

Win Them Over with Webinars

Why B2B marketers should be using webinars at all stages of the customer journey



Throwing more information at your buyers won't cut it anymore. If you want to turn prospects into customers and retain those customers over time, you need to make a personal connection with your audience.

Webinars allow you to do just that at any stage of the customer lifecycle.

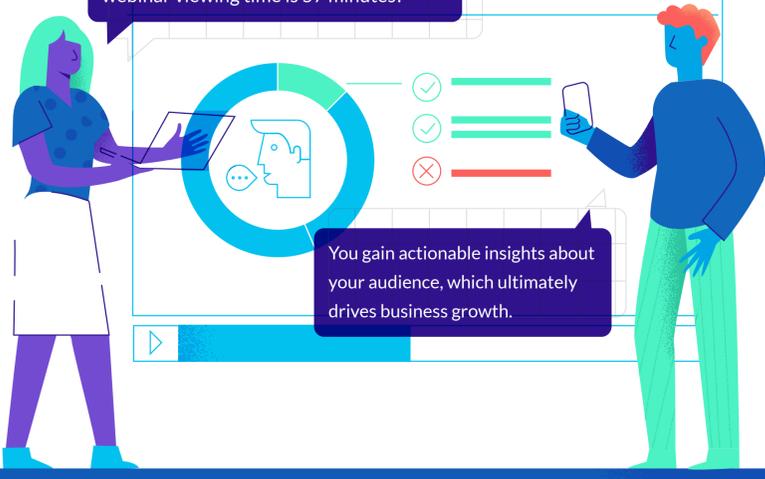


IMPROVE YOUR MARKETING PERFORMANCE

Research shows B2B customers are significantly more emotionally connected to their vendors than consumers are to B2C brands.¹

Buyers don't want you to just talk to them—they want to talk with you. And you should want to talk with them, too. Webinars provide opportunities to learn from and respond to participants in real time.

Customers feel heard and involved while they learn—which is why the average webinar viewing time is 57 minutes!



95% of users say GoToWebinar improves their marketing performance.²



REACH YOUR AUDIENCE

The research shows it: Your buyers want webinars.

When asked about their content preferences, professionals rank webinars as:

Top 2 most engaging



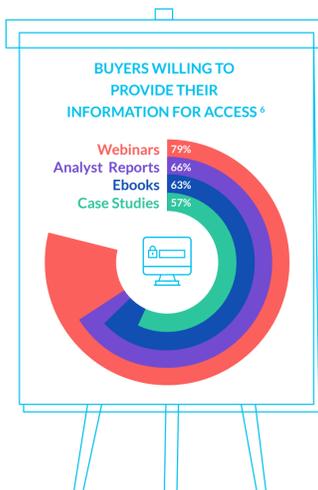
Top 3 most commonly consumed³



GENERATE LEADS

Marketers use webinars to expand their reach and drive new leads by providing exclusive content that buyers value.

More people are willing to provide their information or register for a webinar than any other kind of type of content.



73% of marketing and sales leaders say webinars are the best way to generate high-quality leads⁵



TURN PROSPECTS INTO CUSTOMERS

As buyers consider your product, webinars allow you to answer their questions, give product demos, and provide the in-depth content that converts prospects.



3 out of 4 of B2B buyers have used webinars in the last year to make a purchase decision.⁶



88% of users said GoToWebinar helps them nurture and convert prospects.

RETAIN CUSTOMERS + CREATE ADVOCATES

Interacting and creating personal connections with customers earns their trust and loyalty. Ongoing training webinars help engage customers, keeping them active and successful.



93% of users say that GoToWebinar helps improve customer relationships.

Start your free trial of GoToWebinar today at [GoToWebinar.com](https://www.gotowebinar.com) and start reaching your audience on another level.

¹ ThinkWithGoogle.com/marketing-resources/promotion-emotion-b2b

² TechValidate.com/collections/gotowebinar-for-marketers

³ GoToWebinar, Trends in B2B Content Engagement: www.techvalidate.com/collections/gotowebinar-for-marketers

⁴ GoToWebinar, The Big Book of Webinar Stats: bit.ly/BBWebinarStats

⁵ bit.ly/InsideSalesLeadGen

⁶ Source: Demand Gen Report, 2017 Content Preferences Survey: bit.ly/ContentPrefSurvey