

# Winning Webinar Topics

## To Make Professional Webinar Platforms a Worthwhile Investment

Are you looking to invest in professional webinar platforms? Your investment can pay off in many ways. First, it allows you to share your knowledge and skills while growing your audience. Second, it's a great way to reach a new audience.



2020 Stats: 31,000 Webinars | 9M Attendees | 7K Max Attendee | 100% Uptime

## 05 PROFESSIONAL WEBINARS

Finally, webinar platforms are an inexpensive marketing tool that will more than pay for themselves.

Fifty-eight percent of B2B marketing professionals use webinars in their content marketing campaigns. There's no denying the impact a well-executed webinar can have on your business. But how exactly do you come up with topics that resonate with your audience?

Here are some of the topics you can cover during your next webinar.

### 01 On-Boarding Webinar

Research shows that employee onboarding can improve employee retention by up to 82 percent. Done picking up your jaw from the floor? Now, here's the best part – you can do onboarding remotely through webinars.

You can tailor a webinar to get new employees up to speed with your organization's environment and culture. The content produced in this type of webinar is usually reusable in the future as the company grows.

### 02 How-to Webinar

Creating helpful webinar content will deliver results for your business. People rarely go out looking for products to buy. Instead, they look for solutions to their problems. A how-to webinar allows you to meet your audience members at their points of need.

And here's the thing – the webinar doesn't have to be about a problem directly related to your business. You can make it about something your target audience cares about. For example, if your audience cares about the environment, you can host a webinar on how people can involve themselves in environmental advocacy.

### 03 The Deep-Dive Webinar

There is a close relationship between the deep-dive webinar and the how-to webinar. In this webinar, you can fully explain how to use a specific feature of your product. For example, you might want to teach your sales team how to use automated data tools. Alternatively, you may want to teach customers how to get the most out of your product.

This webinar is particularly useful for B2B SaaS (software as a service) companies. These companies often find it hard getting customers to use some of the more advanced features.

### 04 Sales and Marketing Webinar

A webinar is an outstanding content marketing tool. Remember, you don't want to come off as too salesy during the webinar. The most successful sales and marketing webinars use the how-to format to engage potential customers. Avoid hitting them with a hard sell.

### 05 Current Events

You can host a webinar on how your organization can respond to a current event or crisis. For example, many organizations hosted successful webinars talking about the impact of COVID-19 on their business and industry overall.

### 06 Trends

Want to become a thought leader in your industry? You need to talk about industry trends in your webinars. It shows you have your finger on the pulse of your industry and the broader market. Speak authoritatively about trends in your industry to set your business apart from the competition.

### 07 Self-care and Well-being

Are you looking for creative ways to make the most out of professional webinar platforms? You can use it to host webinars that help employees cope or do better at work in the new normal. Think about hosting a forum where you discuss self-care strategies or even organizing a virtual yoga class. It's important to create a space for remote employees to share what they're up to outside of work.

Make sure to be sensitive about your approach to these topics. Tailor the session to suit the audience.

### 08 Virtual Product Launch

Organizations can hold a virtual product launch via a webinar. Such webinars have come in handy during the COVID-19 pandemic. Don't get into the trap of trying to replicate an in-person event. Instead, work on creating a unique and memorable experience that can only happen online.

### 09 Compliance Webinar

This type of webinar is a lot like e-learning. Here, you try to get employees up to speed with new compliance standards and regulations by hosting a virtual event. Make sure to check with state and industry regulators to find out how to meet their standards through remote training.

### 10 Career Advice

You can use webinars to equip employees with what they need to know to succeed in their careers. Tailor the advice to your team's unique needs and concerns. For example, if your organization deals with independent contract workers, you can host a webinar about freelancer taxation.

## Conclusion

Often, the real challenge is not coming up with a webinar topic. Instead, it's choosing the right webinar topic for your audience. To get it right, understand your audience members and what professional webinar platforms will work best for them. Hold brainstorming sessions with your marketing team to come up with the best topics.