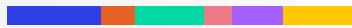


THE B2B MARKETER'S GUIDE TO SCRAPPY MARKETING



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FOREWORD

FROM JOE HYLAND, CMO, ON24

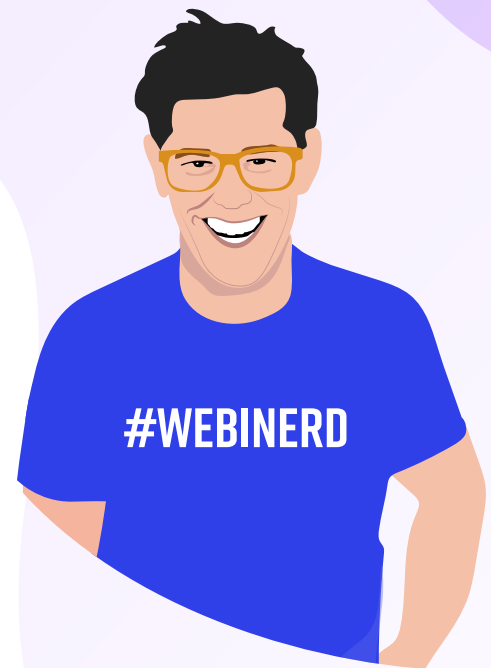
Earlier this year on April 1, ON24® launched a new strategy to help marketers acquire leads, close deals and nurture clients. We called this approach Get Sh*t Done (GSD).

Of course, it was a lighthearted blog post for April Fools' Day. But behind this is a serious message. Too many marketers get held back from being productive. And when it comes to using new tools, failure to get over the adoption curve is one of the biggest barriers to making it a real success.

Why is this the case? Marketers often take too long to get campaigns to market and are often held back by both limited resources and a tendency towards perfectionism. Whenever anyone does something new—whether it's running a webinar, event or even just an email campaign—the first-time round will take much longer if you're trying to make it perfect. It will cause anxiety around something not going right. To tell the truth, this has also held us back at ON24.

Instead, we want marketers to let go of this way of thinking. We want you to become a scrappy marketer. By accepting that your marketing doesn't have to be perfect, you'll be more creative and get your message out more quickly. By getting your message out more quickly, you'll find out sooner what works and what doesn't—and you'll drive more results.

Furthermore, by being scrappy, something counterintuitive often happens. You become



polished. As you increase your activity, you'll find out gradually where you can improve. Over time, your scrappy campaigns might not even look scrappy at all. Many of ON24's most successful clients began this way. You can too.

To practice what we preach, this e-book is also an example of scrappy marketing. A shared page of scrappy notes became a blog series, which we've now repurposed for you in this guide. If it seems rough around the edges, it's because we prioritized getting it in your hands over making it perfect.

We're looking forward to seeing your scrappy marketing in action.

FOREWORD

FROM DAVID FORTINO, SVP AUDIENCE AND
PRODUCT, NETLINE

Scrappy marketers hold a special place in our hearts at NetLine. Why? Because we see “scrappiness” as an efficiency mindset coupled with unbridled ingenuity and that combination often yields exciting results.

In such a fast-paced industry, it's easy to get lost in the details and the options—paralysis by analysis. There are roughly 7,000 martech solutions out there and countless philosophies on how to improve the output and ROI of marketing efforts. With only so much budget and bandwidth, marketers need to be savvier than ever with how they plan and execute their strategies.

This e-book is for max-effort webinar marketers who want results quickly without complicated tactical planning. It is an understatement to say that the B2B landscape is competitive with content, so the best approach is to simply get started. Hear from ON24 about how to do just that and get the best results possible from your webinar strategy.

We'll be chiming in with inbound strategies to cut through the noise with advanced targeting that's simple to execute. We're also sharing snackable versions of our B2B content consumption data, gathered from the more than 4 million downloads that took place across our platform in 2018.



It's our belief that scrappy marketers prescribe to a movement we espouse called “democratizing lead gen.” They believe that using content to drive real, measurable results shouldn't be difficult. We're making lead gen accessible to all by enabling marketers to do more, on-demand and at scale, with their content.

SECTION I: INTRODUCTION

WHAT IS SCRAPPY MARKETING AND WHY IS IT BENEFICIAL?

As marketers, we can be a picky bunch. In an effort to put our best foot forward, we often use brand guidelines, tone-of-voice documents and documented approval processes. We check and double check our work, asking for everyone to go over a fine-tuned piece of copy.

In an age where a print ad, a brochure or a quarterly thought leadership article in the trade press was all that needed to happen, getting things perfect was a noble goal. There's no way to edit a magazine after it's been printed.

But in today's digital age, we simply don't have the time to do all of this. Targets don't wait while we revise a white paper and our colleagues in sales aren't going to hold back from reaching out to prospects in the absence of perfect collateral.

And to add to this, startups and new competitors don't wait either. Content now needs to be always on to stand above the noise. So what approach should we be taking?

WHAT IS SCRAPPY MARKETING—AND IS IT AN ANSWER?

Look up the term scrappy and you'll see a number of definitions. Merriam-Webster defines the term as referring to “having an aggressive and determined spirit.” The Oxford English Dictionary adds that it is something “consisting of disorganized, untidy or incomplete parts.”

Meanwhile, Urban Dictionary offers “someone or something that appears dwarfed by a



challenge but more than compensates for seeing inadequacies through will, persistence and heart.” It also suggests that it could describe “a person who is little but can really kick some ass.”

Nick Westergaard, author of the book *Get Scrappy* and someone who also quotes from Urban Dictionary, says that a scrappy approach to marketing is simply “doing more with less.”

We suggest scrappy marketing is all of the above. Standing out above the noise in the digital age requires persistence and determination—particularly when going against better-established peers and competitors. It means getting rid of perfectionism, being comfortable with putting forward marketing that isn’t polished to the finest sheen. And it’s about being creative, finding out ways to get the most out of your marketing efforts even when you don’t have all the answers.

In short—if you’re limited on time and resources but still want to achieve great results—scrappy marketing is an approach you should be taking.

WHY IS SCRAPPY MARKETING BENEFICIAL?

Here are a few reasons why being scrappy can benefit your marketing team.

It places an emphasis on getting it done, rather than being perfect

Marketing at its heart is about putting out a message. Scrappy marketing is about doing that quickly and resourcefully.

Professionals today rely heavily on both researching their own problems and being

presented with new approaches. A recent report by PathFactory and Heinz Marketing found that 92% of marketers say content is either very important or important to their decision-making process, while 48% say they have started a buying journey because they or their coworkers have come across an interesting piece of content from a supplier.

As scrappy methods are more likely to result in marketing being available more quickly and at higher volume, they fit more closely with how prospects start their own buying journeys. Any moment spent waiting to publish is a moment where a prospect could be consuming your content.

Through an always-on approach, scrappy marketing allows you to build both visibility and engagement as your prospects enter the buying journey.

Building campaigns helps you to learn by doing

One of the most common models now being adopted is that popularised in the book *The Lean Startup* by Eric Ries. The approach emphasizes that the most effective way to learn about a new product is to get it to a minimally-viable version to market, measure its performance and apply the findings to future iterations. More on that later in this e-book.

The same is true for marketing. By running campaigns quickly and measuring their performance, you can use this data to improve the next time you do it.

You can also learn about the tools and technology as you do so, meaning you and your teams become more efficient over time.

Learning quickly focuses your efforts

Rather than doing every kind of marketing, all of the time, a scrappy approach means you'll get feedback more quickly on what works and what doesn't.

Once you know what messages and content converts, you can then double down and put these at the core of your efforts, syndicating across your channels and driving better results overall.

As such, you'll move from doing marketing for marketing's sake—to marketing that works as hard as it can.

Speed, volume and personality helps you to cut above bigger players

While the competition will loom large, if you can connect with your audience more frequently by taking a more nimble approach—and showcase your personality while doing so—you can build greater engagement with them, increasing the chance that you will be on their short list when considering a solution.

Furthermore, people love the underdog—as highlighted in a study featured in the [Harvard Business Review](#), which demonstrated that buyers naturally gravitate towards underdog brands, particularly if they too feel a sense of struggling in tough circumstances.

Being rough around the edges makes us human

Nobody is perfect—so if we're looking to build genuine connections with people, why should our marketing be perfect?

By demonstrating our vulnerabilities and being open about them, we can start to market in a way that makes our buyers more receptive to our efforts at building a connection.

HOW DOES THIS APPLY TO WEBINARS?

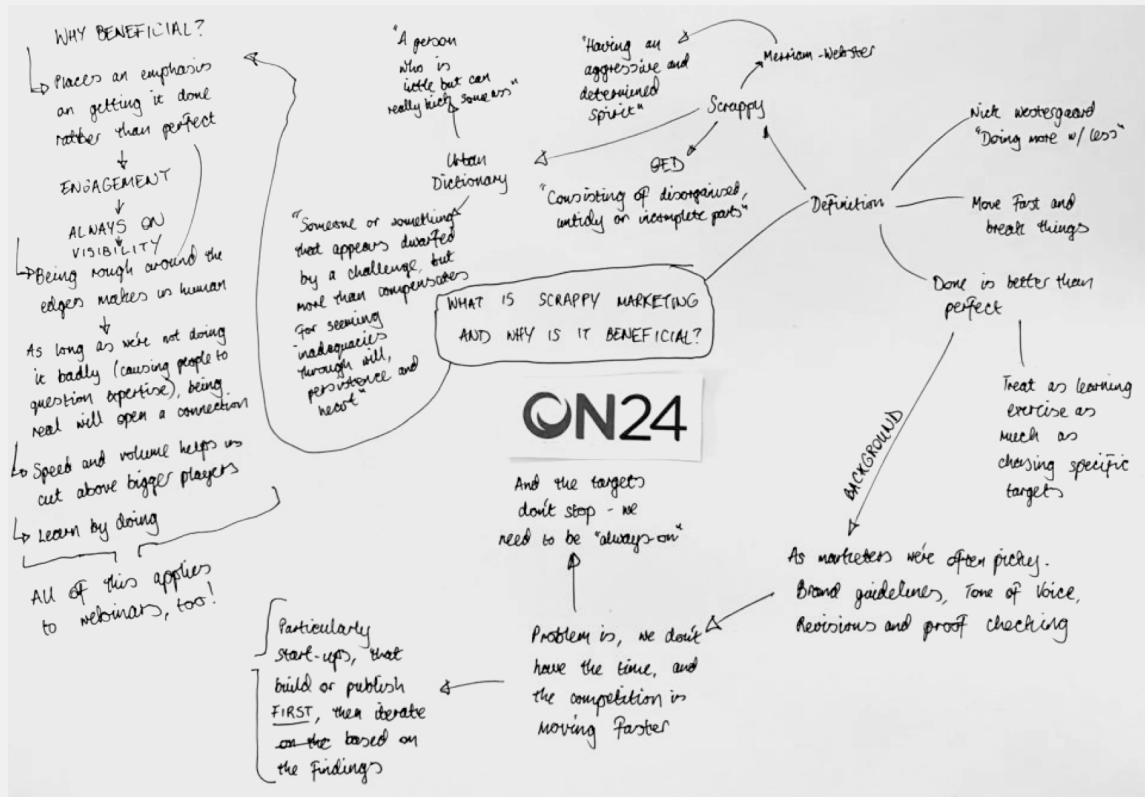
Webinars are a great place to start with a scrappy approach to marketing. You can put yourself in front of an audience, engage with them in real time and learn how to do it better next time.

In addition, webinar content can be repurposed, made available on-demand and provide a rich source of data for both sales intelligence and marketing insight.

And if you're already running webinars, going scrappy can act as an interesting method to driving up the volume of your content and lifting your results.

FINALLY—IS THIS CONTENT I'M READING SCRAPPY?

Yes, it is! As proof, find below the notes that were written in putting this together—and enabled this content to reach you in quick time.



ON24 TIP

CONNECT WITH OTHER WEBINERDS TO UP YOUR PERFORMANCE.

ON24 has its own online network of webinarers that can help provide tips and share advice. Check out the ON24 Webinar Community to hear how marketers like you get scrappy and get results.

SCRAPPY WAYS TO ACCELERATE YOUR MARKETING

As marketers, we're pushed for time to achieve our goals—and we rarely have the budget or resources we would love to have. But with a scrappy mindset, we don't let that limit our ambitions. Instead, we embrace the challenge and look for creative ways to drive results quickly.

So how can you make moves to accelerate your marketing, find out what works and what doesn't and ultimately smash your targets?

Before we go into scrappy approaches for your webinars, here are five tactics to consider when you're looking to drive results more quickly.

RUN MICRO-CAMPAIGNS: A LOW-RISK WAY OF TESTING IDEAS

If you're only just starting to dip your toe into scrappy waters and are feeling a little apprehensive, running micro-campaigns is a great place to start.

These are small, low-cost and highly-targeted efforts to test an idea or a target market. Because

of the little investment micro-campaigns need to get off the ground—they can take just days or hours to pull together—you can afford to take some risks with them, experiment with different angles and discover what kinds of ideas and themes resonate with your audience.

Some types of micro-campaign could include:

- **Running display ads with experimental creative, perhaps limited to a particular type of day.** For example, if you're selling technology for B2B lead generation, you could run a campaign with the slogan "Hungry for leads?" around lunchtime.
- **Promoting a webinar format aimed at just one account.** If this works, you could repurpose it as part of your account-based marketing efforts.
- **Testing paid search terms for verticals that use cases you haven't focused on in the past.** Providing you get enough volume, you may discover a market that you haven't previously targeted.



Micro-campaigns can also encourage your team to be more creative. By giving them permission to think beyond existing campaigns and messaging, but limiting the time and budget they can spend on such efforts, you empower them to find new ways of improving performance.

CURATE AND SYNDICATE EXISTING CONTENT

There's really no need to reinvent the wheel. By curating consistently useful, comprehensive and relevant content, sourced from different places online, you can establish yourself as a reliable source of information.

Even major enterprise businesses are built on the back of curating useful data. As an example, research firm eMarketer collects data points from studies by other companies and distills it down to the most important takeaways.

Syndicating content can also help in terms of both building your content on-site and reaching audiences elsewhere. Many excellent posts on the ON24 blog have originally been published elsewhere (and are marked as such). In addition, ON24's webinars and resources are promoted on third-party sites.

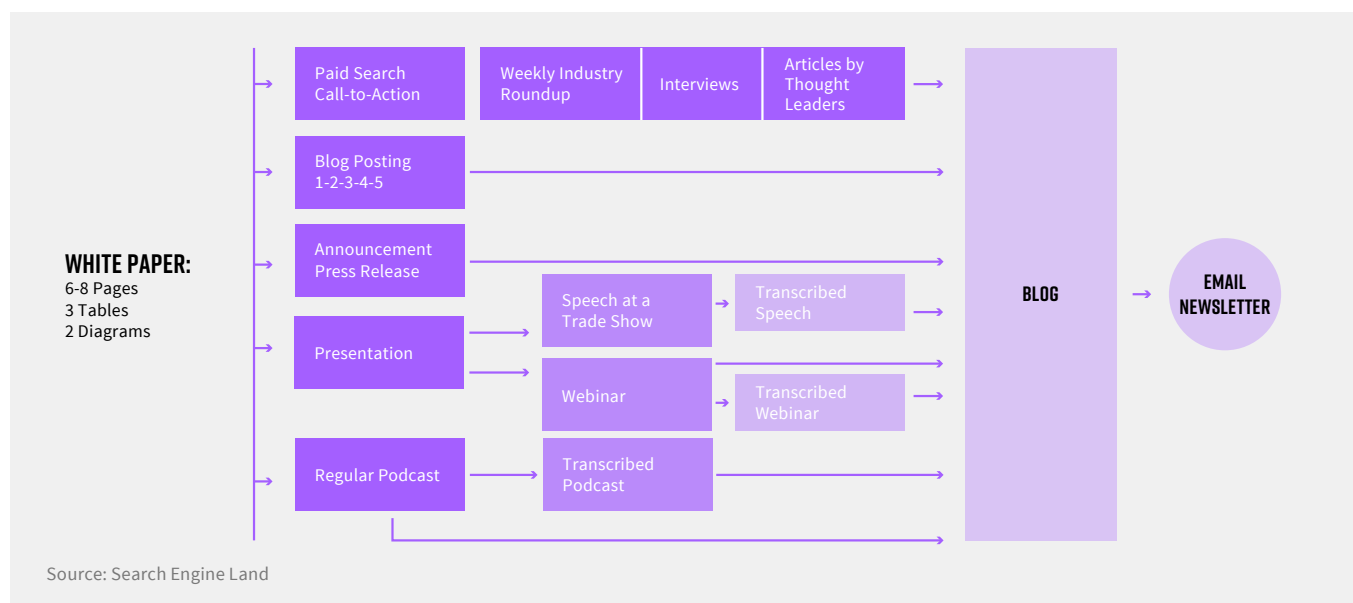
To save time reaching out to individual publishers and media sites, syndication networks such as NetLine can help you get your content hosted elsewhere, driving leads automatically.

APPLY THE 'CREATE ONCE, PUBLISH EVERYWHERE' (COPE) PRINCIPLE

If you've invested a great deal of time (and sweat) into creating a resource from scratch, it only seems right that the resource works hard too. Think about different types of content you could launch off the back of the resource that you can post on different platforms and reach different audiences with.

In a blog post on [Search Engine Land](#), Ted Ives shows how a single whitepaper can be repurposed into 19 different content assets—including blog posts, a webinar, a podcast, or even an email newsletter.

Transcription can also be particularly powerful, especially given the range of low-cost tools and solutions now on the market. If you assume a speaking rate of just one word a second, an hour-long webinar could produce 3,600 words of content that can all be repurposed elsewhere.



AUTOMATE ROUTINE PROCESSES

In scrappy marketing, speed is key, so it makes sense to automate as many of the simple, routine processes marketing as possible.

Tools like Zapier let you schedule the publication of content on blogging platforms or social by getting apps to talk to each other, while marketing automation platforms like Marketo can keep interested customers engaged by sending them more of your relevant content at a pace that suits them.

Some types of automation you could consider include:

- **Automated social posts** when you publish a new blog post on your site.
- **Triggered emails** based on a particular on-site action, such as visiting a particular page on your site.
- **Automatically adding content to a newsletter** by using dynamic email templates.
- **Running automated product demos**, where your sales team can answer questions from any attendees.

While you should take care to make sure any automation doesn't appear spammy or low-quality, this can also act as a creative exercise for your team in terms of figuring out ways to drive results automatically.

ESTABLISH CHECKLISTS, TEMPLATES AND REUSABLE FORMATS

In other words: don't think more than you need to. Trying to remember the same steps of a process each time you do it, or creating similar pieces of content over and over, takes a lot of cognitive energy that could be saved by falling back on established content formats, templates and checklists.

Marketing publisher Econsultancy built much of its audience using a list of 34 different blog post formats. As a result, even on a slow day, the editorial team can quickly go to this list as a source of inspiration, allowing them to turn content around quickly and with less effort.

Checklists can also help you get things done more quickly, reduce the chance of failure and aid team coherence, just what your organization needs to succeed in its scrappy endeavors. ON24 even uses its own Webinar Checklist to plan its sessions and make sure they are a success.

NETLINE TIP

USE COMPANION CONTENT TO BOOST ENGAGEMENT.

Getting your prospects ready for a sales conversation requires more than just quickly generating form fills. Structure your campaign flows and content hubs to offer more content when people are engaged—helping to get them ready to speak to sales. Find out more about NetLine's Multi-Asset Solution.

HOW TO MAKE YOUR MARKETING TEAM MORE AGILE

Taking a scrappy approach to your marketing can transform your company's fortunes, making it possible to bring more ideas to market and at speed. But if your team isn't flexible enough to take risks and start experimenting, you'll never reap its benefits.

A word that sums up this flexibility is agile. While it's often used to describe an approach to developing software, its broader definition refers to "having a quick, resourceful and adaptable character." So how should you go about developing this in those you work with?

GET BUY-IN FOR A SCRAPPY APPROACH

Resistance to change will be your biggest stumbling block when it comes to introducing the scrappy method, so before doing anything, ensure everyone in the team is on board.

According to Kotter's Change Model, which provides eight overlapping steps for effecting change in an organization, you must first create urgency, which you might do by identifying potential threats, or opportunities to exploit.

This is followed by building a coalition, which would involve identifying who must lead the change and ensuring the team is made of a mix of people from different levels of the business, who have different capabilities. Kotter's model applies more to larger projects, but there are certainly some ideas that you can take from it.

Using data can be a great way to both drive urgency and build support. Look for spikes or dips in your analytics or engagement data, which can help spur on what could happen if you did something outside the norm. Share these around and ask questions to get people to think differently. Get people excited about the potential for better results while encouraging them to start taking action.



REMOVE BARRIERS TO PRODUCTIVITY

Once you have the team on board, you must ensure they have everything they need to get started. Do they have the tools they need? Do they feel supported? Does everyone know what they're doing and how to do it?

You'll also need to ensure your team is able to communicate effectively. Is everyone on board with the method? What tools will you use to communicate quickly? If they have questions, will someone be there to answer them? How will tasks be assigned and how will everyone know they're in hand?

To encourage the scrappy mindset, look at where people can set aside times to get stuck into the project. Eliminate any meetings that don't add value. Look to cancel commitments that are cutting into your colleagues' time. If some people prefer working elsewhere, allow them to be productive at a place where they feel they can get into a state of flow.

ENCOURAGE EXPERIMENTATION—REMOVE THE FEAR OF FAILURE AND PERFECTIONISM

The more innovative you are, the more robust you are—you can roll with the punches that will inevitably come in a rapidly changing market.

To be innovative, you must foster a culture of experimentation. This means testing ideas quickly and failing fast so you know what to do next—there's no lingering over something that doesn't work and that will never work.

Testing things out on a small scale now to determine what works will save bigger failures in the future.

However, creativity in a business can only blossom if individuals aren't afraid to fail. Sara Critchfield, founding editorial director of Upworthy, reportedly the fastest-growing media company of all time, says that in order to encourage a team to be more innovative, there must be a shift from a 'best practices' mentality to a dynamic 'laboratory' mentality and that team members rather than managers should be made responsible for the results.

She also advocates 'normalizing' failure by setting a baseline failure rate and success rate and measuring the team's work by that baseline.

PUBLISH AND PROMOTE AT SPEED

Publishing content regularly and consistently is the best way to grow your audience.

As Nick Westergaard writes in *Get Scrappy*, setting a consistent schedule and editorial calendar will establish audience expectations and help "develop your own content creation muscles and routine."

This means you can't be too precious about your work—there's no time for perfectionism. As long as your content says what you want it to say, makes sense and is factually accurate, it's fit to publish. Of course, the content you're working on can always be improved upon. But resist the urge to keep tweaking and get it out there.

The same method can be applied to webinars. Rather than dwelling on what might work well, producing one and getting it to market will provide an answer. Your best [marketing webinars](#) can be highlighted as always-on content, while those that didn't perform brilliantly can be hidden further down the list of your website's resources.

MAINTAIN THE UNDERDOG MENTALITY TO HELP PEOPLE KEEP GOING

Keeping up a consistent and fast pace can be a challenge. To keep the scrappy marketing method alive in your business, you're going to need a mascot. Make that mascot an underdog.

As covered in the first post, taking an underdog approach can endear you with your customers and help your team to keep going even when it's tough.

The underdog is always looking for different ways they can win the game. They're looking for a competitive edge, because they can't rely on their size, or reputation or firepower. They're more resourceful. By definition, they're more agile.

ON24 TIP

GET YOUR TEAM RUNNING WEBINARS IN NEW MARKETS.

Getting more webinars out to market in new markets doesn't require a huge number of staff and can dramatically increase your pipeline. To hear about just one example of success here, tune in to our on-demand webinar on [How a Small Team Pushed NVIDIA's Webinar Program Global and Fueled Growth](#).

SECTION 2: STARTING WITH SCRAPPY MARKETING— IDEAS AND BRAINSTORMING

USING EXTERNAL DATA FOR SCRAPPY CAMPAIGN IDEAS

Creating content campaigns with serious impact doesn't have to be the preserve of larger companies. But creating content that's both fast to produce and effective in driving results requires inspiration.

Here are a few scrappy ways you can use free digital tools to conceive, build and launch winning content campaigns fast.

ZERO-IN ON THE RIGHT CONTENT TITLES WITH GOOGLE AUTOCOMPLETE

Even though you may have buyer journey maps and positioning documents that define what your target customers might be looking for, there may be specific terms buyers are using that you have missed.

Google Autocomplete makes its search predictions based on what other people have searched for. By reviewing what phrases or questions are associated with your keyword, you can discover what people want to know about your product and create content that they'll want to engage with.

You can also use Autocomplete to find out what terms your keywords are related to and place these into your content to help improve its relevance.

While taking this approach alone is unlikely to result in winning lots of organic traffic, it can provide both a useful tool for gathering ideas and a place to make sure you're creating content that people are actually looking for.



PLAN YOUR NEXT WEBINAR CAMPAIGN WITH GOOGLE TRENDS

In addition to Autocomplete, check out Google Trends to see how the popularity of a particular search term and its related queries, have varied with time. Which industry topics are most relevant to your potential customers and what's falling out of favor? Are there any seasonal patterns?

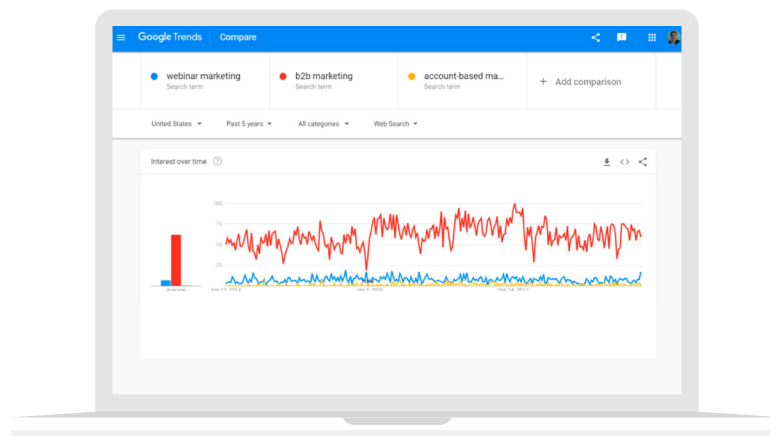
There's also an option to view 'rising' search terms, which shows you which topics and queries related to your industry have increased most rapidly in popularity over the last year. Are there search queries that imply emerging pain points for your customers? Insights like these could inform what emerging subject your next webinar could be about.

DISCOVER EXISTING CONTENT TO REPURPOSE WITH SOCIAL DATA

Which of your social posts have had the most shares? Are there any themes that have worked well for other companies? Go back through your timelines to find out. If you go back far enough, you may find a piece of content that still has legs, or for which a recent theme has given it new relevance.

Discuss what it might be about the popular post that worked so well. Does it solve a problem that your potential customers might have? If so, it may be possible to repurpose the content.

For example, a popular how-to video could be spun into a longer guide that goes into greater detail than the video. Make the guide available to only those who have filled out a form and you can start generating leads.



NETLINE TIP

**ANALYZE B2B CONTENT
CONSUMPTION AND BUYER
ENGAGEMENT IN REAL TIME.**

NetLine's Audience Explorer is a free tool that helps marketers search and analyze first-party buyer engagement data. Starting with job area, marketers can filter results with interactive charts and view valuable data from the Buyer Research Stream, Top Titles, and more. Gain a competitive advantage by scouting the content consumption data of your target, in-market professionals.

MAKE THE MOST OF UPCOMING EVENTS

Events are a great opportunity to generate content, even those you're not holding.

If there's an industry event on the horizon, find out what main themes will be discussed and use these as inspiration for your own content. Keep an eye on social activity during the event, making note of the topics that are firing up the most discussion among your potential customers.

Even for events that aren't your own, producers will often release delegate lists to show what companies are attending or presenting. This can provide you with a list of targets that could form part of an account-based marketing campaign.

CREATE YOUR NEXT BREAKOUT BLOG WITH EGO BAIT

Content that boosts the egos of influencers or industry leaders, or ego bait, can prove a major traffic driver if done well. Ego bait usually takes the form of an interview or listicle and tends to perform well as the subjects featured are—unsurprisingly—keen to share any content that praises their work.

The key is to keep it authentic. Put aside your metrics head while you're building the campaign and focus on engaging the person you'd like to feature in your content. If they're a good fit, the content is informative and your customers find it helpful, all those shares and links back to the site will follow.

NETLINE TIP

MAKE SURE TO TARGET THE WHOLE BUYING COMMITTEE WITH YOUR CAMPAIGNS.

While all marketers want their content to be read at the C-level, by targeting a wider audience you can help influence the whole buying process—and gain deeper insight as a whole. To find out how your performance stacks up, read our [2019 State of B2B Content Consumption and Demand Report](#).

USING CUSTOMER DATA FOR SCRAPPY CAMPAIGN IDEAS

In the previous chapter, we provided a list of external sources that can help provide some sources of inspiration when you're looking to get campaigns out quickly to market.

However, the most valuable insights are likely to come from your own customers. As such, harnessing information you can gather directly from them can be even more powerful. Below are a few places to turn to so you can gather this information.

LOOK AT YOUR CUSTOMERS' QUESTIONS—AND ASK MORE

Chances are that you already have a host of questions that your customers have asked previously in one way or another. Past *interactive webinars* can act as an archive of both Q&A material, poll responses and surveys. This can both help to guide a path to new ideas and provide an easy way to start repurposing content.

While more commonly used by product and development teams, support tickets can also act as a treasure trove of information, particularly if you are able to segment out those asked by high-value target groups.

If you need more information, then don't be afraid to reach out and ask directly. Create a short survey to send out by email, run a poll on social media, or even engage those on your site via on-site chat. It doesn't need to be complicated—a simple question such as “What content would you help you be better at your job?” or “What topics are most important to you right now?” will often be enough to surface valuable pointers.

ASK YOUR SALES TEAM FOR INSIGHTS

While marketers like to own the customer experience, it's most likely your sales or customer success team that has a closer relationship with the customer than anyone else in the business. Find out from them what burning questions they're most frequently asked by leads or customers.



It's certainly worth working more closely with your sales team so you can more easily share your insights with each other, not only to keep tabs on what matters most to your customer, which can inform your marketing activities, but also so that the sales team can be in a better position to answer their questions.

DIVE INTO YOUR ENGAGEMENT METRICS

On the quantitative side, customers can tell you a great deal about their interests and preferences through their behavior. **Content intelligence** can be gathered through a number of sources, which come in the following different flavors:

- **Website traffic**—Use your on-site analytics to find out what kinds of content on your site are most popular (most visits and longest dwell time), where site visitors are coming from (channel and geography) and (if you have it available) the keywords they're using to find you.
- **Email data**—Look at your email campaigns. Which subject lines have proven the most engaging? Which links (to internal or external content) are getting the most clicks?
- **Content downloads**—Which of your existing assets have performed most strongly? Are there any that could do with a refresh? Are there any areas lacking engagement but have the opportunity to perform more strongly?
- **Webinar engagement**—Review the webinars you've held in recent years. Are there specific topics that see more registrations? Which webinars get the most audience interaction? Make note of the questions audience members ask the end—these can often form the basis of a blog post at the very least.

INVESTIGATE YOUR CRM DATA

One more place you can find inspiration for campaign ideas is your CRM data. What industries are you targeting? Does the CRM tell you which are more receptive to your existing content? Are there any particular clients or target accounts you should be focusing more attention on?

Cross-reference these insights with the other information you've gathered. This can help you think differently about new content going forward.

ON24 TIP

LOOK AT BOTH PROSPECT-LEVEL AND ACCOUNT-LEVEL DATA TO FIND OUT WHAT WORKS.

ON24 Intelligence provides in-depth insights on audience engagement and behavior on all content from any source, including viewing time, interactions and channel sources. Find out more about ON24 Intelligence.

RUNNING A CONTENT MARKETING BRAINSTORMING SESSION



Having come this far in the e-book, what should you do next after reading this all? If you're lucky, this information might have provided the 'lightbulb moment' that has allowed you to identify the content and the steps needed for your next campaign—if so, great! You should get started and not waste any more time than is necessary.

That being said, you might feel you need more structure to bring these ideas together into a tangible plan of action. If so, running a brainstorming session that has a clear objective at the end of it can help you get to that position.

That being said, make sure you prioritize speed over rigidly following a process. The faster you can pull a campaign together, the quicker you will see results and be able to iterate accordingly.

On its own, a brainstorming session can offer the following benefits:

- **It can help bring your team together and energize them for further action**—as such, you'll be able to inspire your co-workers to drive results quickly.

- If you need more ideas, **brainstorming allows for divergent thinking**—taking the information you have and thinking of the possible ways you can generate results.
- For those who want a concrete plan, **brainstorming can also assist with convergent thinking**—taking all the threads you have and choosing a plan of action. It's this final step of convergent thinking that will help turn a laundry list of ideas into a concrete series of next steps.

Our checklist below aims to cover all of these.

THE SIX-STEP CHECKLIST FOR A CONTENT MARKETING BRAINSTORM SESSION

We've broken up how you can run a brainstorming session that will provide you with a plan of action, based loosely on David Allen's Natural Planning Model from the book *Getting Things Done*.

While the below is focused on running a session with a team, there's no reason why you can't adapt the steps as an individual.

1. Prepare the session

Preparing your brainstorming session in advance will help you to make sure it is a success. Follow the below steps to get things off on the right foot.

- **Choose a time and a place to bring people together.** Setting a time in the calendar will help ensure that the right people come together. Make sure any place has enough space and ideally has a whiteboard (or at least a flipchart where the pieces of paper can be torn off and put on the wall).
- **Make sure your session is time-limited.** Too many internal meetings and creative sessions can stretch beyond a useful period of time. By limiting the amount of time you spend—perhaps to no more than an hour—will place an emphasis on keeping energy levels high and getting to a plan of action, both of which are characteristics of a plan of action.
- **Share an agenda with a clear outcome.** Sharing an agenda in advance will help to set structure for the session and make sure people come prepared. Your clear outcome should be to leave with a plan and the next actions that you can put in play.
- **Set the ground rule for deciding on the chosen plan.** In a group activity, there is a chance that you won't gain consensus on the right approach. To avoid this, set a ground rule for how you'll decide. A suggestion included in this checklist is to have the group add a tally mark to any ideas but on the board.
- **Assemble your information and bring equipment for the session.** Tell people to bring any insights that you may have gathered previously, whether from external sources or from your own customer insight. If you're going to use a whiteboard (as suggested below), bring pens, Post-Its and any other material that will help to get ideas together.

2. Start the session by agreeing on a goal that your plan should achieve

- **Restate the outcome.** So everyone is clear, make sure you emphasize that the aim of the session is to come out with a plan.
- **List out your marketing priorities.** While your objective for the session will be to come out with a plan of action, ultimately that's not an end in itself. What's the aim of your plan? Listing out your priorities will help you choose. They may include a number of marketing-qualified leads you have to generate, the number of opportunities for sales, or a number of conversations opened with target accounts.
- **Choose a SMART goal that meets at least one of those priorities.** Setting a specific, measurable and actionable goal to achieve by a particular time will help focus your ideas accordingly. Remember, part of a scrappy mentality is to deliver outsized results. As such, make sure not to limit yourself—but also, make sure that your goal can be quick enough to achieve that you will be able to get results sooner rather than later.

3. Set a loose structure for your plan

- **Differentiate between themes and tactics.** Marketing campaigns can be looked at from two different angles—a creative or messaging angle (themes) and the approaches you'll take to get there (tactics). Your brainstorm will produce both, but it's important to distinguish between the two. To help with this, you might find it helpful to divide your whiteboard initially into these two blocks.
- **Identify what stages your campaign needs.** Any quality marketing campaign doesn't consist of just one touch. At its most basic level, you need to think of how you'll acquire prospects, how they will engage and what happens after that (often a conversion of some kind, but there may be a number of steps involved—particularly

if you are looking to nurture prospects over a period of time). A very simple method might be to take one particular campaign and split it into three sections: beginning, middle and end. For a webinar, this will likely consist of how you'll drive registrations, how you'll engage them as they watch and what the follow-up activity will be.

- **Draw out on a whiteboard (or a very large piece of paper) a column for each of these stages.**

If you're in a meeting room with a whiteboard, break up the 'tactics' section into these sections. During the actual brainstorm part, you can then have your team add their ideas on Post-Its which you can then put into each part.

4. Start brainstorming for ideas

After you've run through the above steps, your whiteboard might look something like the below:

The next part is to start creating ideas that can fill this out into a plan of action. This part is the divergent element of the session.

- **Collate any information you've already been**

able to gather. Make sure all those ideas and data points that you've been able to gather prior to the session are laid out for people to see.

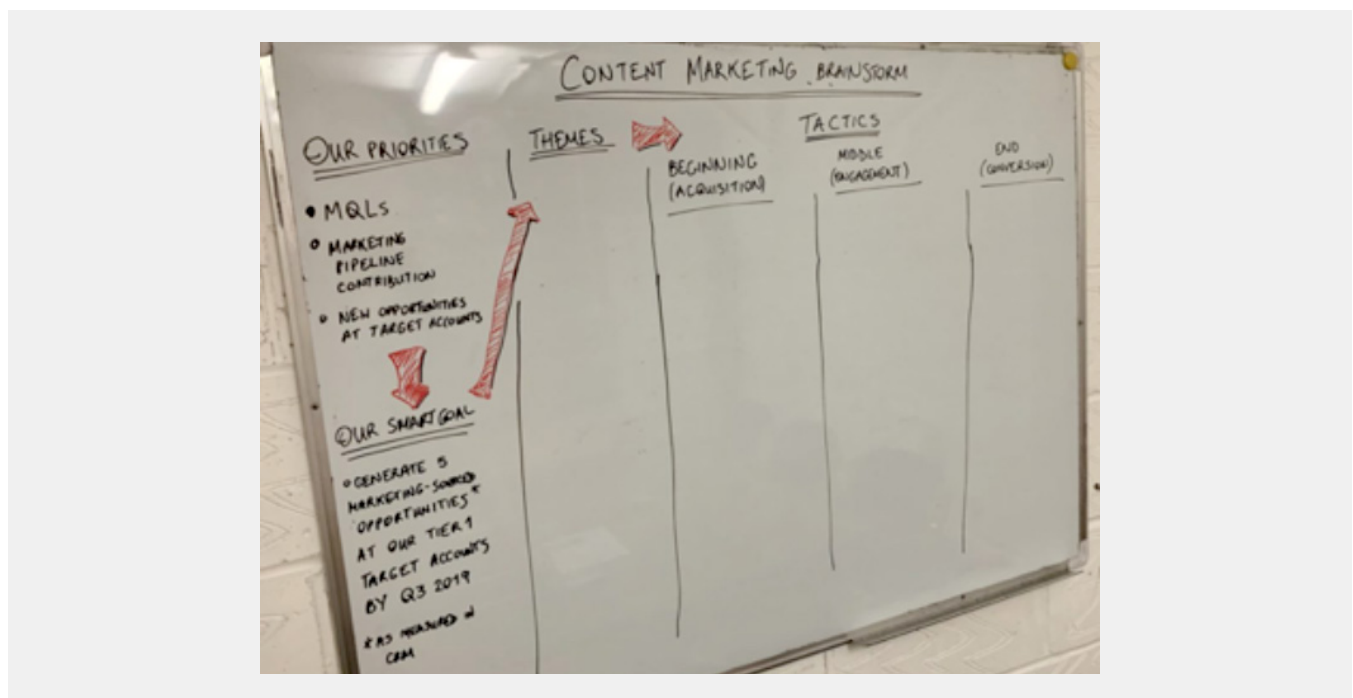
- **Get your team to write down as many theme ideas as they can.** Set a timer and let them loose on the kinds of messages and angles that might resonate with your target audience to reach your goal.

- **Get your team to write down any tactical ideas as they can.** Set another timer and get them to write down the tactics you might employ in line with any themes. Put these all on the whiteboard. So everyone can see the ideas, make sure they are visible for those looking.

5. Explain, assess and order the ideas

This part of the session is the convergent aspect—where ideas come together in an order that will help you take action.

- **Ask each person in turn to explain the ideas they've put on the whiteboard.** A small Post-It might not describe the full context of what they've written down.



- **Choose which ones to move forward with.** If you want your team to vote, an easy approach is to ask them to put a tally mark on their favorite ideas. Those with the most tally marks will be the ones you move forward with.
- **Confirm the plan.** If you've taken the voting method, you'll now have an idea of the themes you'll cover and the tactics to be used. Congratulations! This is the foundation of your plan. Say this out loud so everyone is clear on the approach.
- **Save the other ideas.** You will have spent a great deal of creative effort on getting these ideas together, so don't waste them! Take a photograph or save the Post-Its to help with the next campaign going forward.

6. List the next actions

It's now time to put the plan into action without delay.

- **Write down at least five next steps you'll take to put this into play.** You may be in a position to plan out all the actions required to bring your plan to fruition, but if not, make sure you list out at least five next steps you'll need to take.
- **Assign these next steps to members of the team with a date for completion.** Make sure each of the next steps has an owner and a deadline for completion.

- **Set a check-in date.** While this doesn't need to be a full meeting, you'll want to ensure that any plan doesn't get taken over by the other day-to-day demands placed on your team.
- **Optional—set a retrospective date.** So you can learn moving forward, it can be helpful to review your plan to find out whether you achieved your goal, what worked well and what can be improved.

FINAL TAKEAWAYS

- **Be pragmatic. Run with what works.** The above steps aren't all mandatory—and following them rigidly can eat into the sense of agility that you should look to encourage in a team.
- **Make it fun!** All too often, group sessions can leave people with lower energy than they started with. As such, make sure to frame it as a fun exercise. You may find it helpful asking someone with facilitation skills to help bring it together.
- **Keep in mind 'always on' marketing.** Make sure you're not creating one-hit wonders. From any plan you develop, you'll want to use it as the foundation for continuous improvement. While this learning can help you re-run the plan, considering 'always on' approaches can help you create systems that continue to pay dividends long after they've been created.

ON24 TIP

USE SURVEYS AND POLLS IN YOUR WEBINARS FOR CONTENT INPUT.

Even after the best brainstorming sessions, what matters is how your audience engages with your content. As well as using engagement data, use surveys and polls to get feedback directly from your audience to help plan your next campaign. They'll appreciate it and become even more loyal. To find out examples from ON24 clients, watch our session on [Webinars That Rocked](#).

SECTION 3: LAUNCHING SCRAPPY WEBINARS

QUICK AND EASY WEBINAR FORMATS YOU CAN USE RIGHT NOW

The webinar's primary purpose is to convey useful information to the viewer. If done well, it's a format that can do wonders for engaging customers, but stick with the same formula and you run the risk of switching them off completely.

However, some types of webinar can take a lot of time to produce—particularly if you're still learning the *best practices*. But if you're looking to take a scrappy approach to your marketing, you want to drive results quickly. So what formats work well and require less effort than others?

Here are four webinar formats you can quickly pull together to start getting results quickly.

RUN A PANEL DISCUSSION

What it is: A discussion among about three subject experts, moderated by the presenter.

How to do it: Find a few favorite contacts who are reliable, knowledgeable and great at communicating. They might be clients of the company or industry experts. The presenter, although moderating the discussion, should also be well-versed in discussion topics so that they can guide discussion and think of different angles on the fly.

The discussion will be more lively and could yield more interesting insights, including offering several different approaches to a single problem, if the panelists have differing opinions. A diverse panel will make for a greater depth of discussion and have broader appeal.

Before going live, create a list of discussion topics to keep things moving and on track. Let the panel know in advance so they can prepare for the questions you'll be asking.



For more information, read our [tips for running better panel webinars](#).

SCHEDULE A PRODUCT DEMO

What it is: A look at how certain features of your product work, presented by an expert.

If your customers have a common problem that can be solved by your product, a product demo could show them how to solve that problem, while showcasing your product to a clutch of new potential customers.

How to do it: Base the webinar around a particular, concrete, problem that the solution can help users solve, rather than giving a whistlestop tour of the product, which might come off as a pitch. This approach will also help the webinar sell itself, as offer of how to solve a problem is a far more compelling proposition than a generic tour. The approach may also alert potential customers to problems they might not even know they had.

Find someone on your team who knows the product back to front, can clearly communicate complicated concepts and who won't be thrown by unexpected questions from the audience.

At ON24, we call these kinds of webinars, 'a [deminar](#).' Taking this approach allows you to have a conversation as you present and therefore act as great bottom-of-funnel webinars.

Webinars like these have great [simulive](#) potential—that is, you can run them again and again as live ensuring that new customers also get to see them. And by putting your sales team on Q&A duty, you can have them engage in real-time even when you aren't actually presenting.

For accounting firm Sage, their daily "Coffee Break Demo" sees more than 20 sign-ups a day on average—meaning they generate as many opportunities from this automated session as all their other webinars combined.

INTERVIEW YOUR BOSS, A CO-WORKER OR A CLIENT

What it is: A chat with one of the company's highest-ranking personnel, such as the CEO or Chief Product Officer, or with one of the company's clients. Remember, this can be recorded in advance.

How to do it: Recruit a member of your team who is comfortable in front of the camera and may have some interviewing experience.

Draft a set of about 10 questions to put to your interviewee—you won't need to ask all of these, in fact, you'll probably only have time to ask more than in 45 minutes, but 10 gives you some room for maneuver. You might talk to a client about how they've used your product or service, or a member of your C-suite about upcoming opportunities, threats and trends in the industry. Make sure to engage the audience too and field their questions as much as possible.

Share these with the interviewee in advance so that they can prepare and make any suggestions—as they're experts, they may have great ideas for discussion you may have missed. Read our article on [interview webinar tips](#) for more guidance.

DO A CONTENT RECAP OR REVISIT

What it is: A new look at an old subject which may have been rendered relevant with recent events, such as a change in legislation.

How to do it: Bring together all the material from the old webinar, including slides, audience data and ad creative. Update anything that has gone out of date.

You've got a head start on promotion here—target all those who watched the webinar last time and refresh the ad creative that worked best if you decide to take the paid social route.

ON24 TIP

**MAKE YOUR WEBINARS INTERNATIONAL
BY BRINGING IN PANELISTS FROM
ACROSS THE WORLD.**

If you're running a panel webinar, consider reaching out for speakers and panelists in other countries and getting them to join via a multipresenter bridge. Without the hassles of travel, you may get a guest that otherwise wouldn't have spoken at an in-person event. To see how ON24 runs panel webinars—and even got a panelist to speak from the middle of the Pacific Ocean—tune into the *Insight50 Session on Simplifying International Marketing*.

WAYS TO DRIVE WEBINAR REGISTRATIONS AT SPEED

With so much competition for your audience's attention, driving webinar registrations is becoming even more challenging. How do you convince people to spend an hour of their working day with you? You're going to need a compelling proposition, as well as a kick-ass promotion strategy.

Let's say you have a great webinar idea that's super topical, so you need to get it out there, fast. You know that generally, the longer the promotion cycle, the better, but what if you don't have time? Here are some scrappy ways to drive webinar sign-ups at speed.

USE EMAIL MARKETING TO DRIVE SIGN-UPS AHEAD OF TIME

Still one of the biggest drivers of webinar registrations, it's important to get email marketing right. But how do you accelerate the process while retaining effectiveness?

As detailed in our guide on [webinar promotions](#), it's usually best to send at least three emails in a webinar promo cycle—the first at least two weeks before the webinar, another one week before and a final one on the day (or on the day before). With a shorter window for promotion, however, you're

going to have to keep things interesting so that your audience doesn't fatigue.

Pull out different angles of interest for each email that follows the first, perhaps personalizing the messaging and creative to different segments of the email list. Alternatively, emphasize the appearance of one of your panel members, according to who the segment would be most interested in.

ENGAGE IN PARTNER MARKETING TO INCREASE YOUR REACH

Striking up a strategic partnership with a business with similar customers to yours—but that crucially, does not have a competing offering—can significantly extend your reach.

With more brains behind the campaign and a wider audience to target, you'll make a greater impact. You can also take advantage of each other's strengths—for example, if they're great at content, have them take the reins on creating assets for the campaign, while you get busy with SEO, if that's your thing.

As a case in point, this scrappy marketing series is a partnership between [NetLine](#) and [ON24](#)—so you're reading an example of this in action!



USE YOUR SALES TEAM—AND INCENTIVIZE THEM

When you have a webinar to promote and at speed, it's got to be all hands on deck. This is where the assets you create to promote the campaign really come into their own. Share them with your sales team, along with some email messaging that they can send to their prospects. Sales will have a nose for who will be most interested in the webinar, so get them involved as soon as possible.

Also consider using your marketing budget towards sales bonuses for driving registrations. That way they will have even more of a reason to reach out.

PROMOTE VIA PAID SOCIAL

When time is of the essence, it may be necessary to take the paid route. First up, you need to know where your customers like to hang out. Are they more of a LinkedIn, or a Twitter crowd?

Consider sponsoring organic posts on LinkedIn so that they will be shown to a wider audience. Choose those that have already been performing well to give them an extra push. The platform also lets you target ads to specific audiences based on demographic information, job type, or what skills they've declared. These ads will appear in the sidebar when the user logs into LinkedIn.

Driving webinar registrations on the double requires creating a sense of urgency. In your creative, use images that include people (bonus if their gaze appears to be in the direction of the call to action),

as well as the name of the webinar, the date and the time it will take place.

If you do decide to promote your webinar on LinkedIn, consider taking advantage of lead gen forms so that when a user clicks the call to action on an ad or sponsored post, the form they need to fill to register for the webinar has already been filled with information from their LinkedIn profile—easier for the user and more accurate information for you.

Facebook also offers lead ads and also lets marketers build custom audiences so that you can target ads to prospects who, say, may have attended past webinars, or have visited a few pages on your website about the webinar topic.

USE DISPLAY NETWORKS TO REACH PROSPECTS ACROSS THE WEB

For access to the widest audience the web can offer, turn to ad networks. Google Display Network as an example, which reaches more than 90% of people on the internet, lets advertisers serve relevant ads to prospects while they're browsing websites, checking their Gmail or—which could be very useful while promoting a webinar—when they're watching a video on YouTube.

The network also lets you target existing customers or find new ones by placing ads on sites that you have chosen and that are relevant to the customer. It also lets you retarget customers who might have expressed an interest in the webinar, for example, by visiting its landing page but not signing up.

NETLINE TIP

**USE PERFORMANCE-BASED
SYNDICATION TO QUICKLY DRIVE
LEADS FROM ACROSS THE WEB.**

If you're looking to accelerate registrations beyond your network, NetLine provides on-demand scale and hyper-filtering capabilities to reach new audiences. There's even a self-service option so you can get started now. Find out more about NetLine.

HOW TO BUILD AN IMPROVISED WEBINAR STUDIO

Webinars can be run using potentially very little equipment, potentially with no more than a computer with a microphone or even just a phone dial-in for guests.

If you're new to using webinars, there's plenty of information on [how to host webinars](#) on our Webinar Best Practices series which will help you get started.

But if you're looking to ramp up the number of webinars you hold, want to lift the experience for attendees, or want to save yourself time when it comes to setting them up, building an improvised webinar studio can help you become more effective even with a scrappy marketing budget.

Such an approach has been taken by car sales site AutoTrader, as the team looked to replace in-person meetings with live webinars. As described by AutoTrader's insight director ([which you can hear about on-demand](#)), their path to running webinars took an incremental approach, starting by adding just a cheap webcam to their sessions, before eventually investing in a dedicated studio with top-notch hardware.



So what are the steps to help putting a basic studio in place? Below are a few suggestions that you can action.

FIND A QUIET ROOM TO COMMANDEER

To help set up an improvised studio, look around to see if there is a spare room you can set up to help run these sessions. This will allow you to leave any decorations or equipment you have in one place, saving you valuable time as you prepare each session. For wherever you choose, make sure it's quiet enough that your attendees won't have to hear any background noise.

If you can't get exclusive use of such a room, look at ways you can store any hardware or decorations in there. Get a small cabinet (ideally with a lock and key) so you can quickly bring out what you need.

GET A WIRED CONNECTION IN PLACE

In busy offices, Wi-Fi can frequently drop out, leaving your audience with a potentially sub-par experience.

Look to ensure there is a wired connection available in any room you choose. If there are any ports free on the wall, check that they work, as you may have to ask IT or building services to activate them.

A wired connection will give you the fastest and most stable speeds, minimizing the risk of any mishaps that could happen during a session.

MAKE A 'DO NOT DISTURB' SIGN

Whether or not you've repurposed a room, you don't want anyone walking in while you're running a session.

Make sure you have a sign that you can put on the front of your door to make sure no one walks in unannounced. It doesn't need to be fancy—even a simple piece of paper will do the job.

GET A DEDICATED CAMERA—OR AT LEAST RAISE YOUR LAPTOP

The latest Webinar Benchmarks Report showed that the use of video is up among marketers. It's proven to increase engagement and help you form a stronger connection with your audience.

Getting a separate camera can help you deliver video that is better than that of a laptop's webcam. Even with a cheap model, a camera can be set at a level that means you're not hunched over and looking down at a screen, which might be the case if you're relying on a laptop.

If you can't get a webcam, try putting the laptop you're using on a stand to bring it closer to eye level. At the very least, it will avoid the likelihood of making it look like you have a double chin.

DECORATE ON THE CHEAP

If you're going to appear on camera, it makes sense for where you present to look as good as it can. But it doesn't need to be expensive.

If you have any pop-up banners that you use at tradeshows, these can act as a good-looking backdrop to any session. Likewise, any other subtle decorations such as pot plants or side tables can liven up what otherwise might be meeting room that isn't the most photogenic.

If you have a television screen on the wall, this can also help improve visuals. You don't even need to put any slides on it—just a logo might help lift the visuals in your session.

IMPROVE THE LIGHTING

Once you've got a basic set up in place, you may wish to improve the lighting to further lift the quality of your sessions.

There are a wide range of lighting solutions now available that are surprisingly low cost. LEDs and softboxes range from the basic to professional levels.

If you are looking for an even scrappier approach, try adding greaseproof paper to deskclamps to add diffuse lighting.

GET BETTER SOUND WITH DEDICATED MICROPHONES

Almost any microphone—even those on most laptops—will sound better than using a low bitrate phone line. But if you're not very close, it can pay dividends to get a dedicated microphone.

Many types are available at a wide range of price points. From USB microphones used for podcasting, to lavalier mics that you can wear, to boom mics that are either standalone or attached to a camera, all can help improve the sound quality and lead to a more engaging session.

EXPERIMENT AND IMPROVE

Whatever you start with when building an improvised webinar studio, don't worry about starting small. Running webinars frequently will help you figure out what works and what doesn't and allow you to make gradual improvements that lead to becoming a webmaster.

ON24 TIP

TAKE GRADUAL STEPS TO OPTIMIZE YOUR WEBINARS.

Becoming a webinarer doesn't happen overnight, but that shouldn't hold you back from making each webinar better than the last. To find out more about how to wake up your webinars, register for our [Webinar Best Practices Series](#).

SECTION 4: AMPLIFYING SCRAPPY CAMPAIGNS

HOW TO MARKET YOUR WEBINAR AFTER IT'S FINISHED

Let's say you just ran a webinar and it was great. Your speakers knocked it out of the park, the discussion was lively and informative and your audience asked some inspired questions. What now? Do you just shelve the project and move on? After all that work?

The lifecycle of a webinar doesn't have to end with its broadcast date. Below we suggest some scrappy ways of extending the life of your latest webinar by six months and beyond by making it into an on-demand webinar.

UP TO 48 HOURS

After the stream is stopped, the panel has been thanked and the mics are packed away, the first thing you need to do is send out a link to the recording of the webinar—not just to those who attended, but to anyone who registered who may not have shown.

Don't worry about those streaming your webinar having a lesser experience—most interactive tools, such as chat, polls and CTAs—will still work on an on-demand webinar. Your on-demand viewers will still get answers to their questions, they just won't be in real time.

ONE WEEK

Even though the webinar is over, it's important to keep promoting it and social is a great way to keep the momentum going. Post links to your webinar with the call to action 'Watch now' along with some eye-catching imagery on Facebook, LinkedIn and Twitter. It's fine to keep it informal—that's what we expect on social media.

Change up the message by drawing out different topics of the webinar and giving these their own social campaigns—say, SEO this week, paid search next week—so it doesn't go stale and that you can capture different audiences.



SIX MONTHS... AND BEYOND

Even when the webinar is well and truly in its long tail stage of popularity, you can continue to put it to work by making sure it's always on. In fact, you can continue to promote the webinar by creating the following pieces of content that can point back to the on-demand webinar. Some ideas include:

- **Tweets**—Was there an interesting poll result during the webinar? Tweet it out with a link to the webinar page.
- **Blogs**—Write a blog post, perhaps a round-up of what was discussed in the webinar, or a series of blogs, each based around one of the webinar's themes. Drop a link to the webinar in the sidebar.
- **Slides**—If you have permission, post the webinar slides on SlideShare to reach a larger audience.
- **White paper**—A longer piece of content, this could draw and expand on the themes raised in the webinar. Keep it relatively short.
- **Infographic**—This could sum up everything that the webinar covered on a single screen. If you don't have a design team, hire a freelancer to create this for you.
- **Put it in other webinars**—Use the resources section of your webinar platform to link back to previous sessions. By doing so, you can encourage the type of 'webinar bingeing' that makes it easier for your audience to further their buyer journey.
- **Syndicate on other sites**—To get new leads from a new audience, try syndicating your webinars on third-party sites and publishers. One bonus is that if you're using a performance-based model for syndication, you'll only pay for the leads that sign up.

Finally, as the original air date of the webinar draws further away, you might start to consider running it again as a simulive event, say, after about six months. This will allow you to reach a different audience and build on the insights offered by the webinar on its first airing.

ON24 TIP

MAKE ALL YOUR WEBINARS 'ALWAYS-ON' BY DEFAULT.

Not everyone will be available to attend your live webinar sessions—in fact, ON24 data shows that 35% of all webinar viewers watch on-demand to fit around their schedules. To find out more about how you can make your webinars deliver results for longer, check out our [Always-On Marketing Playbook](#).

HOW TO PASS OFF AN OLD WEBINAR AS BRAND NEW

Do you have a webinar in your archive which could do with being promoted again, or that you just think deserves a wider audience? Have you thought about rerunning it, as if it were brand new? How would that even work?

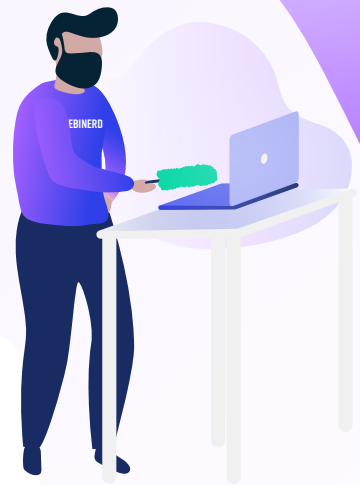
The good news is that your old webinars are likely to be a treasure trove of content that can help get you results. The hard work has been done and as scrappy marketing is about doing more with less, refreshing your previous content can be a key pillar of a scrappy program.

There are a number of different approaches you can take in repurposing your old webinars. Some ideas include:

- **Running a new webinar with existing content.** This is where you take your notes, slides, promotional material and other assets but run the session completely new. This can be particularly valuable if you think a tweak of the title might bring in more viewers, but want to use your content again.
- **Running an old webinar as *simulive*.** For this type of session, it's easy—your recording from the previous session is presented as if it were a live, scheduled event. There's no material difference between running a webinar live or

simulive. All of the interactivity offered by polls and chat and are retained and it still 'feels' live, although you should check it first to make sure that there is nothing to impact the experience. Product demos work particularly well as *simulive*, especially as you can have your sales team on hand for chat and typed Q&A.

- **Mixing old recordings with live content.** There are two different ways you can blend this approach. The first is to take video recordings from your previous webinars and put them in as video clips and run a live webinar session either before or after these clips. This can be valuable if you've had a speaker that can't present again, but you still want to use their words and presenting. The other method is to run what ON24 calls a "Sim-2-Live" session—this is where you run a *simulive* webinar, complete with all functionality, before rolling over to a live audio feed.
- **Promoting pre-recorded webinars as an "always-on" session.** This is where you take your old webinars and host them for people to view whenever they are available. This can be particularly useful in building out evergreen content, syndicating them on third-party sites and serving customers in different time zones.



Whichever approach you take, here are the stages you should go through to make your refreshed webinar a success.

REVIEW YOUR OLD WEBINAR ALONG WITH ANY RELATED MATERIALS

Before you promote your old webinar, watch the recording and review any related assets.

THIS IS PARTICULARLY IMPORTANT IF YOU PLAN TO RUN YOUR OLD SESSION AS SIMULIVE OR SIM-2-LIVE.

In this case, keep a careful eye out for dates and times. Check any slides don't have a date on them that is in the past. If you happened to do a screenshare, check that there is no giveaway date or time in the menu bar.

For an "always-on" webinar, these dates are not as important, but you may want to reconsider their use on slides going forward to keep them as evergreen content.

If you're running a brand new webinar using old content, have a quick look over your materials to see if anything needs a refresh.

SET UP YOUR WEBINAR SO IT'S READY TO GO

Whatever type of webinar you will look to run with, make sure you get everything set up ready to capture registrations.

Use your webinar console to set a date and time for your session, or to publish it as an always-on asset.

For practical guidance on this, the [Webinar Best Practices](#) series can show you everything you need to do.

DRUM UP INTEREST ON THE TOPIC THROUGH SOCIAL MEDIA AND OTHER CHANNELS

Start posting existing content that's related to the webinar, such as blog posts, to social media. Look at using other tactics to start driving traffic and building authority.

Taking such an approach helps you achieve two things: firstly, it renews interest in the subject of your webinar and secondly, it allows you to gauge the level of interest. This can help you decide which of your old webinars you will look to promote the most, which can be particularly important if you have limited budget or resources.

FOR LIVE AND SIMULIVE SESSIONS, START PROMOTION AT LEAST TWO WEEKS OUT

It's best to promote your webinar over a longer period, ramping up intensity as the date of broadcast draws nearer. We suggest starting promotion at least two weeks before the day it's due to go out, based on data in our [Webinar Benchmarks Report](#).

If you want to take the paid route, take advantage of retargeting tools and lead gen forms offered by both LinkedIn and Facebook, which you can integrate using a platform like Zapier. Retargeting tools let you target those who have demonstrated interest in your content before, while pre-filled lead gen forms reduce the friction of signing up to the webinar, through whatever device.

You can also syndicate your webinar through demand generation platforms and third-party sites. Services like NetLine can automatically connect with your webinar and marketing automation platforms, making sure you get accurate data and a great experience for registrants.

REAP THE RESULTS

If you have your webinar as “always-on,” your efforts will now start yielding registrants. Check how your promotional efforts are going and make any tweaks to keep the stream running.

For new recordings, simulative or Sim-2-Live, the date and time of the session will be the proof of your efforts. Assess how it’s worked and use that insight for your next revived webinar.

There’s no reason you can’t repeat this cycle again for any of your webinars to save you time and drive results.

ON24 TIP

UPDATING CONTENT IS QUICKER THAN CREATING IT FROM SCRATCH.

When you’re pressed for time or ideas, look through your historical content to see what you can refresh and repurpose. For more tips, make sure to watch ON24’s webinar on [How to Bring Your Webinars Back From the Dead](#).

HOW TO USE EXISTING WEBINARS TO DRIVE CUSTOMER ENGAGEMENT



One of the principles of scrappy marketing is making good use of what you have.

Webinars are a great way of engaging potential customers, as well as nurturing your relationships with them, but they take a lot of work to make. How can you get as much mileage as possible out of them?

In the previous chapter, we discussed methods you can use to extend the lifecycle of a webinar. Here we cover ways in which you can use webinar recordings to engage your on-demand audience.

CREATE A WEBINAR HUB

On-demand webinars are a huge part of your audience—a potential third, according to ON24 research. How can we serve them better?

Creating a central place on your website where all of your webinars are based is a great place to start. Make it attractive, make it accessible and above all, make it searchable.

This needs to be a place where visitors can start a long journey with you, so, for example, after

viewing a webinar, they can be recommended some of your related content, such as a white paper or case study that was discussed on the recording.

Creating a [webinar hub](#) helps you draw parallels between the different kinds of content you host while catering for the bingers who like to watch several webinars on the trot or a whole series at once.

The choice is yours on whether to ask visitors to sign up once for access to all of your webinars, or to gate each video individually—you'll have to weigh up user experience against your desire for leads.

SYNDICATE YOUR WEBINAR CONTENT

Third-party sites can be great places to host your webinar content. By placing lead forms and calls-to-action on other sites, you can capture an audience that you otherwise wouldn't have reached.

You can also reach additional viewers organically by making parts of your webinar content available

on video sites such as YouTube, Vimeo and SlideShare. These platforms can help grow your audience further by making your webinar content more searchable and accessible, although you should weigh up the benefits of reach versus capturing leads.

Again, it's up to you whether you publish your webinars as full videos, create shorter chapters to create series, or just post shorter clips of the best bits. Whatever you choose to do, be sure to link back to your webinar hub for those who want more.

CUT WEBINARS INTO BITE-SIZED PIECES

Breaking longer recordings into shorter, easier to digest clips makes your webinar content so much

more versatile. Not only do they present a lower barrier to entry for the rest of your content (an hour-long video may prove intimidating), but you can be more targeted with how you share them, as a shorter clip is likely to be far more focused in its subject matter than a 60-minute webinar that covers many topics.

Benchmark data from ON24, which found that half of webinars have audiences of between 100 and 199 people, suggests that webinars are tending towards smaller, more niche audiences for mid to bottom of the funnel prospects, so it makes sense to specialize where you can.

Shorter clips can also serve as teaser videos in your webinar promotion—post them on social media—organic or paid—to generate interest in your longer on-demand webinars.

NETLINE TIP

**PROVIDE YOUR PROSPECTS WITH
MULTIPLE CONTENT FORMATS.**

While webinars are among the most effective ways of engaging customers, your prospects will want to access different types of content depending on what suits them best at that time. Make sure to offer a wide variety of options across your channels.

HOW TO TURN YOUR WEBINAR INTO A PODCAST

Recently ON24 has been turning webinars into podcasts and other content for its [CMO Confessions](#) series.

Many ON24 customers have been asking what are the steps behind this process? Well we are happy to share these with you!

With podcast listening on the rise, repurposing your webinars is another scrappy marketing technique that can help you get more out of your marketing.

The steps below assume you already have a topic in mind—if not, read our checklist on running a content marketing brainstorm to surface some ideas.

SECURE GUESTS

Guests are a critical element to many webinars and podcasts. Not only will they help create an engaging session, but they will also help promote your content more widely. To get guests onboard, follow these steps.



- **Set some provisional dates.** Your potential guests will have busy schedules and you have a marketing calendar to fill. Before you reach out to them, have provisional dates in mind to make sure you can align calendars.
- **Create a shortlist.** With a topic and dates in mind, now you are in a position to figure out who might be a good fit. Get names and emails together so you can start reaching out.
- **Conduct outreach.** Get either one of your senior team members, the webinar host, or a co-worker who knows them to get in touch and see if they are interested. If you don't get a reply first time round, send a reminder to get back to the top of your inbox.
- **Get acceptance and their bio info.** Once they've accepted, confirm details such as their exact title, bio and headshot. You can offer to take these from LinkedIn to save them time.

AGREE ON TALKING POINTS

So your guests are comfortable on the day, run through these steps to get agreement on what you'll discuss on the day.

- **Schedule a pre-call.** Get your guests on a call first to run through the session and what you'll be discussing.
- **Use a shared document for ideas.** A good way to collaborate before the webinar is to use a shared document (such as Google Docs) that you can edit and work on while you're having the call.
- **Cover what the guests will be saying.** Use your shared document to confirm questions and topics so your guests can prepare and won't be asked questions they aren't comfortable with.

SET UP YOUR WEBINAR PAGE

Now you have a date, topic, speakers and their bios, put together your webinar registration page as normal and carry out your promotion. If you need more guidance, read our post on [driving webinar registrations at speed](#).

DO A TEST CALL

Before every webinar, it's always good to do a test call on your webinar platform to ensure everything works and the audio quality is clear for all of your guests.

If audio could be improved during this test call, make suggestions on how your guests can make it better—for example, by using a separate microphone, or by finding a quieter meeting room.

RUN AND RECORD YOUR WEBINAR

With the date, time, topic and guests all lined up, all you need to do now is run and record your webinar.

While speaking, try and keep your distance to your microphone consistent to ensure the audio quality for the podcast will be as high as possible.

DOWNLOAD THE RECORDING

After you've run your webinar (and followed up with those leads of course!), download your recording—or, in the case of the ON24 Platform, Presenter Media—so you can get it ready to publish as a podcast.

EDIT THE RECORDING

Make any light edits as required to improve the audio quality of your session. In line with our other advice on scrappy marketing, keep this to a minimum to reduce the time it takes you to turn around your podcast.

ADD INTRO / OUTRO MUSIC

Just as you should brand your webinar console, you should brand your podcast with intro and outro music. This will help add consistency to your sessions and let your listeners know when one episode has finished and another has started.

MAKE CREATIVE FOR PODCAST CHANNELS

To help promote your podcast, put together creative (such as banners, icons, headshots) and your promo copy so those browsing for content will know what you are covering.

UPLOAD PODCAST EPISODE TO PODCAST CHANNELS

With your podcast and creative ready, now you can upload it to your podcast channels to start gaining an audience.

ON24 uses Podbean, but there are other podcast hosting services that you can experiment with.

TRANSCRIBE YOUR PODCAST AS A BLOG POST

To get more out of your podcast, consider purchasing a transcription of your recording to use for blog material.

This can be particularly useful for those who prefer not to listen or might otherwise not be able to do so.

SHARE THE PODCAST WITH YOUR GUESTS

Your guests will likely be delighted to be featured on a podcast! As such, they can help you market it.

Share the podcast link with them so they can promote it to their own networks.

SHARE THE PODCAST MORE BROADLY

In line with our other scrappy marketing tips, you want to get better results for less.

Make sure you share your podcast on your other channels and get your coworkers to share it too.

Happy Podcasting!

ON24 TIP

LISTEN TO THE CMO CONFESSIONS SERIES TO HEAR FROM LEADING MARKETERS.

Whether you want to see how ON24 turns its webinars into podcasts, or if you just want to hear the latest best practices, tune into our [CMO Confession series](#) to listen to tips from those at the forefront of the marketing industry.

SECTION 5: CLOSING THE LOOP

HOW TO MAKE SCRAPPY MARKETING A HABIT

In this e-book, we've covered a number of ways on how to put scrappy marketing into place—from brainstorming for ideas through to promoting your webinar after it's finished.

However, like all good habits, the long-term benefits only come from a consistent approach. So how can you make sure your efforts stick and last over time?

Here are a few ideas you can put into practice to keep results high.

TURN YOUR CONTENT ALWAYS-ON

There are a lot of ways to get the most of your content after it's gone live.

Make sure any assets you have can be easily found online. A common mistake is to build standalone

landing pages to feature content, but not making these pages easily accessible to visitors that might be browsing your site or elsewhere on the web. Your visitors should be able to access all of your content as it suits them.

As for webinars, while old sessions can be passed off as brand new, before even doing this you can simply make sure that each webinar you produce is available to access as an always-on session.

The latest stats from ON24's Webinar Benchmarks Report show that more than one-third (36 percent) of attendees only watch always-on sessions, with the majority of this group signing up a week after the webinar ends.

With many people working either non-standard hours or across time zones, the timing of a live webinar will never work for absolutely everyone. By making sure that each webinar is available as



an always-on session, you can encourage both viewers to binge-watch your webinars and provide a place to experiment with scrappy approaches to driving always-on sign-ups.

BUILD IN REMINDERS AND ROUTINES

Earlier we covered how you can make your marketing team more agile, getting them to buy into the scrappy mindset. Following those steps will help remove barriers to productivity, get them to experiment and work at speed.

However, keeping this up requires habits and processes. Productivity guru James Clear mentions that habits (whether good or bad) typically follow the same process—a cue triggers a desire to take action, which leads to a response and a reward.

As such, you should look at what cues and reminders you can set up as triggers for routines. For example:

- On a certain day of the week, you publish content covering a particular theme.
- When a blog article is published, your team members promote it on social media.
- When a webinar is scheduled, your sales team gets notified so they can send it to prospects.

The reward in each case should be tied to your goals—but you may also wish to incentivize your team to drive further success.

TAKE ADVANTAGE OF REUSABLE, REPEATABLE FORMATS

There will inevitably be days when members of your team aren't feeling as productive as they would like or have a lot of other priorities depleting their mental energy.

Trying to reinvent the wheel each time will simply lead to reduced performance. Instead, you should look at what reusable and repeatable formats you can run that follow a given formula. The formula should be structured enough that it requires minimal effort to put things into place.

Furthermore, if you schedule these reusable formats, it makes planning your demand generation and marketing activity (and predicting results) far easier, leaving you with more time to experiment on different approaches.

While running webinars initially may take more time than other marketing approaches such as sending out an email newsletter or posting something on social media, there are also webinar formats that are quick to run—such as panel sessions, demos and interviews.

But an important point—make sure to experiment within these regular formats. Always be looking for interesting ways to liven them up or novel approaches to generate better results.

MAKE SCRAPPY MARKETING PART OF YOUR IDENTITY

Once you are doing scrappy marketing regularly, it should become part of the way you generate results for your business. But there's always the risk that outside pressures might make you revert to old ways.

As marketing is always evolving, failing to experiment and try things out—particularly with limited resources—will eventually make you less effective.

Being proud to be a scrappy marketer will help you maintain that curious and energetic edge that will give you a lead over others. When things inevitably change, your scrappy mindset will help you make the most of the situation, reaping rewards when others fail.

ON24 TIP

USE SIMULIVE WEBINARS AS A REGULAR PART OF YOUR MARKETING ACTIVITY.

Some of the most effective webinar campaigns are regularly run simulive sessions. This can be particularly useful when targeting prospects outside of your normal working hours. To find out more, read how ON24 uses simulive for demand generation.

HOW TO MEASURE WEBINAR SUCCESS

Marketers are always asked to report on their performance, regardless of what approach you are taking. But in the context of scrappy marketing—and, in particular, when you're running webinars—what numbers will you use to measure your performance? How do you know you're successful? And what data points might provide inspiration for driving further results?

To help you, we've put together a few questions you either might get asked, or might ask yourself. Each guiding question has several points you can use to help find an answer suitable to you—as well as some suggestions on where scrappy approaches could help turn the dial.

HOW ARE WEBINARS CONTRIBUTING TO MARKETING'S GOAL?

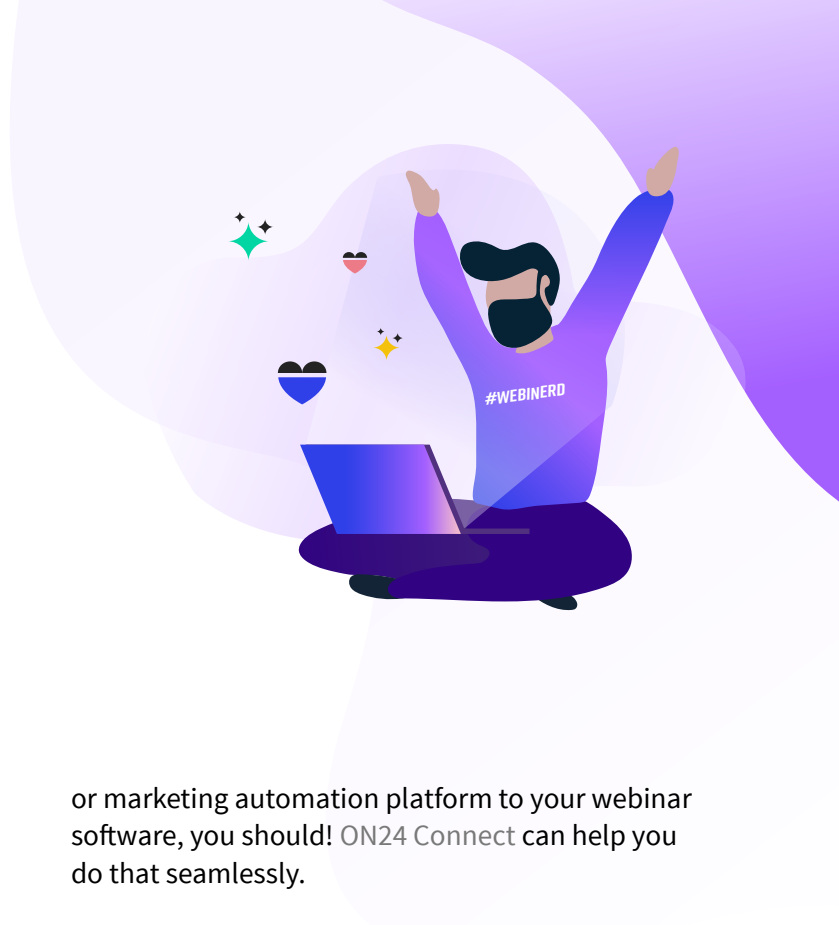
Different marketing teams often work on different goals. But ultimately, most marketing is measured by how it impacts sales performance.

As such, here are a few areas to look at when assessing the impact of your marketing campaigns. If you haven't yet connected your CRM

or marketing automation platform to your webinar software, you should! [ON24 Connect](#) can help you do that seamlessly.

Chances are there are other channels that go into the touches for each prospect. To get a clearer picture, use your marketing automation or CRM to investigate what touches buyers went through in their journey. Even if you don't have a full attribution model in place this data will give you a good indication of how you are performing.

- **Marketing-generated opportunities by both volume, total amount and weighted pipeline value.** Your company's CRM will likely be the place to turn to for opportunity information. If you don't already mark opportunity records as marketing-generated, export the list of opportunities your sales team is working on (including closed, lost and open) and look to match these against your campaigns and webinars. Email addresses can often be an easy way of matching records.
- **Webinar-influenced sales-accepted leads (SALs).** Assess which of the leads accepted by the sales team were influenced by a webinar.



- **Webinar-influenced marketing-qualified leads (MQLs).** Look at the data within your marketing automation platform to understand how webinars are contributing to your MQL numbers.

Some scrappy ideas for influencing the above include:

- **Run scrappy campaigns against large target accounts.** If you can open a large opportunity through webinars, this will help increase marketing's contribution to pipeline. More information is in the [Webinerd's Guide to Account-Based Marketing](#).
- **Run scrappy webinars to further qualify leads—and get sales to join the session.** If you need to influence the number of leads that sales is accepting, find out what information causes them to disqualify prospects (e.g. budget) and run webinars to screen for those attributes. Use both registration fields and poll questions to collect this data—and invite your sales team to answer Q&A in the background so they will be happy to pick up those leads directly.
- **Test calls-to-action in your webinars that boost lead score.** While it's tempting to adjust your lead scoring to boost MQL numbers, that tactic won't do anyone any favors. Instead, try to increase engagement during your webinars in a way that contributes to building a prospect's lead score—so more of them become MQLs.

HOW ARE WEBINARS ENGAGING OUR PROSPECTS?

There are many ways to measure webinar engagement—from simple figures such as attendee count, through to more granular metrics such as drop-off rate. Here are a few to assess.

- **Attendees and qualified attendees.** This is a simple number—how many people watched your webinar? How many of those were qualified and fit your target prospect profile? But a word of warning—be careful that this number doesn't become used as a vanity metric.
- **Engagement score.** ON24 provides a simple to understand engagement score that uses participation, engagement and use of webinar features. This number can give you a benchmark to further drive performance.
- **Resource use.** How many assets did your prospects engage within the webinar console?
- **Average viewing time.** How long did your prospects stay tuned into your session?
- **Attendee feedback.** Don't forget about qualitative metrics. What do attendees say about your webinars? You can also poll them for this information.
- **Repeat viewers.** How many of your prospects have viewed more than one webinar?
- **Account coverage.** For your target accounts, how many decision makers have tuned into your webinars?

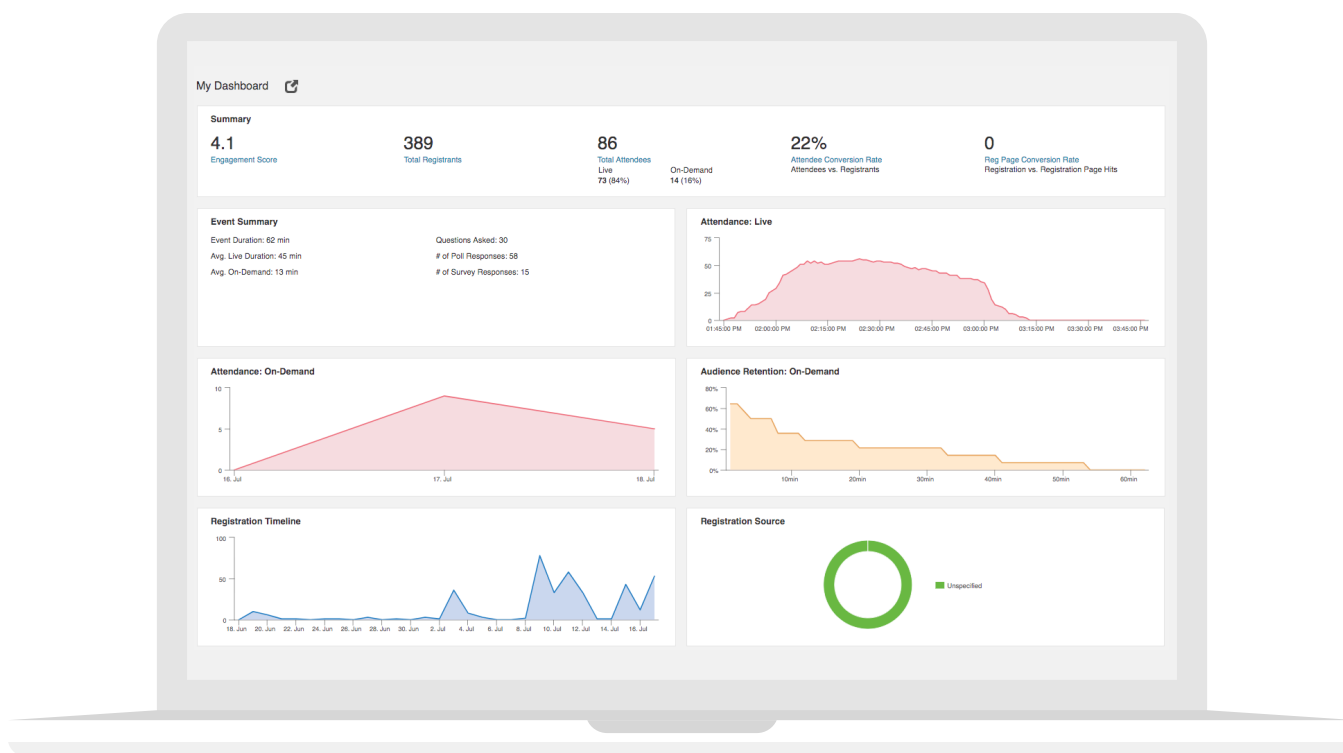
Many of these figures can be found within the ON24 Intelligence console—as shown below. Looking at the data, we can see that while average viewing time was strong, the engagement score could be improved—as well as running some marketing to increase on-demand viewing.

The good news with all these tactics, there are scrappy ways to amplify success—many of which only require small tweaks. To drive up your engagement score, look at increasing the number of engagement options within the session or try different presenters. Put more resources on your webinar console and signpost them during the session. Take polls, but hang on to the answers to increase average viewing time. Ask for feedback in the Q&A. Tell attendees to sign up to the next webinar, or watch an always-on session. Run campaigns for specific accounts.

HOW SUCCESSFUL IS OUR WEBINAR PROMOTION?

As well as the success of the webinars directly, look for **webinar metrics** connected to influence sign-up and attendance rate. Figures to look at include:

- **Registrations and qualified registrations.** How many people signed up? Of those, which registrants fit your target profile?
- **Attendee conversion rate.** How many of those registering actually showed up?
- **Cost-per-registration / cost-per-lead.** If you paid to drive registrations, what was the average cost?
- **Registration page conversion rate.** What percentage of people are converting on the registration page?



- **Conversion rate from channels.** Which channels are performing better than others?

Taking a scrappy approach to improve these could include:

- **Making use of third-party sites and syndication to boost registration counts.** If you need more people signing up, working with a partner that has a large audience can help.
- **Experimenting with landing page copy.** What could you do to make signing up irresistible? Feel free to experiment and do something new.
- **Try different channels.** If you're stuck on using just email, change things up. Add social

promotion, incentivize your sales team, get your friends to share it! As an example, Twilio used Facebook ads to boost its audience by 30%—a channel overlooked by many B2B marketers.

HOW WILL YOU USE THIS DATA?

This isn't a question that demands numbers, but highlights a key aspect of success with any marketing. You need to find out what works and how well it's working to close the loop on your efforts and make next time even more successful.

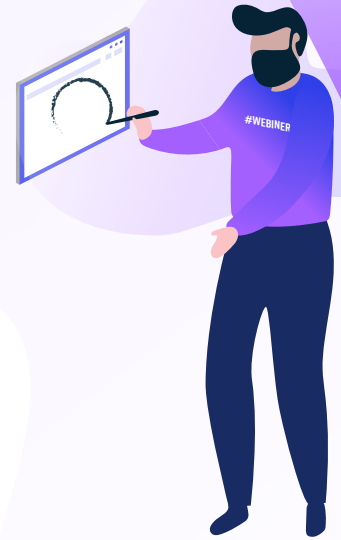
The quicker you can get this data and change your approach, the faster you will see improved results.

ON24 TIP

BENCHMARK YOUR OWN WEBINAR PERFORMANCE WITH OUR ASSESSMENT TOOL.

Want to see how your webinar practices stack up? ON24 has an assessment tool which will score your practices and give you actionable tips, whether you're a webi-newbie or an all-star webinarer. Take ON24's Webinar Assessment today!

THE LEAN WEBINAR: THREE STEPS TO IMPROVING YOUR WEBINARS OVER TIME



One of the most talked about business books in recent times has been *The Lean Startup* by Eric Ries. The book looks to address a key problem for young companies and new initiatives—that too much time is spent on ideas and products before they get feedback from customers:

“Too many startups begin with an idea for a product that they think people want. They then spend months, sometimes years, perfecting that product without ever showing the product, even in a very rudimentary form, to the prospective customer. When they fail to reach broad uptake from customers, it is often because they never spoke to prospective customers and determined whether or not the product was interesting.”

The same could be said for marketing. Too often in the past, teams have spent hours or days arguing over copy, finessing messages and creative, cycling through a process of revisions and feedback that makes campaigns take too long to get to market.

But today, change happens too quickly. Instead, marketers should be taking an iterative approach, putting more value on getting results and feedback over making things ‘perfect.’

This is one of the key benefits of scrappy marketing. By getting more done in less time, you’ll get more data on what works and what doesn’t. This can be then be fed back into future campaigns and activity. Over time, each cycle of your marketing activity will become better.

So as you go forward with your scrappy marketing journey, we’d like to make the case for The Lean Webinar. It’s what many ON24 customers have been doing instinctively over time and feeds into how they progress through four stages—from webi-newbie, to webi-basic, to webi-pro and webinerd.

Summing up the content from this e-book, here are the three steps you should follow to progress your journey.

1. BUILD YOUR WEBINARS FAST

Earlier we covered how you can get quick campaign ideas, accelerate your marketing and webinar formats that are quick and easy.

You should put these steps together to make sure you can get webinars out to your audience at pace. If you're still struggling for time, see if there are any old webinars you can repurpose. Delegate more to your team and give them the freedom to experiment.

To get attendees, revisit tactics to drive webinar registrations at speed and make sure to use third-party sites and syndication partners.

2. MEASURE YOUR RESULTS

Once you've run your webinars, look at their performance to find out how you performed against your goals. Our checklist for content marketing brainstorming has guidance here, along with our section on how to measure webinar success.

The good thing about running webinars is that they will collect a range of metrics that you can use to assess your performance.

3. LEARN AND APPLY

Once you have your results, review the figures and ask where there may be opportunities to drive further performance. This should become a regular marketing habit.

Taking a scrappy approach means that you don't have to look to overhaul your entire campaign if it's performing in certain areas. Instead, look for quick tweaks where you can improve performance.

Some ideas you might want to explore include improving webinar engagement, turning your webinar into a podcast, or driving always-on webinar viewing. You can also look to make your webinars better by building an improvised webinar studio.

In isolation, each of these changes might not initially add up to much. But put together, these incremental steps will help build results over time.

Good luck with your journey to becoming a scrappy webinerd!

ON24 TIP

LEARN FROM OTHER WEBINERDS AT WEBINAR WORLD.

When it's possible, it's great to meet people face-to-face. That's why ON24 holds in-person events across the globe through Webinar World. To get news of the next event, register your interest for Webinar World 2020.