Summit" on the topic; an unmissable event of high importance, planned into diaries well in advance with a prominent keynote speaker.
- Re-run the playbook every year with fresh information.
- Publish "The Year in Review" and "The Year Ahead" content to increase credibility and authority as a company that's in it for the long term.

# Don't miss the rest of the Content Creation Playbook Series from Treat Marketing:

- Vol 1: Creating long form content
- Vol 2: Publishing, promoting and CTAs
- Vol 3: Unlocking your competitive advantage
- Vol 4: Webinars and on-demand content
- Vol 5: Extending and repurposing your content



# Thank you

## **Treat Torbay is here to help you with**

- Content creation
- Social media strategy
- Campaigns that deliver
- Webinars and online events
- Marketing strategy
- Marketing audit and analysis

Contact us at [hello@treattorbay.co.uk](mailto:hello@treattorbay.co.uk)  
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