

# Webinar Strategy VOST

This VOST reframes webinars from a partner-driven tactical program into a strategic, SEO-powered demand-generation engine, jointly owned by Marketing and Research.

It also addresses the core organizational issue: webinars have historically lacked strategic ownership, resulting in inconsistent topic quality, weak audience alignment, and declining performance, despite webinars remaining one of TSIA's strongest lead-capture channels.

---

## Vision

Transform webinars into one of TSIA's highest-performing demand generation and thought leadership engines by aligning webinar strategy to:

- SEO and market demand
- Research-led industry insights
- Executive transformation priorities
- Pipeline and freemium growth goals
- TSIA's authority in AI Economics, operational transformation, and technology services

Webinars should no longer function primarily as sponsor fulfillment activities.

Instead, they should become:

- A strategic top-of-funnel acquisition channel
- A mid-funnel freemium conversion engine
- A thought leadership distribution platform
- A bridge into conferences, advisory, and membership conversations
- A scalable way to operationalize TSIA research and researcher expertise

The long-term goal is for webinars to become:

“The live extension of TSIA's SEO, research, and authority strategy.”

---

## Objectives

# Primary Objectives

## 1. Increase Webinar-Driven Pipeline Contribution

Position webinars as a core demand generation channel that drives earlier sales engagement, pipeline creation, and discovery conversations.

\*Webinars are already proving strong at lead capture and engagement. Webinar newsletters generated a 38.26% CTR and contributed significantly to freemium conversions.

## 2. Increase Freemium and Membership Conversions

Use webinars to move audiences deeper into the TSIA ecosystem by increasing freemium engagement and creating pathways into paid membership and advisory opportunities.

## 3. Improve Partner Value and Revenue Impact

Deliver stronger partner outcomes by aligning webinar topics to market demand, research insights, and higher-performing thought leadership themes.

---

# Strategy

## 1. Transition from Partner-Led to Research-Led Programming

### A Current Problem

Historically:

- Partners selected topics
- Marketing had limited influence
- Webinar strategy became disconnected from market demand
- Topic quality became inconsistent
- Webinar performance declined

Partner webinars still matter for revenue commitments, but they should no longer define the content direction.

---

## **Future-State Model**

Marketing + Research jointly own webinar strategy.

Partners participate within the strategy — not outside of it.

Topic prioritization should come from:

1. SEO opportunity
2. Research member conversations
3. Campaign priorities
4. AI Economics themes
5. Discovery journeys
6. Funnel gaps
7. Conference themes
8. Benchmark trends

This aligns directly with the Public Webinar Expansion Plan already outlined internally.

---

## **2. Build an SEO-Driven Webinar Engine**

### **Core Shift**

Move from:

“What does the partner want to talk about?”

To:

“What is the market actively searching for?”

Marketing should identify:

- High-intent search themes
- Emerging executive pain points
- AI-related operational challenges
- Transformation topics
- High-performing blog clusters

- LLM/AI search trends

Research Executives validate and operationalize those insights.

---

### **Webinar Topics Should Mirror:**

- Top-performing blogs
- AI Economics campaigns
- Featured Insights pages
- Conference themes
- Discovery journeys
- Benchmark topics
- High-performing LinkedIn themes
- High-performing YouTube conversations

This creates a unified authority ecosystem.

---

## **3. Expand the Webinar Mini-Series Strategy**

TSIA already identified the mini-series format as a strategic direction.

This should become the default model.

---

### **Why the Mini-Series Model Works**

Instead of:

- One 60-minute webinar
- One registration opportunity
- One promotional cycle

TSIA creates:

- Multiple touchpoints
- More registrations
- Higher retention
- More nurture opportunities
- Easier executive consumption
- Better social promotion

- More SEO surface area
- 

## Recommended Framework

### Part 1 — “What Changed?”

10–20 minutes

Focus:

- Industry disruption
- AI impact
- Operational challenge
- Benchmark gap

CTA:

“Join part 2.”

---

### Part 2 — “What Leaders Are Doing”

10–20 minutes

Focus:

- Benchmarks
- Research
- Operational patterns
- Mistakes
- Transformation trends

CTA:

“Join part 3.”

---

### Part 3 — “How to Apply It”

10–20 minutes

Focus:

- Action steps
- Frameworks
- Organizational change
- Implementation

CTA:

- Freemium account
  - Conference
  - Advisory session
  - Benchmark
  - Portal content
- 

## 4. Align Webinars to Funnel and Campaign Strategy

Webinars should not operate independently.

Every webinar should connect to:

- A research campaign
- An SEO cluster
- An ebook
- A blog series
- A nurture journey
- A conference initiative
- A Featured Insights page
- AI Economics messaging

This creates compounding funnel impact.

---

### Example

## Campaign: LAER to DARE

Connected assets:

- Blogs
- Webinar mini-series

- LinkedIn clips
- Q&A videos
- Ebook
- Conference session
- Portal content
- Email nurture

This model has already shown strong internal traction.

---

## 5. Build “Human-Led Authority” Webinar Positioning

Webinars should become:

- Research-led
- Personality-driven
- Conversational
- Executive-focused

Not:

- Corporate presentations
- Vendor demos
- Generic thought leadership

The best-performing social and video content already validates this direction:

- People-first content performs best
  - Tension-driven messaging performs best
  - Expert-led content outperforms generic AI messaging
- 

### Positioning Shift

From:

“Join our webinar.”

To:

“Hear what TSIA researchers are seeing across the market.”

And:

“How top-performing organizations are adapting to AI transformation.”

---

## **6. Create Two Distinct Webinar Tracks**

### **A. Research-Led Webinars (Primary Growth Engine)**

Owned by:

- Marketing
- Research Executives

Goals:

- Pipeline
- SEO
- Freemium
- Authority
- Conferences
- Advisory

Topics driven by:

- Market demand
- SEO
- AI Economics
- Research trends

Priority:

HIGH

---

### **B. Partner-Led Webinars (Revenue + Reach)**

Owned collaboratively with:

- Partner team
- Marketing

Goals:

- Revenue commitments
- Co-marketing reach
- Lead generation

BUT:

- Marketing approves topics
- Topics must align with campaigns
- SEO alignment required
- Positioning standardized

Priority:

**SECONDARY**

---

## **7. Shift Webinar Leads Into Earlier Sales Engagement**

### **Current Challenge**

Today, webinar leads primarily enter marketing nurture flows before meaningful sales engagement occurs. This delays follow-up with high-intent prospects who are actively engaging with TSIA content, researchers, and transformation topics.

Webinar registrations and attendance are strong intent signals and should be treated as earlier-stage buying behavior rather than passive content consumption.

---

### **Future-State Approach**

TSIA should create an earlier sales engagement motion tied to webinar participation.

The proposed model:

1. Prospect registers for a webinar
2. Prospect attends or meaningfully engages
3. Sales receives the lead quickly for personalized outreach
4. If the prospect does not respond or is not sales-ready, they enter a structured marketing nurture flow

This creates a more integrated funnel between:

- Marketing
  - Sales
  - Research-driven engagement
  - Freemium conversion
  - Advisory and conference opportunities
- 

## **Strategic Goal**

Move webinars from being treated solely as marketing engagement assets into a true pipeline acceleration motion.

The goal is to:

- Increase speed-to-lead
  - Improve SQL creation
  - Create earlier human engagement
  - Surface high-intent accounts faster
  - Improve webinar ROI and downstream conversion
- 

## **Lead Qualification Signals**

Potential triggers for sales outreach:

- Webinar attendance
  - Multiple webinar registrations
  - Repeat engagement across webinar series
  - High-value job titles
  - Target accounts
  - Engagement with related assets
  - Portal activity after webinar attendance
  - Conference engagement
  - Benchmark participation
- 

## **Sales + Marketing Workflow**

### **Immediate Sales Follow-Up**

Sales outreach should feel:

- consultative

- insight-driven
- aligned to webinar topics
- researcher-informed

Not:

- aggressive
- transactional
- generic

Example outreach positioning:

“Wanted to follow up since you attended our AI Economics webinar. We’re hearing many organizations are struggling with operational readiness and benchmarking AI investments...”

---

## Marketing Nurture Path

If the lead:

- does not respond,
- is not ready,
- or is still early-stage,

they transition into:

- webinar nurture campaigns
- related research promotion
- freemium onboarding
- benchmark invitations
- conference promotion
- mini-series follow-up
- advisor-led thought leadership journeys

This preserves long-term engagement while allowing sales to prioritize active interest first.

---

## Tactics

# Topic & Content Operations

## Monthly Research + Marketing Topic Council

Marketing + REs meet monthly to review:

- SEO opportunities
- Member pain points
- Campaign performance
- AI trends
- Discovery journeys
- High-performing content
- Funnel gaps

REs bring:

- Top member conversations
- Emerging operational issues
- Benchmark trends

Marketing brings:

- Search demand
  - AI search insights
  - Performance data
  - Campaign priorities
- 

## SEO & AI Search Tactics

### Build Webinar Topics Around:

- “What is...”
  - “How leaders are...”
  - “Benchmarking...”
  - “AI transformation...”
  - “Why companies struggle with...”
-

# Create Search Clusters Around Webinar Themes

Every webinar produces:

- Blog
  - Landing page
  - Clips
  - Social posts
  - Email nurture - pending - roundup/recap email
  - On-demand content
  - AI-search-ready content
- 

## Promotion Strategy

### Webinar Promotion Stack

Every webinar gets:

- Weekly newsletter placement
  - Social promotion
  - LinkedIn clips
  - Researcher snippets
  - Related blog integration
  - Featured Insights integration
  - Portal promotion
  - Post-event nurture
- 

### Escalation Framework

If registration trends below benchmark:

- “Last Call” email
- Additional LinkedIn promotion
- Paid retargeting
- Researcher social amplification
- Homepage placement
- Related content push

This already exists operationally and should remain.

---

## Researcher Enablement

### Reduce RE Workload

Vanessa/Marketing:

- Builds 80% of decks
- Creates visuals
- Creates SEO framing
- Drafts talking points

REs:

- Refine insights
- Add expertise
- Deliver discussion

This model is already proposed internally and should become standardized.

---

## Webinar Experience Optimization

### Shift Format Toward:

- Conversations
- Q&A
- Benchmark interpretation
- Executive discussion
- “What we’re seeing”

Less:

- Slides
- Long presentations
- Product-style delivery

---

# Funnel Conversion Tactics

## Webinar → Freemium Path

Every webinar should include:

- Portal CTA
- Related research CTA
- Benchmark CTA
- Conference CTA
- “Continue exploring” CTA

---

## Webinar → Conference Path

Position webinars as:

“The preview conversation.”

CTA:

“We’ll go deeper at TSW.”

---

## Webinar → Advisory CTA

Offer:

- Strategy session
  - Benchmark review
  - Research consultation
  - Advisory block discussion
-

# Lead Routing & Sales Follow-Up

## Webinar MQL Workflow

- Webinar registration + attendance triggers MQL review
- Priority accounts routed to Sales within 24–48 hours
- Outreach aligned to webinar topic and Research Area
- Non-responsive leads transition into nurture sequences
- Repeat webinar engagement increases lead score and sales priority

\*This is strategically important because it reinforces your broader shift toward:

- human-first engagement,
  - earlier relationship-building,
  - and webinars as pipeline acceleration — not just content promotion.
- 

## KPIs

### Funnel KPIs

- Webinar registrations
  - Attendance rate
  - Net new leads
  - Freemium conversions
  - Discovery briefings
  - SQL influence
  - Conference registrations
- 

### SEO KPIs

- Webinar page rankings
  - Organic traffic
  - AI search visibility
  - Webinar-driven blog traffic
  - On-demand search performance
-

## Engagement KPIs

- CTR
  - Research consumption
  - Portal engagement
  - Return attendance
  - Multi-webinar participation
- 

## Key Strategic Shift

The most important change is this:

### Old Webinar Model

Partner topic → webinar → registrations

### New Webinar Model

SEO + Research Insight → strategic campaign → webinar series → funnel progression → conference/advisory/membership

---

## Final Positioning

Webinars should become:

- TSIA's live research engine
- A scalable thought leadership platform
- A search-driven lead engine
- A human-first authority channel
- A bridge into the broader TSIA ecosystem

Because the data already supports the direction:

- Research-led content performs best
- Human-led content performs best
- AI Economics messaging performs best

- Webinar audiences convert
- Webinars drive engagement and freemium activity

And right now, webinars are one of the clearest opportunities to connect:

- SEO
- AI search
- research
- authority
- funnel growth
- conferences
- and executive engagement

into one unified strategy.