

The importance of webinars for lead generation

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Webinar marketing has become increasingly popular with many companies all over the world. Webinars can be very effective tools for strengthening bonds with existing customers, [generating new leads and increasing conversions](#). Here are some of the reasons why you should consider including webinars in your marketing strategy:

1. Establish your authority

Before buying your products or services, most people would want to know the people behind the company or brand. The more they know you, the more trust will be established. Hosting a webinar is one of the most effective ways of building credibility with your audience. The great thing about webinars is that attendees get a chance to see, hear and even interact with the expert. You can share tips that will make the lives of your audience more fun, easier or better. Engaging on such a personal level establishes a strong connection, thus enhancing trust.



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2. Create long term content

Nowadays, most webinar software comes with features that allow you to record your webinars. You can then make the recorded webinar available on demand on your site, or simply upload it on YouTube. In addition, you could [repurpose the material](#) into videos, a series of blog posts, podcasts, e-books, social media posts or visual elements such as charts and infographics. This way, your webinar content could continue generating leads for a long time on various platforms.

3. Break geographical barriers

For years, marketers have been educating customers and generating leads primarily through seminars. However, the disadvantage of seminars is that they can only reach people within a specific location. Webinars allow you to break such geographical limits. Participants can attend from any corner of the globe as long as they have internet connection. This can significantly lower your cost per lead and boost your customer base.

4. Partnership opportunities

If you want to increase your brand awareness and generate more leads, it would be advisable to partner with an influencer that offers a similar or complementary product or service. Such an influencer can help attract a larger audience to your webinar. In addition, [partnership with other experts](#) will ensure that participants get good value for their time, thus building your credibility.

5. Generating higher quality leads

The great thing about webinars is that they allow you to [pre-qualify leads](#). When people sign up for your webinar, it would be advisable to get more information about them. You could ask them to complete a short survey about themselves and their goals. This allows you to segment your audience accordingly, and thus create a tailor-made webinar for each audience.

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