

Winning with Webinars on LinkedIn

Hosting webinars is now all about taking your in-person events digital.



LinkedIn members in the Asia Pacific (APAC) region are seeking and engaging with more business related content on the platform. As webinars are becoming a marketing staple across APAC, their role is now more critical than ever.

2.8x

increase in searches for "remote work"¹

61%

of B2B marketers use webinars as a marketing tactic²

120%

increase in content aiming to drive webinars in Q1, 2020³

An analysis of 4000 campaigns, 22 verticals and key learnings from 130 advertisers led to

The winning formula to promote webinars



Emphasise on "free"

Mention "free" in your ads and gauge **+8% higher CTR** and **+19% higher clicks**.



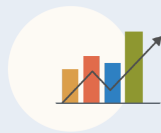
Spotlight your speakers

Feature the speakers in your ads as it drives **+3% higher CTR**



Keep the copy short

Ensure the copies are between 25-50 words. It can drive **+12% higher CTR**.



Feature an insight

Sharing a data-driven insight drives a **+34% higher CTR** & **319% higher clicks**.



Use video previews

Aim for **less than a minute** and **include subtitles** if you're speaking.



Hashtag it

LinkedIn recommends at most **three hashtags** per post.

