

# 5 Steps for a Successful Webcast

*Viocorp webcast experts share simple but essential tips*

Running a successful webcast can be a daunting process if you are new to live streaming. You want to make sure you get the best value for money, and get your message across to the viewers whilst providing the best user experience possible. And if it goes wrong, it's you that the boss is going to point the finger at!

We've distilled 10 years experience in delivering hundreds of successful live streams and webcasts to help you figure out what works and what doesn't. We would like to share our knowledge and give you our five steps for a successful webcast.

Of course, a guide can only help so much, why don't you reach out to us at [viocorp.com/contact-us](http://viocorp.com/contact-us) and we'd be more than happy to talk through your specific requirements.

Good Luck!



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# 1 Timing

**Like a good comedy, successful delivery is all about timing.**

If you are targeting a corporate audience, the optimal time is late morning or early afternoon. Avoid lunchtimes or anything too early or too late, 11am or 2pm are pretty much ideal for maximising viewer attendance and engagement.

Speaking of timing, don't confuse the length of your webcast with value. Advertisers spend millions trying to keep our attention for a 30-second commercial so don't expect everybody to stay online for a 90 minute yawn-fest.

The good news is that live, interactive video webcasts have the highest audience retention rate, but keep it as concise and succinct as possible. Like all good presentations, make sure you respect the intelligence of your audience and keep the pace brisk and dynamic.



# 2 Interaction

**Interaction, Interaction, Interaction.**

Great webcasts are not passive; they interact, stimulate and engage the audience on every level.

There are a multitude of engagement options available and you should use as many as you can to make it feel like you are really connecting with the audience through their screens.

Synchronised PowerPoint slides are a great start and provide a visual reference to your dialogue. However, to facilitate true two-way engagement, you should look to the online Q&A function, Live Chat or Twitter.

Q&A is a direct question to the presenter or moderator and is not seen by the rest of the audience. The questions can be reviewed and responded to during or after the presentation depending on relevance, giving you maximum control.

Live Chat and Twitter are open – so everyone can see them in the live feed in the webcast interface. Moderation options are available if you are concerned about content but in general they facilitate open discussion during the event.

Real-time polls and surveys can be pushed out to the audience during the event, with instant results available for everybody. It may sound complex but Viostream's live manager makes it simple to engage your viewers' opinions and generate real insights into your audience.



## 3 Replay

**Maximise the value from the replay.**

Nothing beats a live webcast for registrations, attendance and viewer engagement. But the reality is not everyone is going to be able to watch at the scheduled time. But that's ok, you also have a great opportunity to sweep up the rest of your potential audience by being switched-on about on-demand replay.

Firstly, plan your post-live communication before the event so it's ready to go and doesn't become an after-thought. By all means be timely in publishing the on-demand webcast on your website straight-away so people searching for it can find it. However wait a day or two before emailing the on-demand link to your audience so people are more receptive to hearing from you again.



## 4 Re-purpose

**Re-purpose your live webcast for effective content marketing.**

Engagement (average watch time) is significantly lower for on-demand video content than live so factor this in to your thinking. For longer webcasts (30 mins plus) think about breaking up your on-demand content with bookmarks or editing into smaller segments so viewers can go straight for what interests them most. If it's compelling they'll end up watching more segments, but give them the choice.

Done effectively, the recording of a 30 minute live webcast can give you 5 x 5 minute video segments of compelling multimedia to fuel your content marketing strategy.



## 5 Result

So, you have their attention – now it's time to get them to do what you want.

One of the most compelling reasons for webcasting is that you have someone looking at your webcast interface for a long, long time. In the world of web tracking, getting eyeballs on a page for 30 minutes or more is just unheard of – so make the most of this golden opportunity.

Whether you want people to subscribe to your mailing list, download a whitepaper, make an appointment or straight out buy from you, this is your chance. You can easily convert your audience by adding links to your subscriber form, downloadable sales support material or lead capture forms. You can clearly insert links right there in the webcast interface.

Simply by joining the dots properly and making the path to conversion front and centre, you can effectively turn viewers into results.

Honestly, we could go on all day about how to make your event a success but we understand that's about all you're likely to read in one go. So why not pick up the phone and drop us a line so we can talk you through your event.

### LEARN MORE:

[www.viocorp.com/livewebcast](http://www.viocorp.com/livewebcast) or 02 8007 6200



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