

# 4 Steps to Effective Legal Webinars: Law Firm Webinars as a Business Development Tool

By Marsha Redmon, Esq.



Many law firms fail to take full advantage of webinars as a business development tool.

Webinars stand out as an incredibly efficient and effective way to showcase lawyers' expertise in front of clients and prospective clients. At the same time, webinars can be used to gather valuable information that law firms can use in their business development efforts. Unfortunately, many law firms fail to take full advantage of the benefits webinars can provide.

This white paper details four steps law firms can take before, during and after webinars to turn them into a more effective business development tool.

Experience tells us that clients and prospective clients like webinars when they are insightful and to the point. As one General Counsel told me memorably, "Webinars are efficient. And they are a great way to check out lawyers I'm considering hiring... it's more comfortable when they don't know I'm checking them out."

## 4 Steps

- 1 **Getting the Right Audience to Sign Up + Show Up**
- 2 **Interacting With Your Audience**
- 3 **Using Webinar Analytics to Direct Follow-up**
- 4 **Leveraging the Webinar Recording**

## Step 1:

# Getting the Right Audience to Sign up and Show Up

1. Target narrow audience
2. Partner with others
3. Re-invite and remind

# Only 30-40% of registrants will attend a typical webinar

## Step 1:

One of the most common questions law firms and legal marketers have about webinars is how to get a larger audience to register and attend their webinars. It's a good question – given that only 30-40% of registrants will attend a typical webinar. But with some focus and new tactics, it's possible to get much better results on the order of 50+% attendance by those who register.

Three tactics the most successful law firm webinars use to get a better response from their invitees are:

### 1. Target narrow audience

While counter-intuitive, defining and narrowing your target audience will make your webinar more effective for business development by getting the right people in the audience – based on the goals of your webinar.

Create a **target audience profile** by identifying:

- Key industries
- Types of companies

- Key roles of attendees
- Region
- Other factors

### 2. Partner with others

Identify organizations, experts and other non-competitors to partner with to increase the size of your targeted audience list. Partner with people or organizations that have access to lists with your targeted audience profile.

### 3. Re-invite and remind

Invite your lists more than once. Consider 2–3 invitations spread out over 2–4 weeks, making sure you don't re-invite people who have already registered. Be sure to confirm with registrants immediately. Remind registrants a few days before, and the morning of, the webinar.

## Step 2:

# Interacting With Your Audience Matters

## 1. Polling Questions

Polling questions let the audience find out what their peers are doing.

### Step 2:

Most law firms, lawyers and legal marketers don't understand the true value of interactivity during webinars—and that's why polling questions and other interactive features are used ineffectively or not at all.

Interactivity during a webinar can:

- Keep your audience engaged and on the webinar through the end
- Identify which issues or problems your target audience is most concerned with
- Tell you whom to follow-up with after the webinar

#### Four ways to interact with your webinar audience

##### 1. Polling questions

Polling questions are used during the webinar to get attendees responses in the moment. Results are shown immediately in a bar chart.

- Polling questions engage your audience because attendees are curious about their peers' interests and concerns. They will

stay on the webinar to find out how their peers will answer key polling questions.

- Use 1-2 polling questions in the initial 5 minutes of the webinar to get the audience engaged.
- Spread polling questions throughout the webinar to break up the chunks of content. You can use 1-2 polling questions to transition between speakers and/or sub-topics.
- Be sure to craft polling questions that help you identify which attendees have a certain need or are in a certain stage of a process that indicate they may need your services.

# Webinars are “narrow-casting.”

## Step 2:

### Interacting With Your Audience Matters

- 2. Registration Questions
- 3. Live Q & A
- 4. Survey

#### 2. Registration questions

Asking 1-2 open-ended questions on the webinar registration form can engage your audience early and help to focus your content on the specific interests of your audience. Those who tell you what they want covered in the webinar are often more likely to attend the webinar, because they are invested in seeing their questions answered.

Given that one-third to one-half of webinar registrants don't attend a given webinar, the registration form will give you a chance to gather data from those who register but never attend.

#### 3. Live Q & A

Having a live Q & A session at the end of the webinar is another chance for your attendees to tell you what they need from you and what their concerns are. Be sure to manage your time well so that you keep 10 minutes, or so, for questions. Many law firm webinars run over—or run out of time—and give short shrift to the Q & A section.

For some webinar attendees, getting the answer to their question is their highest priority. The questions you don't have time to cover will give the lawyers an opportunity to follow-up with those participants.

#### 4. Survey

The survey at the end of the webinar is a final chance to find out the needs and interests of your audience. It is also a good chance to find out what related issues attendees are interested in, beyond the current topic. Finally, you may ask for feedback on the webinar itself: whether each section of webinar content and each speaker addressed the topic adequately.

My favorite survey question is to ask attendees to choose from a list of topics for possible future webinars—telling us which of those topics they would be most interested in.

# Consider “requiring” lawyer speakers to follow-up after webinar.

## Step 3:

### Using Webinar Analytics to Direct Follow-up

your post-webinar follow-up more successful:

1. Get the lawyer speakers to help write the polling and survey questions to elicit the kind of information needed to identify the hottest prospects for post-webinar follow-up.

2. If possible, set the expectation that **participation in the webinar** as a speaker **comes with the obligation** that each lawyer speaker must follow-up within 3 days with the top 5-10 prospects for him/her, as identified by agreed upon criteria.

3. It is often effective for marketing professionals to take the lead on generating the individual follow-up list for each lawyer, based on the criteria.

I have seen this follow-up “requirement” and professional staff-generated follow-up lists greatly increase the success of law firm webinars as a business development tool.

## Step 3:

Webinars delivered on a full-featured webinar platform provide robust analytics at the individual attendee level as well as data on the webinar as a whole.

Individual attendee data includes:

- Registration information
- Time logged on and off of webinar
- Answers to all polling and survey questions
- Questions submitted for Q&A
- Content downloaded

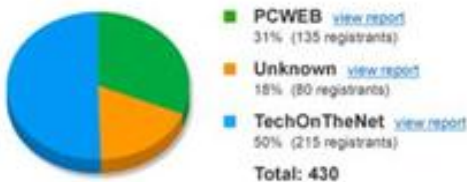
Webinar-wide data includes:

- Percentage of registrants vs. invitations
- Percentage of attendees vs. registrants
- Audience retention
- Region
- Other factors

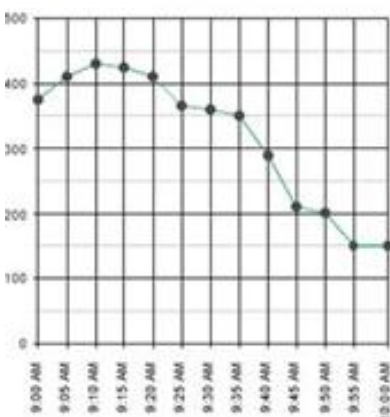
### Practical steps to ensure follow-up happens

Legal marketers and lawyers often say that they find it difficult to follow-up after webinars—even when they have detailed analytics. Consider these three steps to make

Registration Sources: Live Event Attendees



Attendance: Live



# You can track who watches your webinar recording long after the live event.

## Step 4:

## Leveraging the Webinar Recording

### Step 4:

Webinars can continue to serve a business development purpose long after the initial live date occurs, if they are leveraged properly.

Four ways to get the most benefit from your webinars after they're over:

1. Choose a platform that allows you to create an on-demand version of your webinar that continues to provide you with rich analytics, including:

- Who accessed the recording
- Viewer duration
- Responses to surveys

2. Include the webinar (or a series of your webinars) on your website or intranet where you can send clients or prospects to watch them.

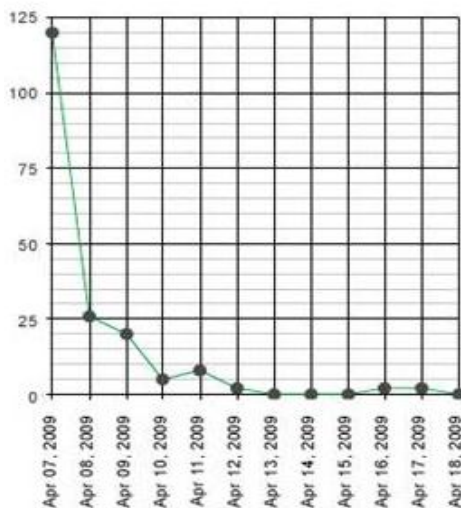
3. Promote your webinar(s) as a part of your other content marketing and business development efforts:

- Promote in articles
- Promote in client alerts
- Promote in blog posts

- Promote on LinkedIn or JD Supra
- Include in responses to RFPs

4. Continue to access the analytics on your webinar recording(s). For example, if you see that a few people from the same company have watched the same webinar recording in a short amount of time, you know there is interest there. Then you can find a suitable way to follow-up.

Attendance: On-Demand



# Next steps



## Marsha's Bio

1

[Marsha Redmon](#) is a former Big Law lawyer and TV journalist.

2

For 13 years, her company has been coaching and training lawyers in the skills needed for Legal Thought Leadership and lawyer business development.

3

Workshops and programs include:

- [Webinar Strategy and Coaching](#)
- [Public Speaking and Presenting](#)
- [Video Strategy for Law Firms](#)
- [Lawyer Business Development](#)
- [The New Legal Thought Leadership](#)

### Summary

Webinars can be a highly effective and targeted business development tool for law firms. The most successful legal webinars take full advantage of a platform that has a full suite of interactive tools allowing you to directly engage your audience and to get detailed analytics for more effective follow-up.

We hope you will begin to put these steps into practice and find greater success using webinars in your law firm's business development process. It is well worth the effort.

### Next Steps

For more webinar tips, watch our short video ["Why Law Firm Webinars Are Boring."](#)

For PowerPoint tips for lawyers, read our article ["Top 6 Lawyer PowerPoint Mistakes."](#)

For ongoing advice, sign up for our [Tips on Law Firm Business Development and Speaking Skills](#).

Marsha Redmon Communications offers workshops on [law firm webinar strategy, design and coaching](#).

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