

HACKING DEMAND · FREE PLAYBOOK

The B2B Webinar Playbook

The promotion timeline, run-of-show, and benchmarks behind 75+ pipeline-generating B2B webinars.

This is the operating playbook behind webinar programs that generate pipeline, distilled from running 75+ B2B webinars. It is not "how to use Zoom." It is the promotion engine and run-of-show that turns a webinar into a repeatable demand channel.

The 4-week promotion timeline

| When | Move |
|---------|---|
| T-4 wks | Lock topic + speaker. Topic must answer a question your ICP is already Googling. Build the registration page. |
| T-3 wks | Email list wave 1. Post organic on LinkedIn (speaker + company). Ask partners/tools to co-promote. |
| T-2 wks | Wave 2 email to non-openers with a new subject line. Start 1:1 outbound invites to target accounts. |
| T-1 wk | Wave 3 "last chance." Speaker posts a 60-sec teaser video. Add a calendar-hold link on confirmation. |
| T-1 day | Reminder email + LinkedIn. Send the join link twice (day before + 1 hr before). |
| Live | Start 2 min late, deliver, run live Q&A, make one clear offer at the end. |
| T+1 day | Send the recording to ALL registrants (not just attendees) with a next-step CTA. |
| T+1 wk | Slice the recording into 3-5 clips. Route hot attendees to sales; nurture the rest. |

Run-of-show (60-minute webinar)

- 00:00-02:00 — Housekeeping + a hook question in chat (get them typing early).
- 02:00-08:00 — The problem, made vivid. Why now. Agree on the pain before selling the fix.
- 08:00-40:00 — The content. Teach something genuinely useful; screen-share real examples.
- 40:00-52:00 — Live Q&A; (seed 2-3 questions in advance so it never stalls).
- 52:00-58:00 — One offer, one CTA. Make it specific and easy to say yes to.
- 58:00-60:00 — Recap + tell them exactly what happens next.

Benchmarks to hold yourself to

| Metric | Healthy B2B benchmark |
|--------|-----------------------|
|--------|-----------------------|

| | |
|-------------------------------|--|
| Registration → attendance | 35-45% live; 55%+ including on-demand |
| Attendee → SQL | 5-12% for a well-targeted topic |
| Cost per registrant (organic) | ~\$0 — this is a \$0-budget channel done right |
| Recording views (T+7) | Often 2-3x live attendance |

***The one rule:** the recording is the asset, not the event. Most of your pipeline comes from people who never showed up live. Promote the replay harder than the live session.*

Want this done for you? Hacking Demand builds these systems on your HubSpot, fixed price, live in days. See the plays at hackingdemand.com/hacks or book a free scope call at hackingdemand.com/talk-to-an-expert.