

Livestorm's Quick Guide to Building Engaging Online Events

Introduction

Recent years have brought considerable changes in the world of [video engagement](#). Businesses have started to realize the benefits of new forms of digital communication, from remote working to [video for sales](#). As we stated in our [2021 video engagement report](#), 77% of survey respondents indicate that their companies use video engagement for external purposes, like meeting with clients, interacting with sales leads, and hosting online events and webinars. This percentage represented an increase of about 8% from 2019.

Online events are an invaluable tool for generating leads and getting a great return on investment. They help you reach global, previously-unreachable audiences efficiently and cost-effectively. They allow you to share relevant updates with stakeholders and existing customers. Most importantly, events are a great way to engage your audience.

You've likely already noticed the positive impact that events can have on your business. This quick guide will help you optimize your strategy, showing you the best ways to scale, promote and analyze your events.

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audience.**

1. Scale your online events strategy

Scaling your events is surely a concern that is top of mind for any savvy professional. Luckily, online events are easy to scale. Online events are easily hosted, replicated, and automated. This is probably why marketers rely heavily on events, with 57% of marketers running over 50 Online events per year.



Here are some surefire techniques you can use to scale your next event:

Automate your event

[Automated events](#) are pre-recorded online events that you can host anytime with minimal resources. The «automated» part means that the events are not live. With Livestorm you can automate key functions of your event, or the entire thing! Program in advance when the event will begin and end, and schedule when certain media will play (for example, a video showcasing your product).

Turn the recording into an on-demand webinar

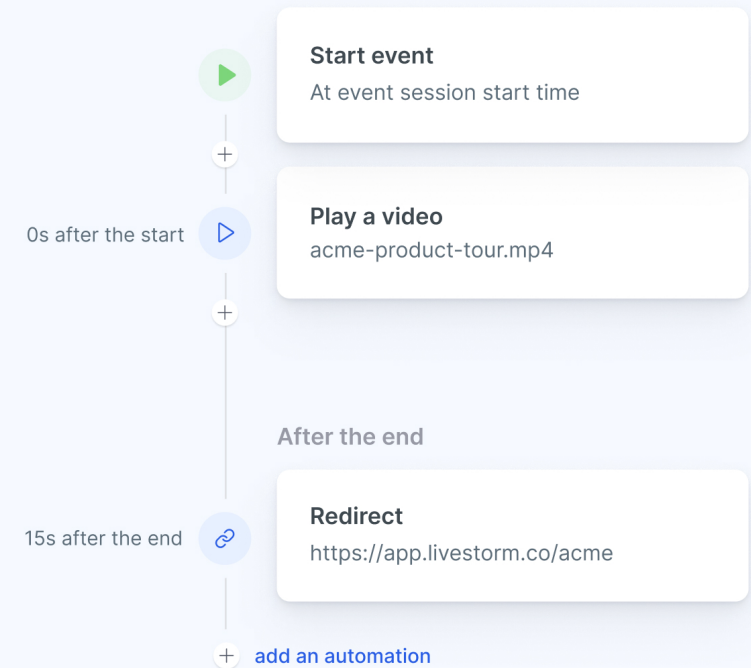
[On Demand Webinars](#) are pre-recorded webinars that are accessible to anyone, anytime, anywhere, 24/7. They can be hosted on your website and gated with a registration page. This makes it so your events can keep generating new leads indefinitely.

Take advantage of scheduled emailing

[Schedule email sequences](#) in advance to streamline your process. You can set up reminder emails and schedule follow-ups far in advance.

Livestorm is primed to help you run frictionless, high-quality events. These tips should help you put more tedious tasks on autopilot so that you can focus on the important part: your event!

Automation 



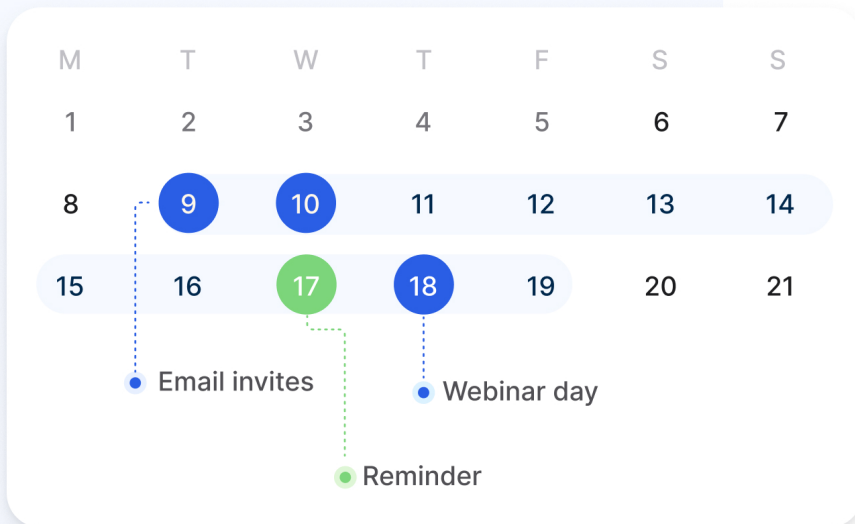
Email	When
Registration confirmation	Right after registration
1 hour reminder	1h before the start
5 minutes reminder	5m before the start

Add an email

2. Promote your events

When it comes to promoting your online events, we've basically written the book on it. So, it should come as no surprise that we'd include a few of our favorite tips in this guide. Getting the word out about your event will improve attendance, boost engagement, and generate more leads.





Time it wisely

Just like a good punchline, when it comes to hosting events timing is everything. Tuesdays and Wednesdays are statistically the best weekdays to send invites, so schedule your promotional emails mid-week for maximum reach. And for the day you choose to host your event, we've found that [Wednesdays and Thursdays are the best for going live](#). It is unlikely your attendance rate will be very high if you host an event on a Saturday, when most people are out of the office.

Customize everything

Especially emails! Customized emails are the best way to drive traffic to your registration page, and personalized invites boost sign-ups.

Add a banner to your social media accounts

What better way to give visibility to your upcoming event than by instantly showing it to visitors of your social media accounts? Update the banner on your Twitter, LinkedIn, and Facebook pages to reflect your event details. An extra tip? Create all of the promotional images you'll need at once. This avoids going back and forth on the image editor every time new material is needed.

[You can expect an average attendance rate of 46% when you use Livestorm to host a webinar](#) -- compare that to other software that report an average attendance rate of 30%. Check out our [complete guide to online event promotion](#) for more useful tips.

Design settings

Background*

Text*

Button background*

Button text*

Your logo

Drop image to upload
Supports : GIF, JPG & PNG

Your cover image

Drop image to upload
Supports : GIF, JPG & PNG

Registration page

Emails

Detailed

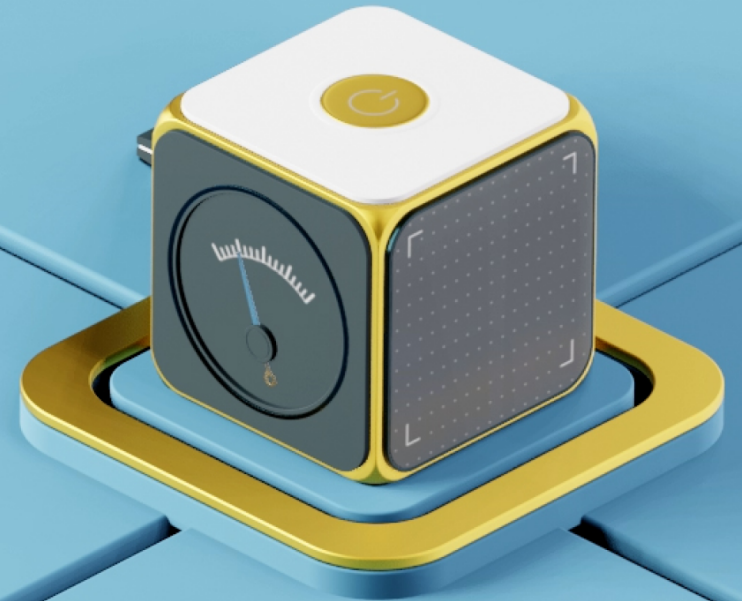
Product Demo

6 11 5 22

DAYS HOURS MINS SECS

REGISTER NOW

3. Engage your audience

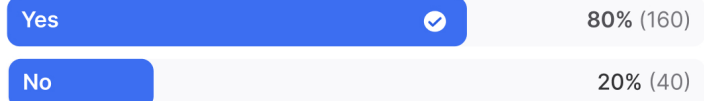


[Video engagement](#) platforms are extremely important to a successful event strategy. These platforms provide users with the ability to connect with, collaborate with, and engage a target audience and measure key performance indicators – all in a single, centralized environment.

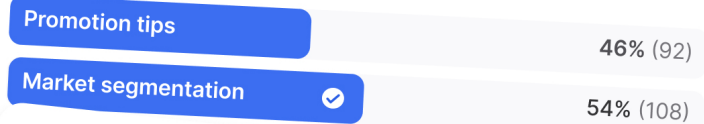
With a video engagement platform like Livestorm, event attendees can use tools like a chatbox, polls, emoji reactions, and Q&A tabs with upvote functionality to interact directly with your brand. Reporting features and analytics shine a light on which part of your webinar attendees responded most to, and which parts may need fine-tuning. There's a reason that [video engagement platforms are a top tool for gaining valuable customer insights](#). KPIs like audience attendance, retention, and post-event conversions will prove your event's success.

When you use a video engagement platform for your event, you unlock a wealth of tools and data that will help you hone your event strategy to [deliver higher ROI](#).

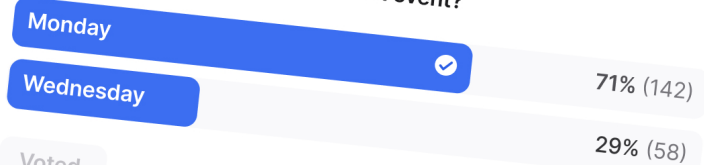
Was the event helpful?



What subject should we cover next?



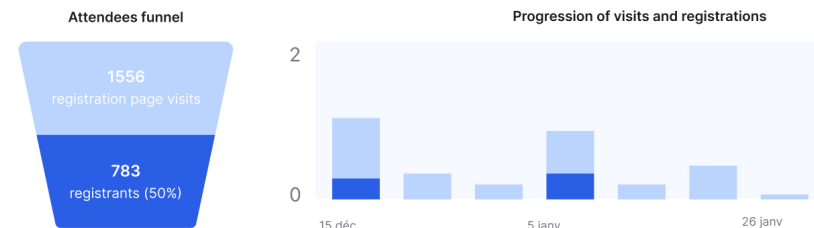
What day do you prefer for our next event?



Voted

< Online course

Events **People** Recordings Email invites Settings



Thursday, September 17h 2020 - 8:00 AM (CEST) x

Q Search



Online events: the best way to engage your audience

Online events are easy to scale and promote, making them powerful tools in your strategy. From expanding your reach to generating leads, events hosted on a powerful video engagement platform like Livestorm will help you engage your audience and meet your goals.



Livestorm

Livestorm enables powerful, yet pain-free video engagements at scale. Our end-to-end video engagement platform requires no downloads, facilitates easy collaboration while capturing actionable insights—all in one place

Learn more →