

CONVERSION CAST

How LeadPages Tripled Webinar Revenue In One Day (Hint: It's Not Due To More Attendees)

Our Guest:

As you may know, Tim Paige is the Host of ConversionCast, but he is also the Conversion Educator at LeadPages. As the official Conversion Educator, he creates educational content about how to improve your business' results and marketing efforts online. He is an expert in delivering educational webinars and has done over 400 in less than 2 years.

Tim's Strategy That Tripled Webinar Revenue:

Tim has performed more than 400 webinars in almost 2 years, averages 8 webinars a week, and still continues to optimize his strategy for multiplying revenue for LeadPages. One element he decided to test recently was if more audience engagement increased sales. Tim conducted the test on an affiliate promoted webinar, which LeadPages does often. There were 4 days of marketing to promote the webinar on the affiliate's end and people (from the same traffic source) were given 2 date options of Wednesday or Thursday on the webinar registration page. He ran the webinar for two consecutive days, but made sure to tweak the second webinar to experiment.

For the first webinar, Tim waited until the end to answer questions asked by the affiliate. However, for the second webinar, Tim answered as many relevant questions as he could throughout the webinar such as, "do you integrate with Infusionsoft?". For questions like this, he would respond, "yes, we integrate with Infusionsoft and use them ourselves at LeadPages".

Result Insight:

Simply focusing on engaging prospects by answering questions during the webinar as opposed to making them wait until the end, resulted in triple the revenue from the first to second webinar. The first webinar was still successful with a 5 figure revenue, but Tim was able to triple sales with 130 less attendees on the second webinar. Although there was less drop off on the first webinar and a few people were lost when he was answering questions on the second webinar, these variables are insignificant to the sales revenue and conversion rate LeadPages received.

Tim's Takeaways:

Tim believes the second webinar's success was a direct result of interacting with attendees. He intentionally engaged with prospects and addressed their objections throughout the webinar instead of making them wait and possibly getting stuck thinking about their question or tuning out the information. Tim explained that he was able to overcome people's biggest objections in the moment answering questions like integration with Infusionsoft if they missed this information on LeadPages' site.

Tim has also tested getting on webinars early and chatting versus getting on right when it starts, but where he noticed a difference was taking 5 minutes before the start of the webinar and asking people to mention their name and where they reside. He notices positive feedback when he asks and addresses people by their name as well as answering questions throughout the webinar.

Tim has tested answering questions throughout webinars again and again with other affiliates and his strategy consistently elicits favorable results. Tim emphasized that the more you engage, not only will your conversion rate/sales volume be higher, people will have more affinity for you and company.