

THE PROBLEM WITH LIVE WEBINAR RECORDINGS



Why shouldn't you use a recording of a live event as an on-demand lead generator?

A live webinar gives you a built in connection with your audience. They can ask questions and make comments or respond to polls and surveys. The fact that you are there at the same time as your audience, sharing an experience and making the time to speak to them gives you clear communication advantages. But post that same webinar as an archived recording and you'll find out how critical those live advantages were.



Suddenly, little vocal stutters and slips of the tongue that passed quickly during the live event become magnified. A live audience understands that you can't always be perfect as you speak. But they expect a recording to have a higher standard of vocal quality.

Recordings of live events can stir up other frustrations in your audience. They don't want to hear instructions from a moderator about how to use the web conferencing software.

They don't want to wait through polls or other interactive elements of the live event that they can't participate in.

And they simply aren't willing to sit passively and listen to a recording for the same amount of time that they would give a live presentation.

Webinar recordings may have technical disadvantages as well. Depending on your web conferencing software, playing back a recording may require installing specialized software from the vendor.

Recorded audio is often compressed to reduce file size, leading to lower quality sound.

And if you had several speakers during your event, they probably weren't recorded at the same volume levels, forcing your audience to adjust their playback volume while listening to the recording.

These are some of the reasons that Webinar Success recommends creating new versions of your presentations built specifically for archived playback.

Keep each topic short and to the point, letting your audience select the information that is relevant to their interests.

Make sure your vocal presentation and audio recording are of professional quality so that listeners concentrate on your message instead of imperfections in how it is delivered.

And keep the technology simple, so that people can get to your recording without facing technical barriers.

With proper construction, on-demand presentations can be a powerful sales and marketing tool.

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