



E-book

A Short Guide to Webinars for Demand Gen



Good content keeps your demand gen engine running

The content you select for your demand gen program plays a critical role in progressing potential customers through their buyer's journey, particularly as B2B buyers undertake an independent research process that places sales far too late in the game. This means that many prospects are engaging with companies like yours, without ever having a direct conversation with a sales rep. They research individually and digitally to learn about the many solutions available to them and make informed decisions autonomously. Currently, 69% of buyers say that it's challenging to find high-quality vendor content that addresses their pain points.¹

This presents a huge challenge and opportunity for demand gen marketers. Teams that can successfully create and distribute high-quality content are much more likely to end up on a buyer's short list. Organizations that don't produce enough content, produce low-quality content or fail to get their content to reach buyers, are at risk of falling behind their competitors.

1. Informa TechTarget, 2025 Media Consumption and Vendor Engagement Study, Global



In this e-book, we'll look at how tech marketers can better fuel their demand gen engines with strong content to reach more in-market buyers. You'll learn what content formats are the most effective, and why video content should be at the forefront of your content strategy. And to help you on your video content journey, we'll share our best practices, whether you're just starting out or are already a webinar pro.

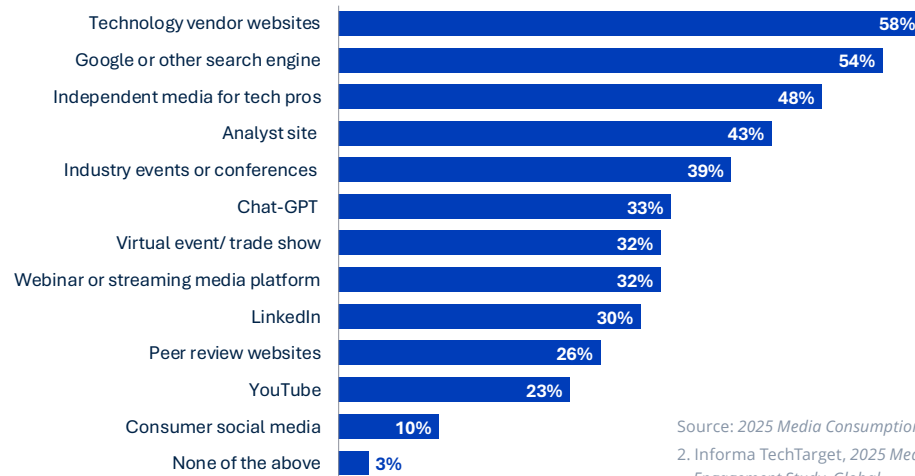
Selecting the right content to fuel your go-to-market (GTM) engine

For most tech purchasing decisions today, the B2B buying journey mirrors many aspects of consumer purchasing. For example, when you want to buy a new cellphone, you'll likely read articles, watch video reviews and research online before deciding which model you want. Rarely would you walk into your local wireless provider as a first step.

B2B buyers follow a similar path, investing substantial time in understanding your brand before interacting. Buyers rely on content gathered from a mix of sources, including vendor websites, independent media and webinar platforms.² With so much digital content consumption among buyers, to successfully capture their attention, marketing teams need to have the right content in the right places.

Buyers rely on multiple digital sources to inform purchasing decisions

In the past year, which of the following have you relied upon in order to research/evaluate a specific tech purchase for your organization?



Source: 2025 Media Consumption and Vendor Engagement Study
2. Informa TechTarget, 2025 Media Consumption and Vendor Engagement Study, Global



Video content rises to the top with tech buyers

Tech professionals consume a range of content throughout their research journey, with video being one of their preferred formats. Educational research has shown that webinars attract audiences well because they cater to a preferred learning modality versus text-heavy formats. The fact is that two-thirds of buyers are multimodal learners, meaning they rely on multiple information formats.

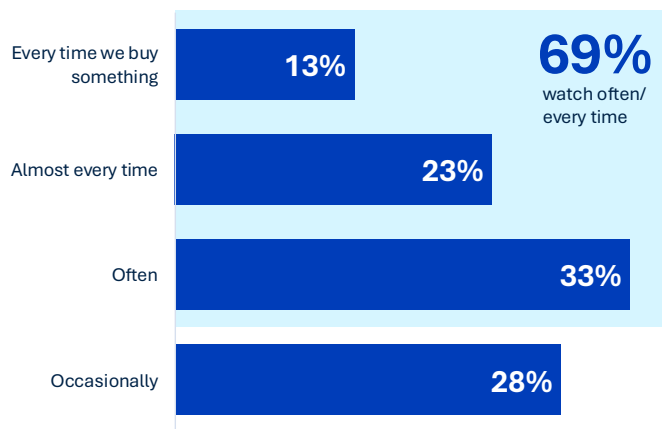
And we know that B2B professionals are regularly turning to video-based content like webinars and virtual events to learn about the technologies and trends relevant to their roles and industries. Professionals are dedicating significant time to video-based content – 69% engage with webinars often when evaluating products or services.³

When done well, a webinar has no problem engaging large audiences for 45 minutes or more. They can be scheduled asynchronously to accommodate various time zones and augmented with subtitles to cater to audiences' different

language needs. Webinars provide room for detailed explanations or multiple perspectives and flexibility for interactive elements like audience participation, which written formats struggle to match.

Webinars and videos play an important role with 97% of buyers watching as a part of their vendor evaluation process.

How often do you watch webinars or videos when evaluating a prospective vendor's products or services?

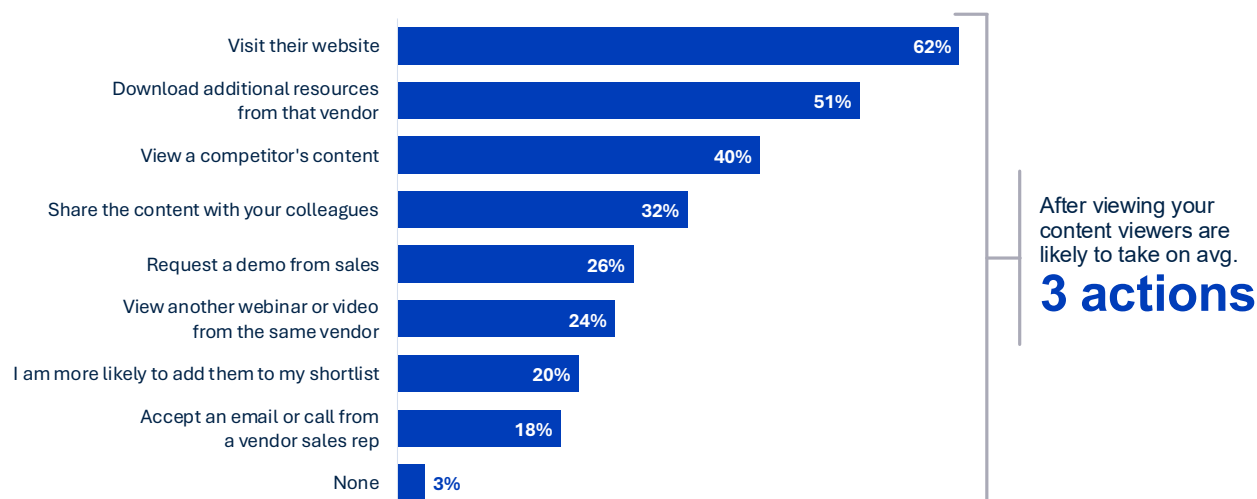


Source: Informa TechTarget, 2025 Media Consumption and Vendor Engagement Study, Global

3. Informa TechTarget, 2025 Media Consumption and Vendor Engagement Study, Global

A vendor's website and content is clutch after a video engagement.

Which of the following actions are you likely to take after viewing a relevant vendor webinar or video?



Informa TechTarget, 2025 Media Consumption and Vendor Engagement Study, Global

By investing in webinars and making video-based content a core driver of your content engine, you'll be positioned to better meet your buyers where they want to learn, increasing your chances of building deep and meaningful engagement.

Adding and growing webinars as a part of your content engine

Getting started with a webinar program can feel daunting. In our work helping hundreds of clients get started with webinars, we've often heard concerns about resourcing webinar production and where exactly to start. Fortunately, webinars don't require a full team of experts or a production crew. The key to getting a webinar program off the ground is to establish a development process that enables high-quality content that aligns with your company's messaging and goals.

Below we'll walk through how teams can begin to execute their webinar program to begin to fuel their demand gen programs.

Crawl: Build the foundation for your webinar program

Starting to build out a webinar program can feel intimidating. For any marketing team, we recommend striving for good or great, not perfect. We've identified three key areas to focus on when you're getting started that will help you build the foundational elements of your webinar program so you can then scale as you grow.

- 1. Curate your video content.** Building out a webinar program to engage buyers doesn't always have to mean starting from scratch. We recommend curating the webinar and/or video content you

already have and making those assets available to your audience. Select content that will be of interest to your audience and then post that collection of content to a webinar platform, like BrightTALK. Once your existing webinars and videos are live, you'll start generating engagement with our built-in audience of B2B professionals. Layer on your own direct promotions to drive additional interactions with your content.

- 2. Tap into on-demand content.** While live engagement is extremely effective at driving timely audience engagement and creating urgency around a particular topic, on-demand access to webinars is also important. By making your webinars available to your audience on-demand, they can access content at their convenience. This further enables your team to have a content engine that is constantly running in the background. On-demand content should cover evergreen topics that address ongoing challenges for your audience.
- 3. Create a streamlined user experience.** To ensure your audience will watch the webinars you produce, it needs to be easy to find, register for and consume the content. By embedding your webinar on a branded landing page, you can promote your webinar through your own website rather than a third-party site. It also increases discoverability and facilitates prospects' research process across your library of content. For Informa TechTarget clients, be sure to tap into the additional branding capabilities we offer, including customizing automated emails that remind your audience to attend or catch up on your content if they can't tune in live.

How FastReg increases webinar conversions from email by 300%

With so much content available to buyers today, expectations for simplicity and ease-of-use are high. That's why Informa TechTarget introduced **FastReg**, the next generation of B2B webinar registrations. FastReg includes a new, speedy form that intelligently adapts to users as they register. Using smart data lookups, the form only asks for information from the user that it doesn't already have, or it can't find — making registration a breeze. The result is an easier registration process that fast-tracks your known audience while also helping you generate new leads from your webinars.

Walk: Scale your webinar program

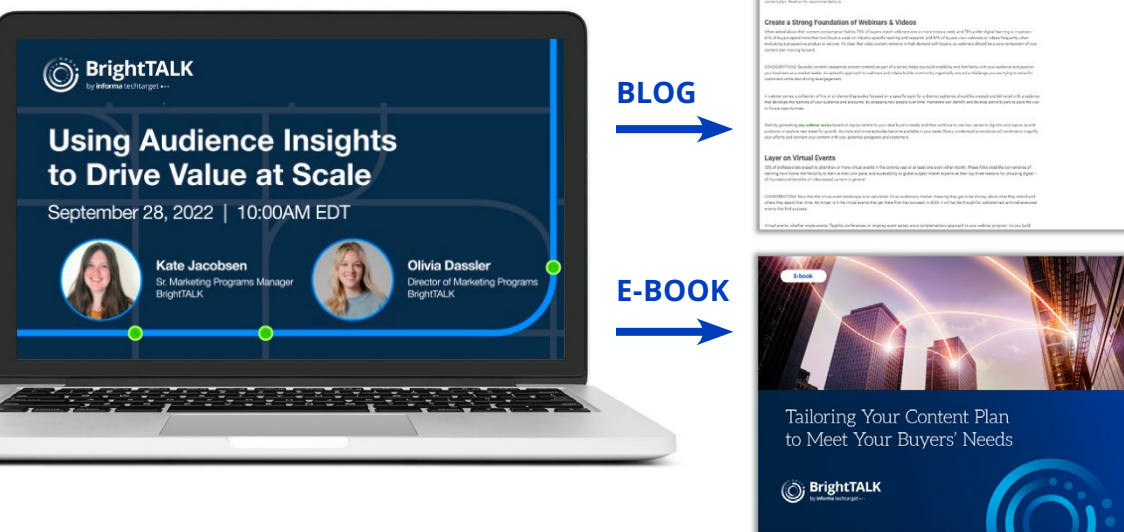
Once you've built out the foundational elements of your webinar program for demand gen, it's time to turn your focus to how you'll scale your program to reach more of your target audience, more deeply.

Webinar series – webinars that share a theme and are run consistently – are a good place to start because they have a cumulative effect on your audience over time. By breaking out priority topics into multiple episodes and leveraging a consistent cadence, you can engage more people over time and each one more deeply. And as a result, you deliver on both the need for identifying currently active buyers and for paving the way for sales engagement.

For more guidance on creating a successful webinar series, watch, [Unlocking Deep Engagement: Creating an Always-On Webinar Series](#).

Scale can go beyond just your webinar program to include your entire content engine. At Informa TechTarget we think of webinars as an excellent starting point for other content formats – every team should be thinking and planning for the derivative assets they can create from a webinar. And, as mentioned, buyers prefer a range of content formats, so by transforming the content of your webinar into derivative assets, you can increase your reach across your audience and expand the ROI of the original webinar.

Example of creating derivative assets from a webinar



In addition to standalone webinars and webinar series, virtual events offer the unique opportunity to leverage a highly visual format at scale, and as such, are a complementary approach to your webinar program. As you're building your company's reputation with an effective webinar series, virtual events help you to capture a wider audience around a topic or product and help you dive deeper into specific topics.

Informa TechTarget is uniquely positioned to run end-to-end virtual events for our customers. We cover everything from dedicated event management and live-day support to custom video, animation, live streaming and production. For more information on how Informa TechTarget can help support your next virtual event, *contact an expert today.*

Since the virtual event landscape is more saturated today, it's an audience members' market – and they get to be choosy about where they attend and how they spend their time. Think long and hard about your content and speaker lineup. By bringing in a diverse mix of speakers, partners and sponsors, you can build credibility while also expanding the overall reach of your program. An easy-to-use hosting platform allows your buyers to navigate the content easily and will drive up viewership. Lastly, the audience should be able to watch and interact with the event content live and on-demand to extend the lifespan of the program.

Run: Maximize impact with high-quality webinars

For teams that have worked through the early stages of setting up a webinar program and have been running a webinar program for some time, continuous optimization is essential to maximize impact. These efforts can take many forms, but one area that can often get missed is elevating the quality of the content within your webinars. We break this out into two areas:

Improving the experience of your webinar with the help of production experts. High-end production can be a catalyst to take your webinar brand to the next level. Bring in experts to help you go to market with a message that resonates with your audience and ensure you're producing professionally developed content that is reflective of your brand and value proposition.

Enriching content quality with subject matter experts. Buyers prioritize independent expert technical advice over all other types of media during early-stage research. This aligns with how most buyers research solutions – they want recommendations from trusted sources beyond the seller. So, to build credibility with your target audience, a portion of your content should feature expert speakers from outside your organization. Bring content experts and/or key industry partners into your webinar programs or virtual event sessions to position your organization as a leader in your space.



Fueling better demand gen outcomes with webinars

B2B buyers' preference for self-directed solution research has already begun reducing the chances today's demand gen teams have to break through. High-quality content is now the core way businesses can connect with prospective buyers in the early stages of their buying journey. Content of any kind isn't enough to drive forward your demand engine – you need to provide content on topics your buyers care about through the format and channels they prefer, at the moment they want it. That's why adding and growing a webinar program to your demand gen content strategy can be so transformative – because it can engage your audience deeply through an always-on approach.

Ready to elevate your B2B webinar strategy for demand gen?

Connect with an expert to learn how you can create video content to better engage your audience, reach new prospects and drive revenue growth.

About Informa TechTarget

Informa TechTarget (Nasdaq: TTGT) informs, influences and connects the world's technology buyers and sellers, to accelerate growth from R&D to ROI.

With an unparalleled reach of over 220 highly targeted technology-specific websites and over 50 million permissioned first-party audience members, Informa TechTarget has a unique understanding of and insight into the technology market.

Underpinned by those audiences and their data, we offer expert-led, data-driven, and digitally enabled services that deliver significant impact and measurable outcomes to our clients.

- Trusted information that shapes the industry and informs investment
- Intelligence and advice that guides and influences strategy
- Advertising that grows reputation and establishes thought leadership
- Custom content that engages and prompts action
- Intent and demand generation that more precisely targets and converts

Informa TechTarget is headquartered in Boston, MA and has offices in 19 global locations. For more information, visit informatechtarget.com and follow us on [LinkedIn](#).



About BrightTALK

BrightTALK is a B2B marketing platform for content marketing and demand generation. Marketers use a single platform to engage professional audiences with webinars and virtual events that deliver pipeline and revenue growth. With a global audience of 50M+ subscribers, BrightTALK extends your reach to win more customers.

Industry leaders such as Dell, Cisco, Citrix and BNY Mellon trust BrightTALK to drive marketing and sales performance. BrightTALK is a subsidiary of TechTarget, Inc. d/b/a Informa TechTarget (Nasdaq: TTGT), which informs, influences and connects the world's technology buyers and sellers, to accelerate growth from R&D to ROI.