



20Questions

And Answers from Content Marketing + Webinar Experts



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Content Marketing + Webinar Questions Answered

COMPANIES OFTEN SPEND TIME TALKING ABOUT IDEAS, WRITING BLOG POSTS AND SHARING WHITEPAPERS ABOUT TOPICS THAT DON'T NECESSARILY ALIGN WITH THE QUESTIONS YOU WANT ANSWERED. WHAT IF LEADING CONTENT MARKETING AND WEBINAR EXPERTS COULD ANSWER YOUR MOST PRESSING QUESTIONS?

Recently, Compendium, a leading content marketing platform, and ReadyTalk, a leading provider of conferencing and webinar services, came together to answer 20 content marketing and webinar questions. The questions came directly from webinar participants; marketers just like you who wanted practical, actionable advice.

Questions range from webinar “day-of” best practices to measuring your content marketing success. Don't worry about reading this guide in order, glance at the table of contents and jump to the questions that are most important to you.



The Questions

01	Content for someone or content for everyone?	4
02	What are the top four things to do when starting a webinar program?	6
03	Are editorial calendars a good idea?	8
04	What day is a good day for a webinar?	9
05	Can I reuse content?	10
06	What are the best practices for promoting content?	11
07	Should I include video clips in a webinar?	12
08	What's the value in recording the entire webinar?	13
09	Should customers drive content?	14
10	How do I capture leads from content?	15
11	What if you give webinars to customers, not prospects?	16
12	What are five simple ways for a B2B organization to start content marketing?	17
13	How do you determine content marketing and social media ROI?	18
14	What marketing tactics generate the highest webinar attendance?	20
15	How do you structure a webinar from start to finish? What are some best practices?	22
16	Do B2B businesses belong on social media?	23
17	Is it appropriate to include anonymous client data in whitepapers?	24
18	How far in advance should you plan content and/or webinars?	25
19	How can I combat webinar fatigue?	26
20	What's the best way to brainstorm and plan for a variety of content?	27
21	BONUS QUESTION! What's next?	28

01

Content for someone or content for everyone?

WHEN IT COMES TO CONTENT MARKETING, SHOULD YOU PRODUCE CONTENT FOR EVERYONE OR TARGET A PARTICULAR AUDIENCE?

Compendium: It may seem counter intuitive, but it makes more sense to produce content for someone rather than for everyone. While it is more work to create targeted, specific content, such as a narrowly focused whitepaper or a blog post, it leads to the most effective content.

At Compendium, we focus on personas. When sitting down to write a piece of content, create a video or write a case study, we use our personas to determine who the target is for the content. Is the target a CMO at a very large B2B company, or is it the web content coordinator at a new start-up? Consider personas and look at demographics, potential concerns and pain points for who you are writing for.

Also, look at what behaviors your customers and prospects exhibit. What do they do when they get in the office, and what type of material do they like to read? How do they interact with your company—are they following your Twitter feed? Are they downloading whitepapers? Do they subscribe to your blog? Use this information to determine the type of content you're going to develop.

Creating targeted content is more effective than hoping that one piece of content meets the needs of every person who interacts with it.

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Look at what **behaviors** your customers and prospects exhibit. What do they do when they get in the office, and what type of material do they like to read?

ReadyTalk: Targeted, specific topics are important for successful webinars, too. Don't try to be everything to everybody. Being too high-level or generic with your webinar description and content can hurt your registration numbers. You also risk your audience viewing you as somebody who isn't delivering content that's relevant to what they're hoping to learn.

Producing many webinars isn't a bad thing, but break the topics down by personas or use case and create webinars that will address those needs. In the long run, it will boost registration numbers.



02 What are the top four things to do when starting a webinar program?



ReadyTalk: Creating well-attended, high quality webinars and events requires preparation—anywhere from six to eight weeks leading up to a live event. There are numerous items to address during the planning process—identifying the audience, topic and speaker(s), scheduling, event format, promotion and follow-up strategies.

The four most important things to consider when starting a webinar program are:

1. CHOOSE THE RIGHT TOPIC.

A timely topic will generate a wider audience and is very important

2. SOME THINGS TO CONSIDER WHEN SELECTING A TOPIC:

- Will the topic resonate with your target audience? Know who your audience is and what questions interest them.
- What's the benefit? If you're asking the audience to spend an hour with you, there needs to be strong benefits. Thought leadership is a good place to start, but people also want actionable take-a-ways.
- Does the topic lend itself to good follow-up? Hosting the web event is just the first step; follow-up activities give you the opportunity to capitalize on the investment by nurturing the prospect, and engaging the customer.

3. DELIVER VALUE.

We have said this before, but it's worth repeating:

Define your audience and deliver value. A webinar should not be a sales pitch for your company. Articulate the value of your topic in the webinar description and deliver on your promise. Provide actionable tips and best practices.

4. SALES SUPPORT.

Make sure your sales organization is on board with the webinar and knows what you're planning. They play a crucial role in the promotion and follow-up processes. They need to buy in to the event and feel like it's worth their time to invite prospects and continue the conversation to further the prospect's actions and move them down the funnel. Get the sales team on board beforehand to discuss the topic and speaker.



03 Are editorial calendars a good idea?

Compendium: The easy answer is yes. While it can be a painful and time consuming task to put together, an editorial calendar is extremely useful for outlining and framing the content that will be produced, whether that's a month, quarter, or even a year. Target the personas that you're going after as well as the phases of your business when putting together calendars. For instance, if you have upcoming events and multiple conferences, tailor your content accordingly. Building out an editorial calendar will make life a lot easier.

At Compendium, we develop a theme for the content that we plan to create. Once we decide on the theme and time frame (maybe for a month or a week), we assign content to particular people within the company. If we know that we want a post about analytics and how content marketing can increase search benefits, we assign it to an account manager who is passionate about that topic. If we need a post on the lead generation benefits of content marketing, another account manager would write a post to target CMOs or directors of marketing. We also schedule coordinated tweets and LinkedIn posts once we have the calendar for blog posts put together.

Build all of your content-related activities into your calendar and make it visible. It's important to include your marketing and sales teams, and anyone else who may benefit.

“ Effective **visibility** of the calendar creates insight into what you're going to be producing (which can eliminate surprises).

04 What day is the best day for a webinar?

ReadyTalk: The best days of the week and times to do webinars are highly debated topics. At ReadyTalk, we typically host our webinars on a Tuesday, Wednesday or Thursday around 2 p.m. Eastern time (11 a.m. Pacific). We've had much better results on those days than on Monday or Friday when people are beginning or wrapping up their week. We've also found that people are more likely to give up time on their lunch hour.

Webinar consultant Ken Molay recently wrote a column for Bulldog Solutions on this topic. Through a survey, he found that the best days/times to host are webinar are:

Thursday afternoon
Wednesday afternoon
Wednesday midday
Thursday midday
Tuesday afternoon
Tuesday midday



When Molay asked people to choose a single day that they would most likely attend a webinar, people indicated Tuesday was the best day. Although, your audience maybe different, so it's worth testing to identify preferences.

05 Can I reuse content?

CREATING ORIGINAL CONTENT IS SOMETIMES DIFFICULT. DO YOU RECOMMEND REPURPOSING EXISTING CONTENT?

Compendium: Content reuse or repurposing is useful and highly recommended. Creating content is difficult; it takes time and a lot of thought. It's smart to get more value for each piece of content by repurposing. You can approach content repurposing from two directions: you can start with existing content or implement a multi-format approach moving forward.

If you start with existing content, look at what you've produced in the past. An archive of blog posts, whitepapers and press releases, can be valuable content to use in other mediums. Explore past content; if you wrote a whitepaper two years ago that is still relevant, tweet it, and write a blog post on the topic.

If "repurposing" is your strategy moving forward, be proactive in thinking about what you are creating and how it can span different mediums. For instance, a webinar on editorial calendars could be reused in all sorts of other channels. The repurpose plan may include turning the webinar into an actual whitepaper, or a guide, a series of blog posts, as well as social promotion around each piece of content.



06 What are the best practices for promoting content?

Compendium: There are countless ways to promote content and extend your reach. Third-party promotion is a great way to do this. You can use content syndication, partners and even customers to share new content. Sometimes third-party promotion isn't possible (or affordable), so it's best to focus on the channels you own:

SOCIAL MEDIA

As a B2B software company, we've analyzed data across our client base to see what's effective for content promotion. Most of us start with: "Okay, I've created content, I should be tweeting about it or posting this on Facebook or on LinkedIn." The channels you select are going to vary depending on your business. Test multiple sites—Facebook, LinkedIn, Twitter, SlideShare—and test various days and times. We've found that tweets in the middle of the day perform better than early morning or evening tweets. Links and hashtags also do really well on LinkedIn. Also test the content of the posts. You may tweet the title of the content and then try variations to see what resonates well. Be sure to track social media activity on your editorial calendar.

BLOG POST(S)

Promote pieces of content with blog posts. For cases studies, pull a snippet of a customer quote and then link to a download of the entire case study. Similarly, promote a whitepaper or eBook by breaking it up into multiple posts. Each post can link to the download.

PRESS RELEASES

For bigger pieces, such as webinars, eBooks and whitepapers, try a press release. It will help generate initial buzz and momentum for a new piece of content.

WEBINARS

Webinars are helpful for promoting content. Take a larger piece of content and turn it into the actual webinar presentation. Also, consider offering content as part of the reason to attend: "All participants will receive a free copy of our new whitepaper/eBook."

NEWSLETTERS AND OTHER MEDIUMS

Don't forget about other channels you may already have. You can promote content in customer newsletters, email nurture campaigns and your website. Don't be afraid to try new mediums.



07 Should I include video clips in a webinar?

ReadyTalk: Video clip playback gives your trainings, sales demos and webinars a more engaging, personal feel by incorporating a short video clip into the live presentation. Incorporating rich video content in your presentations can take your webinars and web events to the next level. Participants enjoy a break from the norm of a standard slide presentation.

Whether it's training, a webinar or a sales presentation, here's how some companies are using video clips as part of their webinars:



MARKETERS AND PR PROFESSIONALS: A webinar with video content yields a much a higher ROI when using videos that been professionally created for other purposes. For example, if you have had a high quality demo video created for your website, showcasing it in a webinar with a captive audience can help justify the original spend. Video clips can also be used as mini-commercials at the beginning of the webinar to engage your audience.

TRAINING: Another great use of video is for training and education. Presenters can play a video clip and then poll participants about it to gauge their level of comprehension and engagement.

SALES: Utilizing pre-recorded video clips during a sales demonstration helps build a stronger sales program by incorporating short clips of customer testimonials or even a demo within a demo about how your product works.

There are many ways to utilize video, so it's worth experimenting to see what works best for your organization.

08 What's the value in recording the entire webinar?

DO PEOPLE REALLY SIT AND WATCH COMPLETE WEBINAR RECORDINGS? WHAT ABOUT POSTING VIDEO CLIPS?

ReadyTalk: Sometimes it seems like a daunting task to recruit people to attend a live webinar and stay on through the entire event, so questioning the value of the webinar recording is understandable. Rather than posting the entire 60 minute recording, consider chopping the recorded event into more digestible bits, and creating mini-presentations or best practices clips. Here are a few ways to get more from your recorded webinar content:

- Break it up into smaller clips and post the videos on your YouTube channel, and then point to those clips in blog posts and your social networks
- Embed clips on your website with similar content.
- Put clips into a series of nurturing emails for a particular buying persona or use case that you targeted with that webinar.
- Use clips in prospecting emails that speak to a particular pain point that you addressed in the presentation.
- Use video clips to play again in other webinars, such as a webinar trailer or mini-commercial.



09 Should customers drive content?

WE ARE AN IT CONSULTING COMPANY AND WANT TO BUILD A CONTENT STRATEGY BASED ON A CUSTOMER SURVEY FOCUSED ON THEIR BIGGEST IT ISSUES. DOES THIS SOUND LIKE A GOOD APPROACH?



Compendium: Talking to customers and prospects to determine what types of content would be most effective is a great approach. Think back to when you were developing personas, and when you came up with this a fictional person's age, education, values, etc. It's important to get feedback from various clients and customers to validate your assumptions. Surveys work but interviews with customers or prospects are more effective. It's an excellent way to generate content ideas.

You don't necessarily have to have 1000 conversations or 2000 people respond to a survey, but talking to a few people on the phone is important. Set up phone conversations and interviews and pick topics that you think are important. If you find that a particular topic comes up often or is causing frequent questions, then develop content for it. The more you use actual customer feedback, the better the content will be.

10 How do I capture leads from content?

TO GENERATE LEADS FROM CONTENT, SHOULD YOU HAVE CONTACT INFORMATION WITHIN THE ARTICLE, AT THE END OF THE ARTICLE, AS PART OF AN ATTRIBUTION STATEMENT OR PROVIDE A LINK TO A LANDING PAGE ASKING FOR MORE INFORMATION?

Compendium: This is a good question that is difficult to answer. Ultimately, you have to decide what your goals are for the content. Content is designed to help prospects throughout the buying cycle, whether they are trying to understand and identify their challenges, be sure to compare available solutions and price shop. If a prospect is looking for content but everything is behind forms, there's a good chance they will go elsewhere to do their research. The last thing you want is a competitor or someone else making the decision for them.



Every marketer wants to generate new qualified leads. You can move prospects down the buying path by making useful content available.

At the end of a blog or new whitepaper, provide a link to a landing page or another call to action allowing you to capture their contact information. Limit gated content to high-value pieces such as timely new eBooks or whitepapers.

This is another area that is good to test. Assess what happens to lead flow when you add forms, change link locations or move the call-to-action to the sidebar.

11 What if you give webinars to customers, not prospects?



IF CLIENTS ARE ALREADY BOUGHT INTO YOUR SERVICE OR PRODUCT, HOW DO YOU KEEP THEM INTERESTED IN ATTENDING WEBINARS?

ReadyTalk: It is a different mindset when hosting a webinar for a customer. They have different questions and pain points. Consider doing a series of webinars, instead of multiple one-off events, in order to provide ongoing value.

Develop a plan that allows you to offer significant value in each webinar and to build on the content presented in your previous webinar.

For example, if you have a line of products, start by setting up a series around best practices for using those products.

Each month offer a new piece of advice or another step in the process of solving a problem.

Remember, you're not going to have a successful series if you aren't asking your customers what they want to learn about next. Another way to elicit some of that feedback is by asking your account managers if they'd be willing to help by starting those conversations with the client or sharing insight that they've gathered. For example, "What was your biggest challenge this month? What other ways are you hoping to use the platform?" If you're simply assuming that you have a good topic, but you haven't really listened to their feedback, you're going to have a hard time generating a consistent audience. Take time in your webinars to ask polling questions and follow up with a post-event survey.

12 What are five simple ways for a B2B organization to start content marketing?

Compendium: There are many different ideas and things you could do. Here are five simple ideas:

1. START A COMPANY BLOG.

A blog is a good way to create fresh content on a weekly basis (eventually working up to daily posts).

2. SET UP SOCIAL CHANNELS.

Social provides a way to connect with people who may be doing research on your company or industry. It's also a great way to promote blog posts. Consider setting up Facebook, Twitter, LinkedIn, SlideShare and YouTube accounts.

3. DEVELOP AN EDITORIAL CALENDAR.

Force yourself to think about other types of content you could create and how frequently. If you have brochures, you already have content that you can pull from and expand upon.

4. BEGIN AN EMAIL PROGRAM.

Pick an email or marketing automation service and start small with something like a monthly newsletter. You can use the newsletter to promote content that you've created.

5. CREATE LANDING PAGES OR ADDITIONAL WEBSITE CONTENT.

If you already have a few landing pages, consider adding blog content. Use the pages to recruit people to sign up for your email list in order to receive more content.

13 How do you determine content marketing and social media ROI?

Compendium: Measurement depends on what you're looking to achieve. If you're solely looking for leads, then you can set up the criteria and tracking attributes to do so. For example, if you host a webinar, consider new registrants as leads. Track this through the webinar software or (depending on your provider) that information may already be seamlessly integrated with your marketing automation or CRM platform.

There are many tools available for social media metrics—Radian6, Awareness, Vocus, Agility from PR Newswire and more. These tools are also helpful for looking at what people are saying about you and creating engagement. These tools can help you identify, track and measure conversations that people are having around content that you've recently published.

Google Analytics and Omniture can track traffic coming to your website. Incorporating marketing automation platforms, such as Eloqua or Marketo, can help you track exact actions a prospect takes on your site, "First, they visited this page, then they downloaded a whitepaper. Two days later, they read a blog post and then they filled out a form on the site." Monitoring behavioral information can help identify the value of the content on your site.



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If you're solely looking for leads, then you can set up the criteria and tracking attributes to do so.



THERE ARE COUNTLESS ACTIONS YOU CAN MEASURE INCLUDING:

- Blog subscribers
- Blog comments
- Content downloads
- Video views
- Form fills (free trial, live demos, request for info, etc.)
- Time on website
- Number of social posts and the engagement created
- Email opens and forwards
- Webinar registrants and attendees
- Newsletter subscribers

With so many actions, it is important to determine what is most important to your organization and then track the success of those. Each action should play a part in moving a prospect through the buying process.

14 What marketing tactics generate the highest webinar attendance?

ReadyTalk: Webinar attendance is an important metric. In order to encourage people to attend the webinar (versus just registering and getting the recording), consider offering an incentive. It should be something that is valuable enough so people are willing to give up an hour of their day.



A FEW INCENTIVES THAT WE'VE FOUND WORK WELL:

- If you have a speaker that has also written a book on the topic of the webinar, give away an excerpt, a chapter from the book or the entire book for those who actually attend the webinar.
- The first 50 people receive an Amazon gift card, highlight that the presenter has a book available.
- Giving away a piece of content can also work, but keep in mind that people will be more likely to register for your webinar if it's actionable content. Don't simply assume that a whitepaper is always a sufficient incentive. Consider something like a checklist or a facts-and-figures sheet displaying what is working, what's not and what their next action could/should be. Consider offering how-to's, or event program template of some sort. Case studies are also valuable. The webinar content could be based on a case study; you include it in the post-event follow-up too.



Don't simply **assume** that a whitepaper is always a sufficient **incentive**.



Another way to increase webinar attendance is to host a shorter webinar. Rather than taking an hour, offer a quick 30-minute webinar so attendees still have time in their day to do something with the information that you provided. Challenge them to apply that additional 30 minutes to the problem or a process that you addressed during the webinar.

Last but not least, speaker selection and topic description are crucial to webinar attendance. Registrants need to see value from the very start. Be concise in your description about what you're going to address and how. Be sure you deliver on that promise.

15 How do you structure a webinar from start to finish? What are some best practices?

ReadyTalk: On the day of the live webinar, there are several details to be considered before, during and after the event.

HERE IS A LIST OF CRITICAL PRE-EVENT ITEMS:

- Conduct a pre-call with your speakers to answer any last minute questions (slide deck, polling questions, how to use the conference controls, Q&A format, etc.).
- Run a sound check with your operators and presenters. Ensure that everyone can be heard clearly.
- No cell phones! They will interfere with your phone or computer connections and can be a distraction while presenting.
- Continue to promote the webinar up to start time. Set-up a Twitter hashtag. Start tweeting weeks in advance and continue throughout the webinar. Providing a hashtag will allow people to carry on the conversation outside of the webinar chat feature. It also increases your reach of the webinar. Have somebody from your team monitoring tweets so that they can keep engaging on that side of the conversation. This can provide some additional post-event content.

During the webinar, engaging with your audience is crucial. Use polls, chats and videos to keep your audience tuned in and focused on the topic. Begin engaging your audience the moment they join by opening up with a slide with a relevant interesting fact or anecdote that will apply to the webinar topic and capture people's attention. Also, be sure to include the Twitter hashtag on every slide so that people can engage there as well. Remember, you don't always have to stick to your slides. Share your desktop or visit websites that you found useful in putting together your presentation.

After the webinar, be sure to send follow-up emails to attendees within a day of the event. Personalize the emails as much as possible. For example, if someone posed a question during Q&A, ask the attendee if their question was answered or if you can provide additional guidance. You can also create a blog post with key take-a-ways or an eBook based on the content.

16 Do B2B businesses belong on social media?

WE DON'T THINK OUR CUSTOMERS ARE ON SOCIAL MEDIA SITES. HOW DO WE DETERMINE IF WE NEED TO BE ON THESE SITES?

Compendium: Even if you don't think so, your customers probably are on social media in some way. Just about everyone has a Facebook or Twitter account. From the CEO of the company to a marketing coordinator, your customers are on social media even if they don't have a formal corporate presence. Therefore, it is important to be there too. No one else is talking about you—for you.

You can put out information or just make sure people have an avenue to get in touch with you. It may also provide insight on your competitors. If your competitors aren't on social media, it may be an opportunity for you to be first to own the space. Provide content that's useful and relevant. It will help customers and prospects find you and potentially make their buying decisions easier.



17 Is it appropriate to include anonymous client data in whitepapers?

HOW DO YOU DECIDE WHICH INFORMATION IS APPROPRIATE TO SHARE VERSUS WHAT COMPETITORS MIGHT STEAL?

Compendium: If you have information that is confidential and proprietary, it is not a good idea to be blogging and tweeting about it. There is definitely appeal in promoting your competitive differentiators; however, you don't want to cross the line and risk consequences to your business. Try to find content that will be provocative but not proprietary.

It is perfectly acceptable to analyze and use client data in marketing efforts, as long as you are making the data anonymous when it's published. At Compendium, we often look at data on how customers are using our editorial calendar, tweeting blog posts or promoting to LinkedIn. We then write content based on that aggregated data. It's acceptable to collect and aggregate data in that way, but if that's not possible, consider interviews or surveys to capture data.



18 How far in advance should you plan content and/or webinars?

Compendium: From a content perspective, planning content for three years out is probably a bad idea given that industries change quickly as do the types of content that are popular (who was using Pinterest in 2011?). Keep your editorial calendar short term—three to six months or a year at most. If you know you'll be going to a conference nine months from now you may know the types of new content you want to bring. Outside of that, you'll probably want to plan on a quarterly basis to keep things fresh and current.



If you know you'll be going to a conference **nine months from now** you may know the types of new content you want to bring.

ReadyTalk: Putting together a solid webinar is a six- to eight-week process. We typically plan out an entire quarter of events, which seems to work well. If it's a larger event, expand the timeline to make sure you get the most out of the promotions that you're planning.

Be sure to plan around other activities. For example, if your webinar is leading up to a tradeshow, how far in advance of the tradeshow do you want to host it? Do you want to wait until the show is over so you've had a chance to engage with your potential audience?

The timeline for planning is scalable; keep in mind the end goal. Is it a particular number of registrants? The more time to promote a webinar, the better the attendance rate will be. Are they qualified leads? Then maybe you already have a segmented list of people you want to host a smaller more personal webinar for, in which case your timeline may not be as long.

19 How can I combat webinar fatigue?

I'M AFRAID MY AUDIENCE IS RECEIVING TOO MANY WEBINAR INVITES. ALSO, WHAT ABOUT TWEETS; SHOULD WE SEND FEWER TWEETS PER WEBINAR TO AVOID OVERKILL?

ReadyTalk: Anyone who hosts webinars likely has had concerns about webinar fatigue. Our inboxes are full of webinar invites to events featuring marketing best practices, customer case studies, new tools and more. Fortunately for us, (unfortunately for the sender) it only takes a second to delete the invites that don't grab your attention.

"Bigger is better" doesn't necessarily hold true when it comes to webinars. Rather than invite thousands of people to your webinar, narrow down your list and focus on a highly targeted, qualified audience. This segmentation is a critical component to ensuring that you aren't overwhelming your audience.

It is far better to have five attendees who are experiencing a particular pain point and interested in your help than to have 50 attendees who aren't interested and feel like you've wasted their time.

Also, less can be more when it comes to the messaging in your invitations. Keep the descriptions short and concise. If they can't identify the benefit in the first line of your email or even the subject line, you're one step closer to the delete bin. You have to be compelling enough to stand out. Think of what really captures your attention when you're sorting through the massive amount of webinar invites that you receive. Be creative, but not confusing; it's often a fine line.

20 What's the best way to brainstorm and plan for a variety of content?

Compendium: Get a group together to brainstorm content ideas and find new topics:

- **Topic Modeling:** Sitting down in front of a whiteboard and coming up with core topics, then building out around that. Think about what customer and prospects want and how to create content for them.
- **Locked Doors:** Lock your marketing team in a room and force them to get ideas, but that's probably not the most ideal.
- **Client Data:** Look at client data and reflect on recent customer conversations. Have account management or a support team join you and share what customers are telling them. How can you use frequently asked questions in your content?
- **Social Media:** Listening on social media is a convenient way to find out what people are talking about and interested in.
- **Search:** Google trends and keyword data can also lead to new ideas. Can you create content about a topic that people are searching?



ReadyTalk: There are a few ways to approach content creation for webinars. One suggestion for finding new topics is to review post-event survey results or answers to poll questions. It's also helpful to ask your sales team what they are being asked for on demos or calls. If they have multiple prospects asking for the same type of information, it's probably important enough to create a piece of content that is evergreen.

21 BONUS QUESTION!

What's next?

Marketing programs continue to evolve and change quickly. While it's hard to know what's next, it is clear that content and webinars will continue to play a key role in marketing programs. For the latest content marketing tips, check out the **Compendium blog**. Check out the **ReadyTalk blog** for webinar best practices and tips or subscribe to the Webinar Series newsletter for information on upcoming webinars.

ABOUT READYTALK

Founded in 2000 and headquartered in Denver, Colorado, ReadyTalk delivers audio and web conferencing services that empower customers to successfully conduct audio and web conferences of all sizes – from ad hoc meetings to large webinars. ReadyTalk combines ease of use with sophisticated marketing tools to increase audience engagement, event ROI and meeting productivity. Unlike other services, ReadyTalk gives customers a full suite of tools for training, collaboration, webinars and more. You'll always have access to the right features when you need them, no need to upgrade to another product. **Please call toll free 800.843.9166 or visit www.readytalk.com for more information.**

ABOUT COMPENDIUM

Compendium software helps marketing managers responsible for business blogging and content marketing to easily create, capture and distribute their story online using a branded content hub. Founded in 2007, Compendium has more than 350 clients in various industries, representing thousands of users. Compendium is headquartered in Indianapolis. **For more information go to www.compendium.com or on Twitter at @Compendium.**

