

One of the most frequent questions we get asked at the moment is what webinar technology should we be using?

With webinars looking like they are firmly here to stay and a greater part of our working life it's important to select the right tool which will help you achieve the outcome you are looking for.

Webinars can be used in so many ways:

- Training and enablement
- Sales webinars (with transaction/payment integration)
- Internal meetings
- External meetings
- 24/7 On demand webinars
- Demo's
- Multi presenter virtual webinars
- Large scale virtual events
- Small interactive virtual workshops

With each business having a different purpose for their webinar it is important to identify and understand your own needs, rather than purely taking the recommendations of others.

Here are the questions to answer when selecting a webinar platform:

1

How often do I expect to use it and therefore how much would I like to invest?

2

What are I going to use it for?

3

Based on question 2, what functionality do I need to achieve this?

4

Do I need the webinar platform to integrate to another system within our our business? For example, payment gateway (paypal/ stripe etc), CRM system, core applications, etc

Once you have answered the questions above, use the comparison chart below to narrow the field on which options meet your criteria.

TIPS

- > If your intention is to sell from your webinar, we strongly recommend selecting a webinar platform which will integrate with your CRM.
- > It is important when outlining functionality to not get carried away and stick to what realistically you will need so you do not pay for functionality that you do not use.
- > Watch a demo of your short list of choices to get a better feel for the webinar platform in action.



THE 2020 WEBINAR COMPARISON GUIDE

WEBINAR COMPARISON GUIDE:

	zoom			WEBINARJAM			GoToMeeting			Cisco webex				LiveWebinar			
	Free	Starter	Plus	Business	Free	PRO	Business	Custom	Free	Starter	Plus	Business	Enterprise	Free	PRO	Business	Custom
FREE (USD)																	
Price \$/mo	\$0	\$19.99/host (starting at 10 hosts for \$199.9/mo)	\$19.99/host (starting at 100 hosts for \$199.9/mo)	\$499/year	\$699/year	\$999/year	\$14 (\$12/mo if billed annually)	\$19 (\$16/mo if billed annually)	Custom	\$0	€14.25	€19.25	€28.50	\$0	\$11.99	\$95.20	Custom
Participants		300	500 (Enterprise Plus includes 1,000 participants)	500	2000 (+4 presenters)	5000 (+6 presenters)	150	250	Up to 3000	100 (Up from 50)	Up from 50	Up to 100	Up to 200	5	100	500	up to 1500
Price \$/Extra 500 Participants (not included to price/mo)	<input type="checkbox"/>	\$69.99	\$69.99	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Click to contact							Click to customize			
Price \$/Extra 1000 Participants (not included to price/mo)	<input type="checkbox"/>	\$109.99	\$109.99	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>											
INTERFACE & FEATURES																	
Time Limit / session	40min	24hrs	24hrs	2hrs	3hrs	4hrs	Unlimited	Unlimited	Unlimited	Unlimited (up from 40min)	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Number of Meetings	Unlimited 1 to 1 meetings	Unlimited 1 to 1 meetings	Unlimited 1 to 1 meetings	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Recording Limit	40min	1GB of MP4 or M4A cloud recording	Unlimited	Unlimited	Unlimited	Unlimited	Limited	Unlimited	Unlimited	5GB of cloud storage		9GB of cloud storage	10GB of cloud storage	2hrs	6hrs	6hrs	Unlimited
User management (assign roles)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Screen Sharing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
File Sharing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Chat room	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Q&A mode	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Polls / surveys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Custom emails	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SMS Reminders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Web Version (app)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mobile Version (app)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Desktop Version (app)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Autopilot / Recurring Webinars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rebranding	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Payment Integrations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reports / Statistics	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
REST API	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Phone support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Live Chat Support	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional features																	

*Please note all pricing is in USD, please check pricing on the providers websites for any changes.

Putting your webinar into action

Hopefully you have selected your webinar platform, so now we will look at what makes a webinar effective in terms of driving engagement and results.

Here are top tips to consider:

- A webinar as a one hit wonder is unlikely to deliver results for your business, it needs to be considered part of a wider campaign, what comes before and after the webinar?
- If your intention is lead generation, ensure you have a call to action at the end of the webinar which is a logical next step for those that are interested. Send a reminder email before the webinar to maximise attendance.
- Follow up with a) attendees of the webinar b) those who registered and did not show up after the webinar.
- Record the webinar whenever possible so you have a replay available for those who didn't make it. You can also repurpose this content in other ways.

How to generate leads from your webinars

Why do some webinars convert, and others don't?

There is a real art to creating a high converting webinar and successfully leveraging a webinar as a sales tool. Unfortunately a one hit wonder webinar won't do the trick.

We've spent countless hours and day studying the best of the best webinars and road testing different approaches to enable us to give you the cliff notes for successful webinars.

A webinar can be a highly scalable and profitable asset to your business. Consider webinars your new virtual sales assistant and best friend to your sales team!

If you would like to learn how to generate leads from your webinar and make webinars part of your broader sales strategy, then join me on a free of charge webinar to learn the Sales Redefined webinar formula.

"How to generate leads from your webinars"

You will learn:

- ✓ How to successfully generate leads by leveraging webinars
- ✓ The Sales Redefined Webinar Formula
- ✓ How you can automate webinars to act as your virtual sales assistant
- ✓ The top mistakes to avoid to shortcut your path to success.
- ✓ Considerations for your sales team
- ✓ The highly practical and easy steps to get started immediately

[Reserve my spot](#)

The webinar will be facilitated by our Founder, **Abbie White**, who has over 15 years sales and sales leadership experience and has delivered over \$500 Million in sales for small businesses to large world leading multinationals.

"Abbie has a strong sales and business development background and through her ability to coach and develop others was able to uplift the capability of those with who she worked. Abbie is passionate and enthusiastic and this comes through in how she approaches her work!"

Olivia Ruello, CEO Business Chicks

**GET IN
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