

# No Subscription: 5 Opportunities To Run One-Off Webinars





<b>Introduction.....</b>	<b>3</b>
<b>In the beginning.....</b>	<b>4</b>
<b>Subscription-free, one-off webinars.....</b>	<b>6</b>
<b>1</b> First-time users.....	6
<b>2</b> Sponsored Webinars .....	7
<b>3</b> Product Launch Webinars.....	7
<b>4</b> Public Event Related Webinars.....	8
<b>5</b> Corporate announcements .....	8
<b>Conclusion .....</b>	<b>10</b>



## Introduction

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There are alternatives to subscribing to long or costly webinar platforms, if one-off webinars are all you need.

Webinars have been a mainstream marketing tool and tactic for a number of years now. They have become fully-integrated parts of the marketing mix and campaign execution, giving rise to an increasing volume of webinars worldwide. Many organisations are growing their webinar output, having discovered their versatility and power to engage audiences across a variety of applications and sales funnel stages.

Yet, many organisations have genuine and valid reasons not to follow this trend. For these companies, the value of running multiple and regular webinars is not apparent and often unjustifiable. For these companies, webinars are one-off opportunities with irregular frequency. However, by offering only subscription models, many webinar providers don't address the requirements of these companies.

If you are one of these companies, should you bite the bullet and just sign up for a subscription package anyway – even if you won't get the full benefit from it? In this whitepaper, we explore five situations when running single one-off webinars can be the better option, compared to annual webinar platform subscriptions. And we'll tell you how you can use one of the world's leading webinar platform for one-off webinars, without the need for subscriptions.

## In the beginning...

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The adoption of webinars has traditionally been driven by larger enterprise-level organisations who have the need and opportunity to use regular webinars to communicate broadly and widely. They could better afford and justify the higher spend, relative to other marketing assets, and reap the higher rewards webinars provide.

Over time, webinar providers adjusted their pricing and offering in order to appeal to a wider target audience and gain a larger market share. The cost of webinars began to drop, as cloud technology and services began to expand and become more cost-effective. Simultaneously, new business models emerged, with many webinar providers switching from a services offering (e.g. single full-service webinars) to a Software as a Service subscription model (e.g. self-service webinar subscriptions).

Providing webinars as a SaaS subscription model works very well for webinar providers, because it offers a variety of advantages for the provider and customer. Subscriptions can provide a more cost-effective price per webinar, as well as being an operational expense (OpEx), as opposed to a capital expense (CapEx). For webinar organisers, running frequent webinars as part of an integrated marketing and content strategy has many benefits, because it builds trust and rapport with the target audience and provides a steady flow of engaged and qualified leads.



However, there are entire segments of the business community that cannot justify – either at the beginning or ever – a subscription service for a larger number of webinars. For thousands of these organisations, one-off webinars are very attractive, but usually unattainable due to a lack of reliable providers offering one-off webinars in the marketplace. But there is a simple way around it.

### Buy what suits you

Our recommendation is to only commit to the volume of webinars that suits your organisation at this point in time. That commitment may only be two or three webinars per year, which falls short of any subscription scenario. As a result, many organisations don't have access to the leading platforms with the best features and functionality. These are often only available to organisations who commit to a subscription model with 10+ webinars per year. For this reason, many smaller organisations, or those with a small requirement for webinars, often end up using inferior webinar solutions.

In order to avoid settling for second best, we have worked hard to provide you access to the world's leading webinar platform without the restrictions of subscriptions. This means you are now able to purchase individual webinars, but without compromising on quality, features, or reliability. To find out more, find our contact details on the last page of this whitepaper.



## Subscription-free, one-off webinars

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There are a number of situations when one-off webinars are the best and most appropriate option for your organisation. In these situations, given the choice between one-off webinars or an entire webinar subscription, you should opt for one-off webinars.

We have compiled five situations when one-off webinars may be the better option, provided you have no other reasons to run more webinars:

### 1. First-time users

Whether it is a change in your organisation's marketing or corporate strategy, or just an organic expansion of your marketing programme, there are a variety of good reasons to evaluate webinars as a new tool in your marketing stack. As any new tool, it requires investment in the technology itself, as well as the internal resources that will be operating and supporting the webinar programme.

When a new tool is unproven within the organisation, you may be reluctant to commit to a large spend or, in this case, an annual webinar platform subscription. And while most webinar platforms offer demos and even free trials, nothing is quite as accurate at highlighting the value, benefits and functionality as running a fully-fledged webinar.

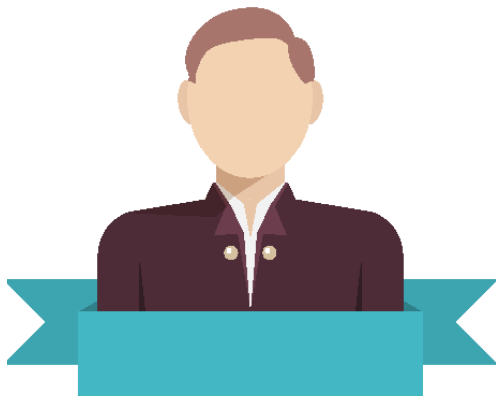
First time users who have no prior experience of running webinars are a good example where one-off webinars create tremendous value. This approach allows for careful planning and evaluation without the pressures of time or commitment to a larger webinar subscription. Running a one-off webinar to evaluate the technology is more thorough and often creates better results. Your organisation is more likely to gain long-term benefits from using webinars, if the first experience was positive and productive.



## 2. Sponsored Webinars

You may be investigating new revenue streams, or an opportunity has presented itself to run a one-off webinar with a client or partner. Either way, a commitment to a larger number of webinars is not relevant to you at this point.

Sponsored webinars are a good and safe way of making a start. Motivators for sponsored webinars can differ. Companies may want to pay you, or pay for running a webinar with you, in order to gain exposure to your audience and/or contact database. This is a good approach, if there are clear benefits for your audience and your own company. In some instances, you may consider splitting the cost of the webinar, or indeed charge more than the cost of the webinar, if you are able to provide additional promotional services beyond just the webinar itself. Especially for publishers, the latter is a well-established business model.



Alternatively, if you are a technology/IT services company, one of your technology infrastructure or hardware providers may have funds set aside to help promote your business. The benefit to them is higher sales to you, if you sell more services using their technology. It may be beneficial to promote your webinar as “Sponsored by <TechnologyPartner>”, especially when the technology partner is well known and respected in the marketplace. In many cases, companies have a channel marketing budget and manager for these scenarios, and you may even be able to secure an expert speaker from the technology company to (co-) present during the webinar.

## 3. Product Launch Webinars

Most companies don't release new products on a regular basis, which makes a new product launch an exciting, but irregular, event. Gaining the highest possible reach, traction and impact is an important basis for the launch and subsequent success of the new product. Webinars are able to prove the interactivity, engagement and reach you need – even on a one-off basis.

One benefit of one-off webinars is ownership. Webinars provide a promotional asset and channel that



is cost-effective to maintain and over which you have full control. Compared to physical events or advertising on paid third party channels, webinars remain available and controllable for as long as you like. As an added benefit, webinars also provide deep engagement and feedback analytics that can help gather insight for your new product. Webinar attendee and behavioural insight, combined with direct feedback from in-webinar polls and surveys make webinars a valuable tool for any product launch.

#### 4. Public Event Related Webinars

Public events affecting your company, your industry sector, or your clients may be an opportunity for your organisation to publish a response, discussion, advice or another form of reaction via a one-off webinar.



There is a very wide range of events that fit into this category. It may be relating to a new legislation (e.g. the EU's new GDPR – General Data Protection Regulation) or an economic or political development (e.g. Brexit, a referendum, the new budget, announcement of inflation or employment numbers etc).

Your organisation may be a law firm, an accountancy firm, or any other company whose business is affected by these public events. In this case, webinars are a very quick and engaging way to communicate with the target audience to alleviate concerns or benefit from a new opportunity. Webinars run live and in real-time, while written documentation can take days and weeks to compile, design, create and publish.

Events of this magnitude may be infrequent or unpredictable, which makes one-off webinars a good way to provide a fast response.

#### 5. Corporate announcements

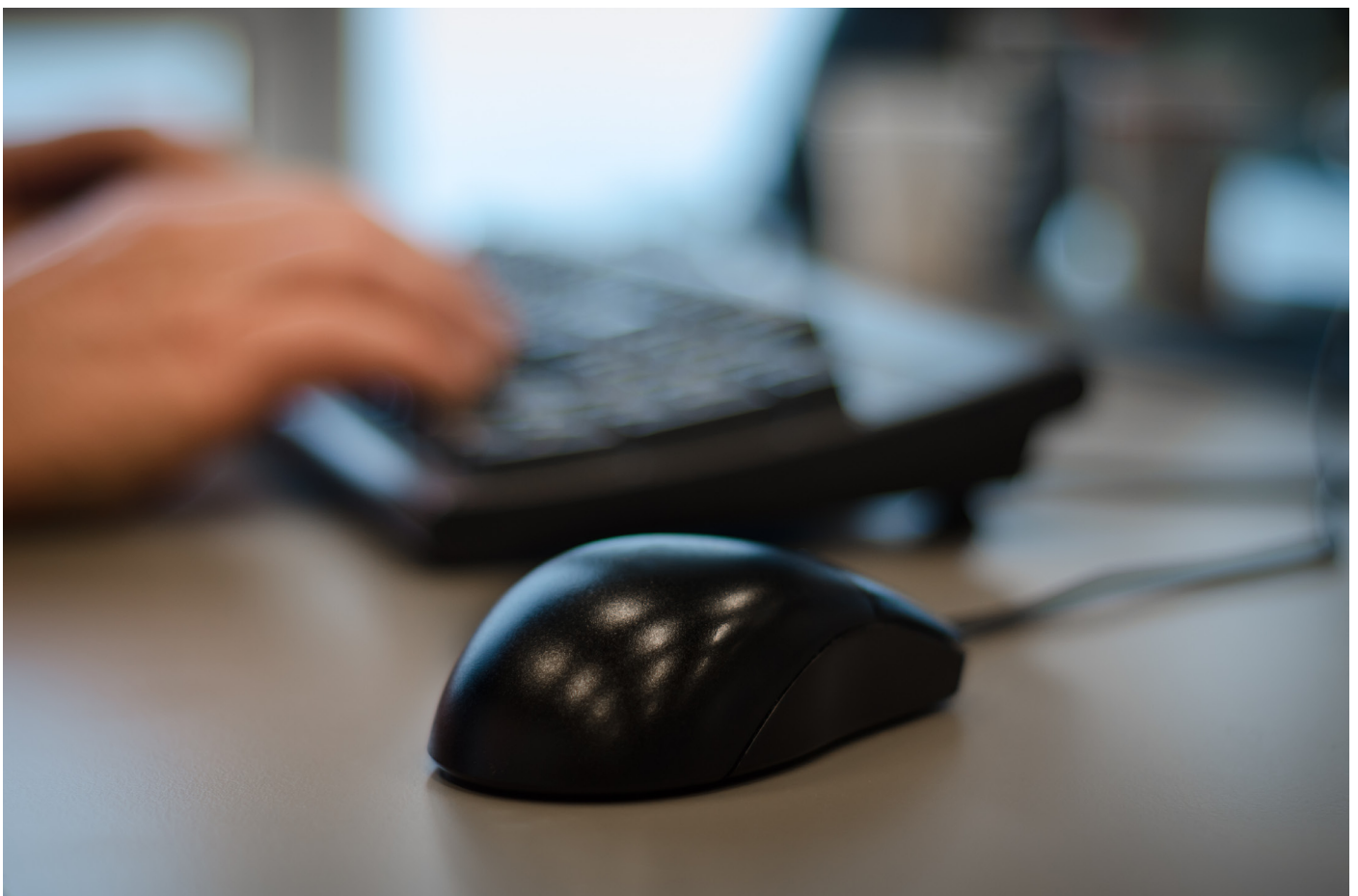
For most companies, major corporate announcements are infrequent but important. For similar reasons to product launches, one-off webinars are the ideal tool for corporate announcements, including the need for reach, traction and impact. From a PR perspective your organisation will want to offer the ability to engage journalists and opinion leaders live, but you may face the challenge of not being able to attract everyone to a physical location.





In this scenario, one-off webinars offer the ability to be as inclusive and flexible as possible, while providing a very engaging and interactive viewer experience. A webinar’s versatility means you can either plan the webinar well in advance, or in the case of an emergency corporate announcement they can be setup and executed within hours.

Webinars also provide a strong level of control with its “one-to-many” format. This ensures the corporate message is streamed live to a wide and diverse audience, while feedback and questions are channelled back to the organisers via one-to-one features such as Q&A, polls, or surveys. This enables the organisation to control the publicly visible part of the message, while addressing questions or concerns privately.





## Conclusion

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Depending on the results you achieve with your one-off webinars, you may feel inspired to explore more use-cases of running webinars. You may find that your target audience is more engaged than it was with other marketing tools you have used in the past. Or you may find that the insight even a simple one-off webinar provides is better than other forms of communication. In this case, you always have the option of expanding your use of webinars. You may opt for more one-off webinars, or you may even find that a subscription is justifiable after all, once the technology is proven and accepted within your organisation.

Whatever the case may be for you, it is important you start with what is right and appropriate for you at this point in time. Drive your own agenda and requirements, instead of complying with that of a webinar provider.



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