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# KEY WEBINAR STATS

for companies selling

services to our sector

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We are.  
LGNZ.  
Equip

## 12 Key Webinar Stats



### Coaching programme format

1. **Over 60%** of marketers are using webinars as part of their content marketing programs.
2. On a scale of 1 – 5, **email ranked 4.46** and was the top tool for promotion. Scoring a **2.77 out of 5**, **social media** is the second most widely used promotional tool for webinars.
3. **3** is the magic number in terms of email campaigns deployed per webinar.
4. Best practices suggest **3 weeks of promotion** prior to the webinar.
5. **Tuesday and Wednesday** are the best days to host webinar.
6. The average webinar attendance rate is **40 – 50%** of registrants.
7. The average viewership per webcast is **53 minutes**.
8. Polls are only used **34%** of the time during webinar.
9. The average cost of conducting a webinar is **between \$100 and \$3,000** depending on promotion and technology costs.
10. Based on a survey we conducted with our clients, **between 20% and 40%** of webinar attendees turned into qualified leads.
11. Of the lead generation tactics available, webinars are the **second most effective** type of premium content for marketers.
12. **48%** of people said that webinars were least enjoyable when there was a poor presenter.