

ClickMeeting
Report

State of Paid Webinars

Discover the secrets
of the most profitable
webinars



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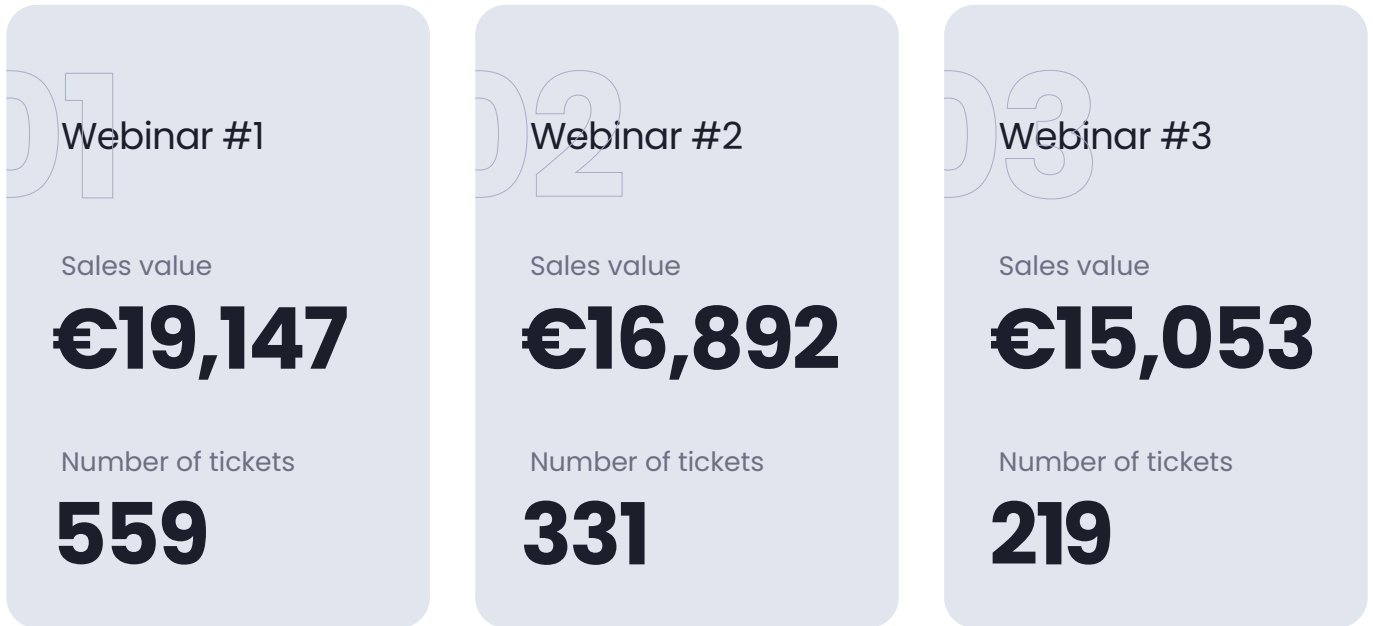
Let's start with the facts: if you're an expert in your field and want to monetize your knowledge sharing, there's probably no simpler and more effective way than webinars. Still hesitating?



We've analyzed thousands of paid events that took place on ClickMeeting, and we're sharing our findings. From this report, you'll learn:

- How much the top performers earned,
- Which industries find paid webinars particularly popular,
- What topics attract the most interest,
- What are the secrets behind the leaders' success.

Let's jump straight to the most important findings! Here are the three most profitable paid webinars on ClickMeeting that took place between January and August 2024:



On average, **31** people participated in a paid event,
and the **average revenue per webinar was €755**

What Were the Paid Webinars About?

As you can see, you can really earn a substantial income by creating paid webinars. Why are they so successful? We search the internet for answers to various questions, both professional and personal. **Audiences are very willing to purchase access to paid events and participate in them when they know they'll soon meet with an expert in their field.**

What topics dominated the most popular paid webinars on ClickMeeting? Below you'll find some interesting inspirations:



Below you'll find detailed information about the most popular paid webinars in various industries!

#1 Training for Experts

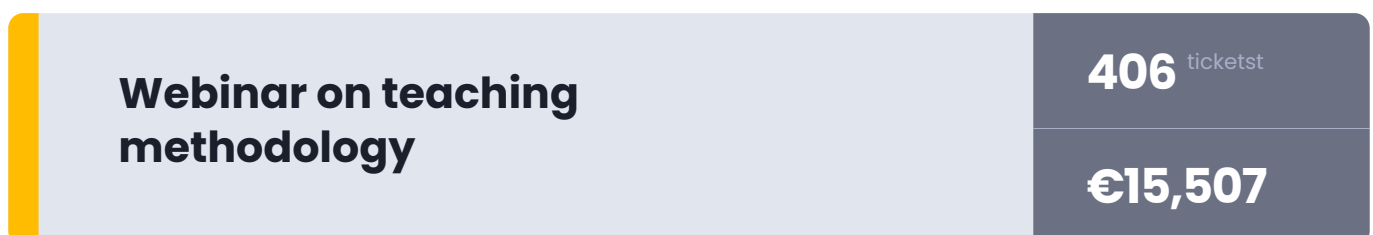
We all need to continuously learn and exchange experiences to perform better in our professions. Content creators know this well - both large companies employing many knowledge-sharing experts and individuals working independently.

What do these training sessions cover? Various topics. As we mentioned: every specialist who wants to succeed in today's market must invest in their development. And paid webinars are an exceptionally simple way to acquire new skills and knowledge.

Let's look at some examples. **An accounting training series was a huge success.** A series of 31 meetings generated a total income equivalent to over €41,379.



You can also earn excellent money from single events. Even those designed for a relatively small group of listeners. You'll find examples below:



Training on installation design	52 tickets
	€5970
Training on the CAD software	75 tickets
	€4297

Webinars are a great way to convey professional knowledge. Even complicated technical details. But it works equally well in slightly less "conventional" disciplines, such as... certified equestrian training. Across three events, they gathered over 1,200 participants, and the revenue amounted to over €28,586!

Equestrian Training	1237 tickets
	€28,586

Are you perhaps a photographer and know what others should change to take better photos? One of the paid webinar creators on ClickMeeting earned the equivalent of almost €34,246 this way. In total, they sold nearly 1,000 virtual tickets for 28 events.

Live and On-Demand Photography Training Series 28 events	991 tickets
	€34,246

#2 Coaching and Business Support

Helping others earn money and achieve success is an extraordinary mission. And nowadays, both large conference halls and private coaching offices are increasingly being replaced by virtual rooms. Selling tickets to closed events is also an excellent way to earn money online.

Our leader undoubtedly knows this, having earned over €29,885 from a single conference for coaching experts!



But notice how they achieved this. First, they earned from a live event attended by almost 900 people. That event alone generated almost €22,989 in revenue. But they didn't rest on their laurels. They used the conference recording and started sharing it on-demand. This allowed them to earn an additional €8,736!

Of course, such training can also have a much more intimate character. An excellent example is a two-day certified online coaching training. It was attended by 27 people, yet the total profit was almost €4,573! Another company conducted a one-day training for a small group, which allowed them to earn exactly €2,299.

Certified Two-Day Coach Training	27 tickets €4,573
One-Day Coach Training	25 tickets €2,299

#3 Paid Webinars in the Medical Industry

Medical professionals' knowledge impacts people's lives and health. Regular updates and experience sharing are among their fundamental duties. It's no wonder that this sector hosts the highest number of paid events. For their organizers, both large training companies and individual specialists, it's a true gold mine.

What generates the highest profits? Complete courses, of course, which include a larger number of webinars. Our leader earned almost €160,920 this way.

Training for psychotherapists and psychologists	32 events	€157,983
	7103 tickets	

32 training sessions for psychotherapists and psychologists attracted over 7,000 ticket purchases. A comprehensive training on specialized medical examinations consisting of 31 events brought in slightly lower revenue.

Training in expert medical examinations	31 events	€156,245
	6825 tickets	

Another great example? A series of 12 training sessions for paramedics. Over 1,500 tickets sold resulted in a profit of €39,090!

Paramedic Training	12 events	€39,090
	1560 tickets	

But single events can also bring excellent results. And we have proof of this. We selected three example webinars that achieved very high revenues.

Webinar to improve therapist skills	580 tickets
	€13,209

Training for therapists	391 tickets
	€8905

Medical Training for Doctors	332 tickets
	€7,556

#4 Education

Webinars were created to support education. Thanks to them, knowledge has become more accessible than ever before. And it still is. Online events are used by private and public schools at all levels: from preschool education to the largest and most prestigious universities. Individual teachers and tutors also eagerly use them. Thanks to this, students, regardless of their location, can acquire new information and polish their skills.

Of course, paid events are also hugely popular in this case. **A series of 25 webinars about statistics became a bestseller.** Over 1,800 tickets sold allowed the organizers to earn over €33,267. A series of events dedicated to microeconomics was also very popular.

25 Webinars about Statistics	1844 tickets €33,267
28 Microeconomics Webinars	998 biletów €23,884

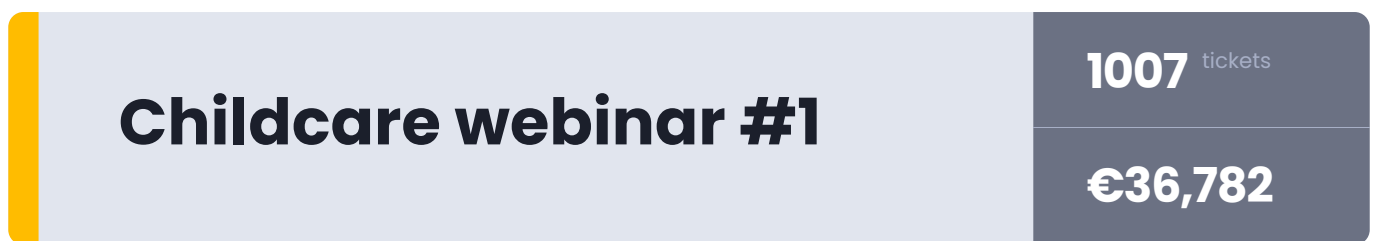
You can also earn well from a one-time event. Such as preparation for final exams, which was attended by 240 people. The revenue was €2,759.

Exam Preparation	240 tickets
	€2,759

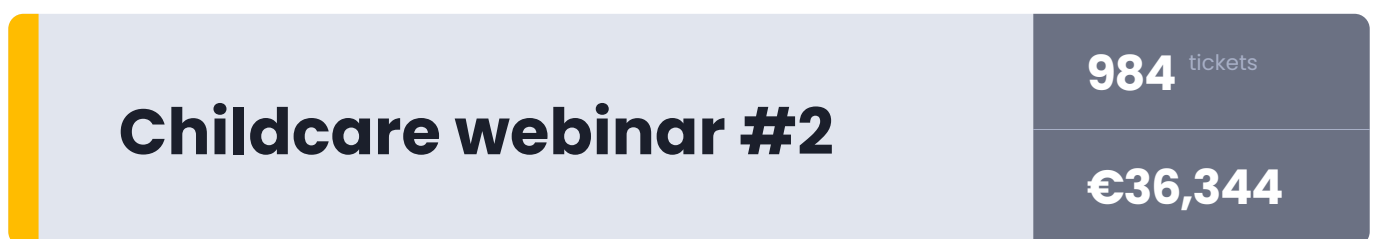
#5 Passions and Conscious Living

Fortunately, we don't live by work and professional development alone. There are many areas of private life where we simply want to know more and act more consciously. Webinars excel in this case too. And for people who want to share valuable experiences, they can prove to be an excellent source of income!

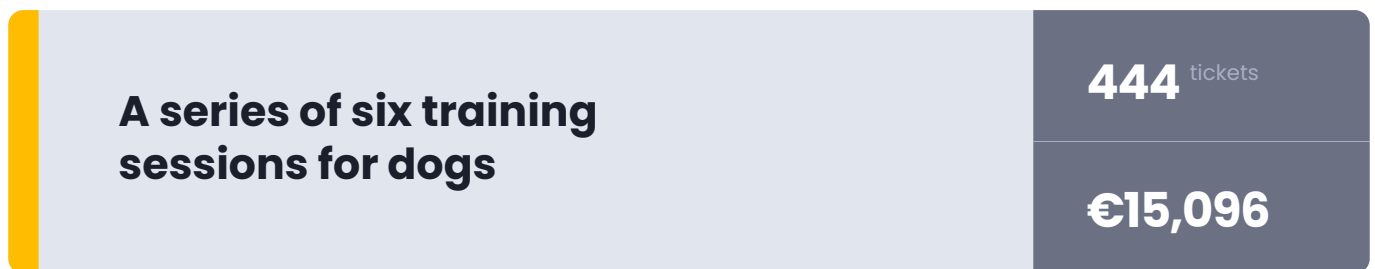
The absolute bestseller was a single training for parents wanting to explore the secrets of caring for young children. Over 1,000 tickets sold means revenue exceeding €36,782!



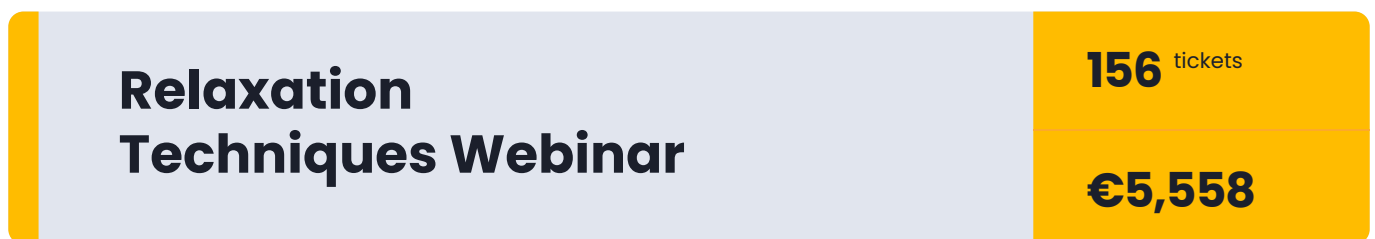
We mentioned that it's worth keeping the momentum going? Soon after, another training on a similar topic took place, achieving similar success. As you can see, knowledge-hungry parents kept showing up!



Of course, we want to ensure the best future for our four-legged friends as well. And participating in dog training doesn't necessarily mean having to leave home (although it's worth using the acquired knowledge outside, of course! 😊). For experts who train our pets, this opens up excellent prospects for earning online.



Phew, after a hard day full of work, learning, parenting challenges, and long walks with the dog, it's time for quality rest! Workshops on relaxation techniques will prove helpful. And yes: we'll reach for a webinar in this case too. The organizers of two workshops dedicated to this topic sold a total of 156 tickets and earned over €5,558!



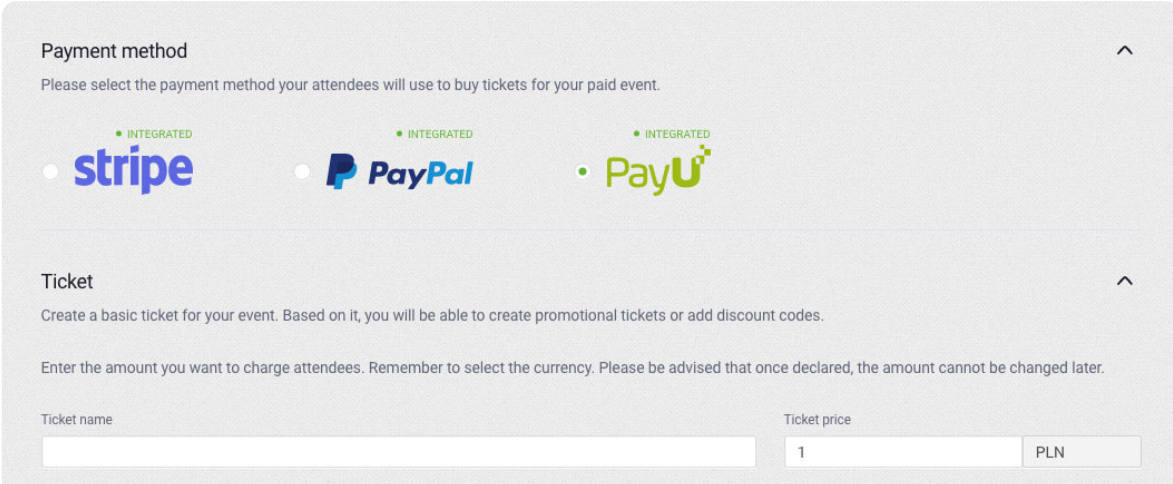
Time to Get in the Game. See How to Create Paid Webinars!

As you can see, **earning from paid webinars is possible in every industry!** Of course, you can use various technical solutions for this purpose, for example, create your own platform with recordings and courses. But it's not necessary at all!

Instead, you can use the simple mechanism that the creators of the paid webinars discussed in previous chapters used. You just create an event and sell virtual admission tickets. Sounds like something that requires considerable technical skills and extensive formalities? Nothing could be further from the truth. Actually, everything you need to organize paid webinars can be found in ClickMeeting.

Click [here](#) to try the platform for free.

All you need to do is integrate your account with a payment system like Stripe, PayPal, or PayU and select paid access when creating your event.



The screenshot shows a 'Payment method' selection screen. At the top, it says 'Payment method' with an upward arrow. Below that, it says 'Please select the payment method your attendees will use to buy tickets for your paid event.' There are three options, each with a radio button and a green dot labeled 'INTEGRATED': 'stripe', 'PayPal', and 'PayU'. Below this is a 'Ticket' section with an upward arrow. It says 'Create a basic ticket for your event. Based on it, you will be able to create promotional tickets or add discount codes.' and 'Enter the amount you want to charge attendees. Remember to select the currency. Please be advised that once declared, the amount cannot be changed later.' There are two input fields: 'Ticket name' (empty) and 'Ticket price' (containing '1'). To the right of the 'Ticket price' field is a dropdown menu showing 'PLN'.

Your participants will be able to easily and securely purchase access to the webinar and then participate in it. But you don't always have to be present during the live event. **Automation allows you to achieve even better results.**

If you have a recording of a live event (or other video material), you can easily create an automated webinar that takes place at a scheduled time and looks like a "traditional" webinar from the participant's perspective, or an on-demand webinar available at any time. Of course, in both cases, you can also sell access to them. This is the simplest and most effective way to scale your operations.

What features are worth reaching for?

- **Payment System Integration:** quickly integrate ClickMeeting with PayU, Stripe, or PayPal to receive profits from sales.
- **Paid Webinars:** simply mark the appropriate access method when creating an event and specify the price of the virtual ticket.
- **Promotional Tickets and Discount Codes:** configure price promotions, ticket pools, and discount codes in the event settings to encourage participant purchases.
- **Branding:** customize the appearance of all content to match your brand's style to create an expert image and encourage ticket purchases.

- **Automated and On-Demand Webinars:** after a completed paid live webinar, you can quickly create automated and on-demand webinars based on it and also sell access to them.

Are Paid Webinars for You?

Still not sure? Answer just one question and find out if paid webinars are a way of earning for you!

Do you have expert knowledge and want to share it with others?

If the answer is yes -- regardless of whether you deal with tax consulting, accounting, interior finishing, or confectionery, consider organizing paid webinars. Just don't forget about good promotion of your events. Thanks to it, you'll reach more participants, which will obviously allow you to achieve higher profits.

Good luck!