



MediaMobz

# Why Aren't You Leveraging Your Webinar Videos?



So many webinar videos; so little video content?

Videos are some of the most common tools available to facilitate learning and the spreading of knowledge in the Information Age. On the Quick Sprout marketing blog, Internet marketing expert Neil Patel shared [some interesting facts about video marketing](#): videos increase a person's understanding of a service or product by 74%, and 80% of web users remember the video ads they see on the Internet. Webinars in particular are becoming extremely popular amongst companies engaging in video marketing because they allow businesses to provide interactive videos presented by a live host. [Statistics published by ClickMeeting](#) indicate that most companies host more than one webinar every month and that an average webinar has 28 participants.

Why do businesses hold webinars online? The two most important reasons are for educating current and prospective customers and for generating new leads. Often, these two concepts go hand-in-hand; a better understanding of what a company does will lead more people to invest in what they have to offer. Webinars are highly effective marketing tools, especially for prospects further down the sales funnel and who have identified a company's potential ability to meet their needs. Webinars are particularly valuable for these prospects because of their interactive nature. During a webinar, participants are typically able to ask questions, participate in surveys, and use chat features to talk with other viewers. The ability to receive personalized education on a specific product or solution that is of interest is extremely valuable for those thinking about making a purchase.

## The Webinar Challenge

However, companies also must keep in mind the other side of the coin when it comes to webinars; they do hold tremendous value, but they also require more resources to execute than other forms of marketing. Hosting a webinar requires choosing a pertinent webinar topic, scheduling of presenters, formatting a registration page, and sufficient marketing of the webinar event. A company also needs to be familiar with the software technology used to host the webinar and any necessary hardware that will be used during the broadcast.

How can a business meet all of the challenges involving the creation and execution of a successful webinar strategy while still gaining sufficient ROI? One critical component of modern webinar strategy is the "chunking up" of webinar content to enhance the effectiveness of webinar marketing.

There are three crucial ways that properly chunking up webinar content will improve your company's lead generation and ROI from webinar content: leveraging this content quickly to bridge the gap between video content goals and accomplishments, extending the reach and lifespan of webinar content, and creating content that is suitable for a wider variety of platforms. Organizations interested in successfully splitting up webinar content must first understand each of these three benefits and then consider how to properly chunk up their own webinars.

## Accomplishing Video Content Goals Quickly

Savvy digital marketers today understand the importance of content as it relates to improving marketing efficiency. For several years, video has been a widely used tactic by content marketers. In their [2014 report on trends in B2C content marketing](#), the Content Marketing Institute showed that video was the fifth-biggest tactic for content marketing. Nearly three-quarters of B2C marketers are using video in their marketing efforts.

There is another critical statistic from this survey that should help marketers understand why video is challenging. 45% of content marketers say that producing a sufficient amount of content is a challenge they face. Companies often set out plans or goals for their content marketing efforts, but sometimes fall short of these goals because of the challenges involved with creating enough content for their plan. In the case of a marketing tool like a webinar, which requires a much larger investment of time than a marketing tool like a Facebook update or even a blog post, it is easy to see why accomplishing these content goals poses a challenge. Marketers have the same number of hours in a day, yet face a tremendous increase in demand from both consumers and business owners that need to succeed in an economy that is still recovering.

This is where the importance of chunking up webinars comes into focus. You already know that a webinar takes a relatively long amount of time to plan and execute when compared to other marketing tactics. How can you maximize the ROI of this time? By dividing up your webinar content and treating this content as separate video marketing pieces. Instead of looking at your webinar as one larger piece, segmenting it into smaller parts will allow you to get closer to your content output goals. Best of all, you can reach these goals without any extra time or resources, since you are not putting any additional effort towards planning new projects that might have a totally different goal or design than your webinar.

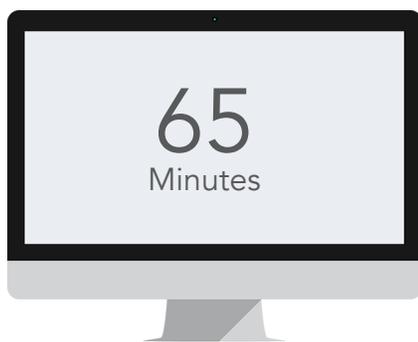
## Extending The Life And Reach Of Video Content

Webinars are excellent teachers and marketing tools, but one problem that some marketers will run into is that they aren't able to get as lasting of an impact from them as they would like. While it is true that you can create a recording of your webinar that can be referenced at a later date by registrants, [statistics show that only a quarter of the people](#) who registered for your webinar view the archived version. This is not necessarily a bad thing, but what if there was a way that you could get the kind of attention that you got from the first broadcast of your webinar over and over again, without any additional expenditure of resources?

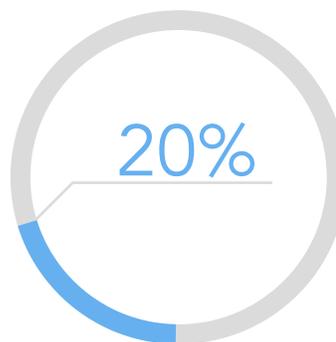
This is exactly what chunking your webinars does. Instead of hoping that your entire webinar gets sufficient attention the first time you publish it, you can make sure that it does by dividing it into segments. Each time you release a segment, you can use all the marketing tools that go along with your webinar release: blog posts, email messages, social media updates, and so on. And instead of one single timeframe for the release of your webinar, with chunks, you can prolong the delivery of your webinar's overall message over a period of weeks or even months, if you so desire. This increased lifespan means that your webinar has the potential to reach more people, a very critical goal for any type of content marketing.

## Making Content Suitable For More Platforms

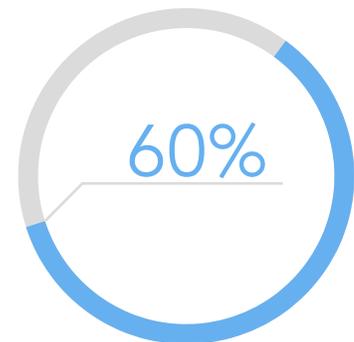
This is another one of the best reasons to split up your webinar content into chunks. There is lots of evidence to suggest that shorter videos are better. [Data from the video research firm Visible Measures](#) suggests that just ten seconds into a video, 20% of viewers will abandon the video. By 120 seconds, a video loses 60% of its viewers. This data poses a problem when you consider that an average webinar is 65 minutes.



Average Webinar Duration



Viewer drop-off within 20 seconds



Viewer drop-off within 120 seconds

Traditionally, this time differential has served to illustrate why webinars were best served for prospects that have already made some progress through the buying cycle. It is not easy for marketers to get a commitment of 65 minutes of time to watch a webinar from people who have little idea of what their company does. On the other hand, those who have done a bit of research and have cultivated some interest in a company's offerings are usually much more willing to invest time into watching webinars.

But what if it were possible to win over both of these market segments without creating two totally different kinds of videos? This is what chunking up webinars can do for your marketing efforts. Webinar content can be sliced up into chunks that are as small as 90 seconds, which is the perfect length for a video to be posted on a social media page or at the end of a blog post to support text. At the same time, those interested in getting the comprehensive webinar experience will still be able to easily download the entire webinar, so that they can get extensive information about the topic that they are curious about. Webinar chunking takes long videos that are perfect for thorough education and converts them into short snippets that are ideal for the current digital marketing environment, where attention spans are short and competition is extremely fierce; by some measures, [the average urban consumer sees](#) up to 5,000 ad messages every day.

## How To Execute A Webinar Chunking Strategy

Once you understand these three principal benefits of chunking your webinars into smaller pieces, the next step is to figure out a way that you can get these chunks created effectively. There are a few key questions that you will need to ask yourself as you approach the process of dividing your webinars into smaller segments:

- What kind of market are you going after with your videos? This will have a big impact on the length of your videos. If you are using a social media platform that focuses on abbreviated content like *Vine* or *Twitter*, you may want to make your videos shorter than you would if you were simply dividing up your webinars for use on your personal website or on a site like *YouTube*.
- How long do you need your webinar to drive interest? This question should be answered based on the amount of resources that you have available to create webinars and other video content. If your organization cannot create webinars very frequently, you may need each individual webinar to last longer, and vice versa.

- What is the acceptable standard for video content in your industry? There are some types of products or services that lend themselves better to longer videos than other kinds of offerings. If you are in a field that involves lots of information or research, it is probably acceptable for your videos to be a bit longer. On the other hand, if your company operates in a competitive B2C arena, it may be necessary for you to make your videos much shorter so that you have the best chance of gaining attention from prospects.

The other big consideration when you go to chunk your webinars is how you come up with a content strategy for dividing your webinars into these chunks. This is a huge consideration because it determines what kind of topics your individual videos will cover. This process requires a delicate balance, because you have to plan your webinar division strategy based on both the live broadcast as well as the archived chunks.

[Webinar consultant Ken Molay advises companies](#) to separate recordings from live webinars to please audiences. By designing your recorded webinar content to receive more archived views without letting it negatively impact the way you plan your live webinars, you will be able to prolong the lifespan of these webinars. Thanks to tools available to companies that are looking to split up their webinars into chunks, it is much easier to edit recorded webinar video so that they are more accessible to the general public. These tools are also able to make recorded videos more compelling; for example, some of them allow you to add a call to action or additional company logos or images into each webinar chunk.

When considering tools to help you divide up your webinars, be sure that you choose a quality provider of webinar chunking services that can help you with all elements of dividing up your webinars and presenting them to your audience in an efficient way. The best webinar division tools will make it much less of a challenge for you to harvest small chunks from your webinar that can be used to make them more presentable on various marketing channels, give them a longer lifespan, and make them more effective at helping you meet content goals. The days of “one and done” webinars are long behind us – why invest the time and resources required to put out a webinar just to have a single opportunity to use the information in it to generate new leads and inform your current and future customers? With webinar chunking, it is easy to maximize the value of your webinars and ensure that they give you as large of an ROI as possible from the hard work that you put into executing them.