

Generate more leads

Your Guide
to Webinar
Lead Generation

Introduction

The days when a simple e-book was enough to build an entire lead database are long gone. It's not that content marketing has stopped working—the real challenge is that we've grown weary of traditional content formats. Your potential customers are bombarded with endless reports and guides they simply don't have time to read, which makes them increasingly reluctant to share their valuable contact information in exchange.

If you want to capture high-quality leads, you need to offer your audience what they're truly searching for: genuine value. They need someone who can answer their specific questions, clarify complexities, and dispel doubts. Someone who's a real expert.

That's why you need webinars!

In this guide, we'll show you step-by-step how to generate exceptional leads using webinars on ClickMeeting. We'll also share proven strategies that deliver real results, backed by inspiring success stories from our clients.

There's no time to waste—let's discover how to attract more valuable leads faster and more affordably!



What Is Lead Generation?

Let's start with the fundamentals—understanding what lead generation is and why your business needs leads.

Lead generation is the process of acquiring leads. But what exactly is a lead? It's your potential customer—whether a business or individual—who may be interested in your product or service. How does this interest typically manifest? Most commonly, through sharing contact information. Once you obtain these details, you'll be able to reach your audience precisely with targeted messages and offers.

In most cases, the lead generation process combines two essential elements:

- The potential customer's willingness to share their contact details
- A registration form that enables collecting sales leads



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Lead Magnet: Your Key to Generating Leads

Acquiring sales leads isn't simple. The market is evolving rapidly, internet users are overwhelmed with marketing messages, and they're cautious about sharing their information. According to our research, over 90% of online meeting participants pay attention to their online privacy, and 88% at least try to familiarize themselves with the terms and conditions they're accepting. When asking potential customers for their contact details, you must act in compliance with the law while convincing recipients to voluntarily share their information.

How can you effectively reach potential customers and successfully generate leads? You need something that captures their interest and motivates them to consciously provide their data. This is your lead magnet—the magnet that attracts your leads.

Lead generation is a value exchange: by offering something valuable in return for customer data, you significantly increase your chances of success. What can serve as a lead magnet?

- E-book
- Webinar
- Industry report
- Free consultation
- Premium content access
- Promotional offer
- Free trial or tool demo

What Makes an Ideal Lead Magnet?

A perfect lead magnet should have several key characteristics. Pay special attention to:

- **Appeal:** An effective lead magnet must present clear, concrete value that persuades audiences to share their information.
- **Immediate Access:** In the online world, everything happens instantly. Recipients must gain access to the lead magnet immediately after providing their contact details (naturally, live webinars work differently, but providing data is synonymous with registration for the event itself).
- **Intuitive Experience:** The lead magnet isn't everything. It's usually accompanied by other technological and promotional solutions, such as registration forms or landing pages. To encourage customers to share their data, you must make the entire process as effortless as possible.
- **Expertise:** Creating and sharing a lead magnet is an excellent opportunity to build your expert image and enhance brand recognition and reputation.
- **Automation:** Lead magnets can pose organizational and technological challenges. By automating tasks, you can significantly streamline your work and achieve even better results.

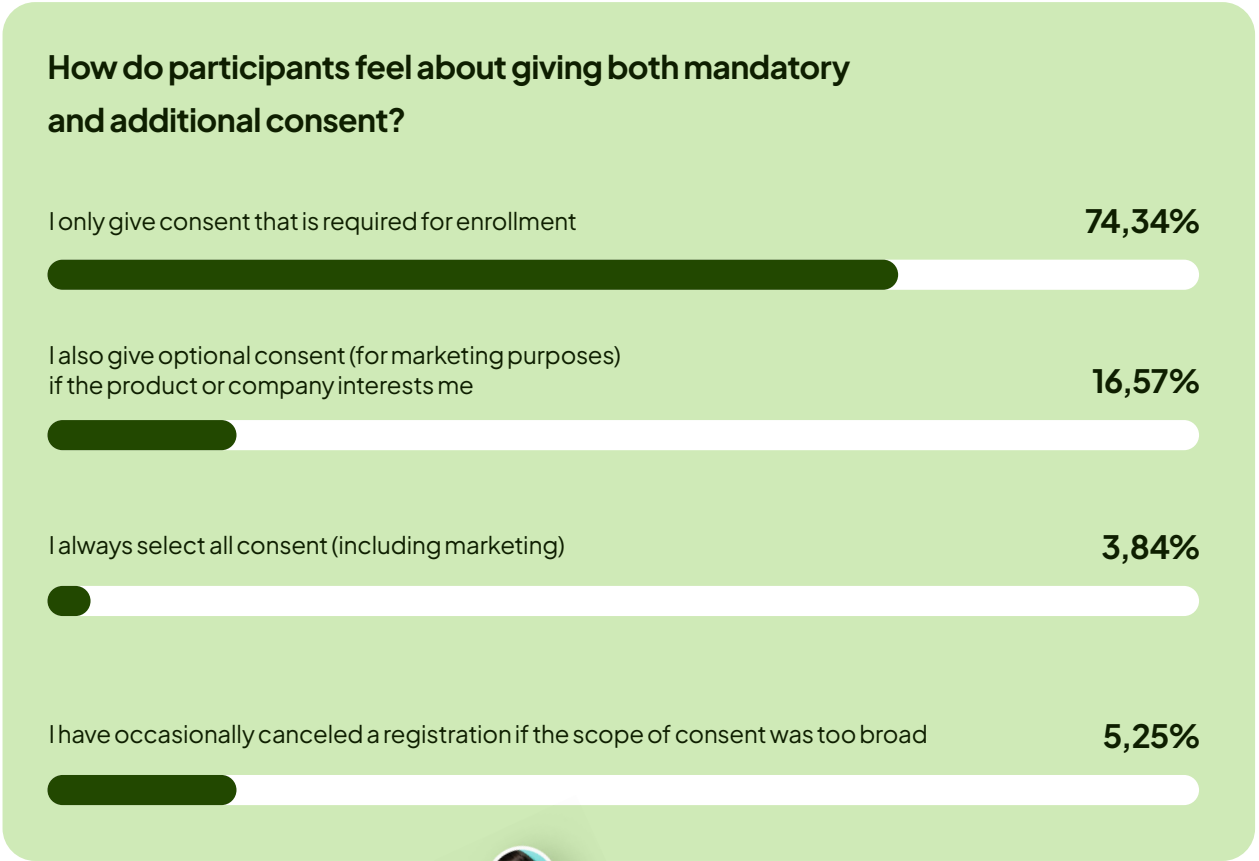


Webinar: The Perfect Lead Magnet

There's a compelling reason why webinars are among the most popular lead magnets. Virtual seminars offer numerous benefits for both potential customers and organizers:

- **Video formats are the future of marketing.** They're also the preferred choice of users themselves. Webinars enable you to create engaging video content that can later be repurposed across other channels.
- **Powerful audience engagement:** Webinars provide an excellent opportunity to interact with participants. You can also motivate them to visit your website or make a purchase.
- **Effortless data collection:** With other lead magnets, creating registration forms or landing pages can be challenging. It's completely different when you use webinars as your lead magnet. The event registration form facilitates data collection, and with a webinar platform, you'll also gain the ability to create additional content intuitively.
- **Cost reduction:** Whether you choose to host the webinar yourself or bring in recognized industry experts, you'll achieve significant time and financial savings compared to other formats like reports or e-book guides.
- **Content recycling support:** By organizing one webinar, you unlock multiple opportunities to repurpose the content. You can upload the recording to your YouTube channel, and when paired with a written summary, it becomes excellent material for a blog post.

According to our research, webinar attendees are happy to share their information. One in five event participants is willing to voluntarily consent to data processing for marketing purposes. That's tremendous potential! Notably, for over 16% of respondents, whether they're interested in the company or product makes all the difference. High-quality content and effective communication can therefore guarantee outstanding results.



Stories of Webinar Lead Generation Leaders

The Verte Training Center primarily organizes paid training sessions on ClickMeeting covering payroll and HR topics. The experts brilliantly leverage the potential of webinar marketing, with their most important initiative being the free webinar series called HR Wednesdays. These events, focused on specific topics related to law, HR, and payroll, take place every Wednesday at 9:00 AM. What has Verte achieved so far? The numbers are impressive!

- Over 30,000 unique users have participated in the HR Wednesdays webinar series
- Approximately 6,000 people register for each webinar on average

Every unique user who registers for an event represents a valuable lead. And this is just one of several webinar lead generation initiatives that Verte Training Center incorporates into its marketing strategy!

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Events hosted on ClickMeeting have allowed us to promote our brand and popularize it among people interested in HR and payroll issues. Our free webinars have truly given us unlimited access to a pool of experts who subsequently take advantage of our training programs.



Katarzyna Bielecka

Founder of Verte Training Center

How to Generate Leads Through Webinars: Step-by-Step Process

How can you simplify sales lead generation through webinars? Let's walk through the entire process step by step using ClickMeeting:

1. **Ideas matter.** Of course, for your lead magnet to work effectively in generating leads, it must be appealing from your potential customers' perspective. Think carefully about your webinar topic, format, the right presenter (perhaps consider inviting a recognized industry expert?), and also factor in the timing and duration of the event.
2. **Choose your event type.** Time to head to your webinar and online meeting platform. The first step is creating a webinar. With ClickMeeting, you have three webinar types at your disposal: live webinar where you meet participants in real-time, automated webinar that runs at your scheduled time using a pre-recorded video enhanced with additional features, and on-demand webinar where your audience can access the content whenever convenient. Each format excels at lead generation. What's more, you can successfully repurpose your live webinar recording later, placing it in an on-demand webinar or embedding it on your website or blog.



Live webinar

Create your live event with up to 1000 attendees. Set up a specific date and hour of your event or create a permanent conference room and interact with your audience in real-time.



On-demand

Share your pre-recorded event and let your audience watch it anytime. Enrich your recording with another video file and a Call-To-Action button.

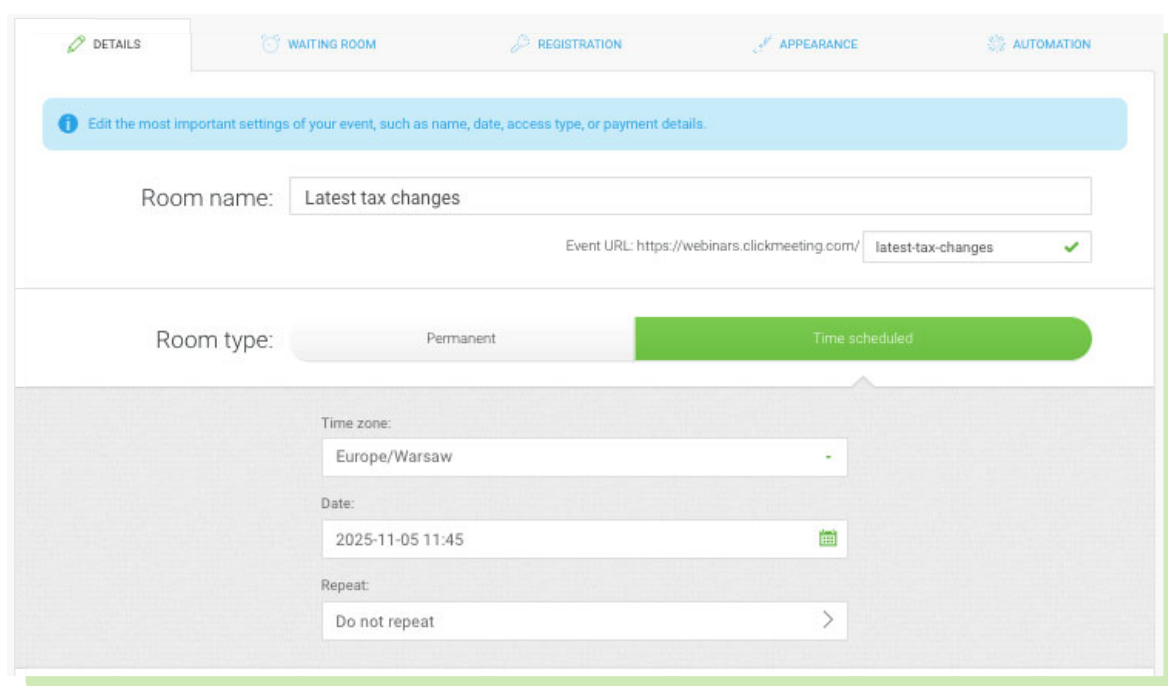


Automated

Create an automated webinar with your event recording, video, survey, and a CTA. Set up a specific date and hour and run your event on autopilot.

3. **Create your event.** Let's say you run an accounting firm and want to acquire new clients. A smart approach would be organizing a webinar about the latest tax changes. Many entrepreneurs will eagerly participate in such an event, and you'll gain not only their contact information but also the platform to showcase your expert knowledge and your firm's services.

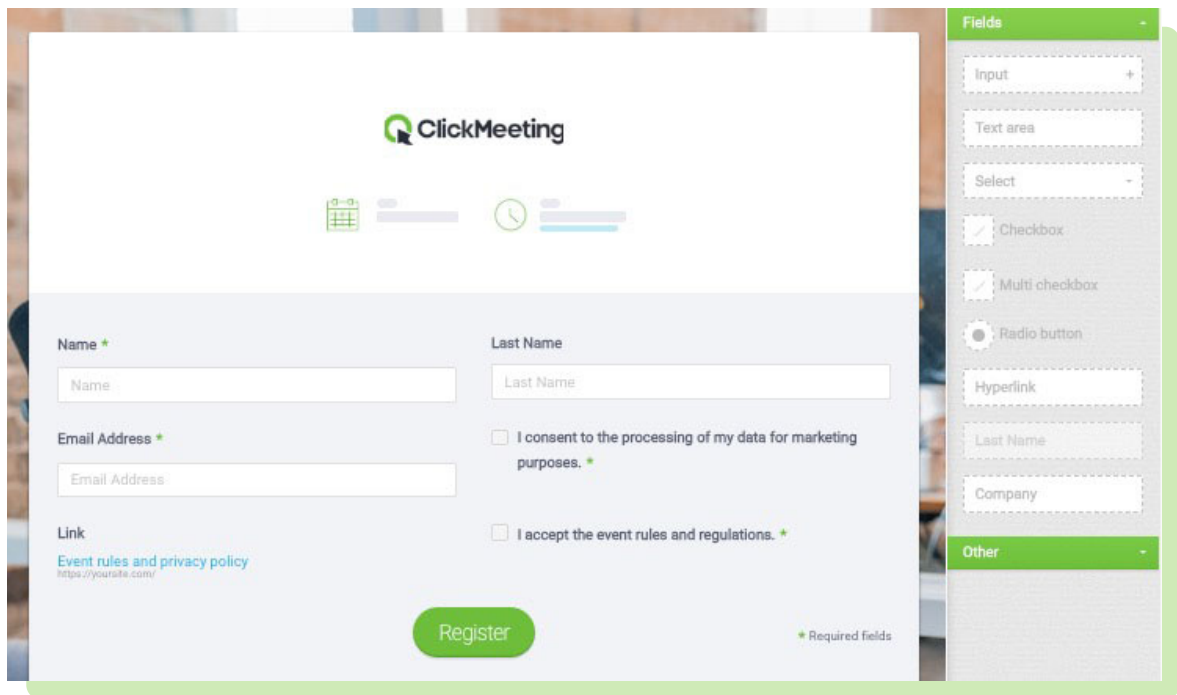
Set the room name, URL, event date, and access type. You can also create a paid webinar, though this format doesn't always work best for lead generation.



The screenshot shows the 'DETAILS' tab of the ClickMeeting interface. At the top, there are navigation tabs: DETAILS (active), WAITING ROOM, REGISTRATION, APPEARANCE, and AUTOMATION. Below the tabs is a blue information bar that says: 'Edit the most important settings of your event, such as name, date, access type, or payment details.' The main form contains the following fields:

- Room name:** A text input field containing 'Latest tax changes'.
- Event URL:** A text input field showing 'https://webinars.clickmeeting.com/' followed by a dropdown menu with 'latest-tax-changes' selected and a green checkmark icon.
- Room type:** Two radio button options: 'Permanent' and 'Time scheduled'. The 'Time scheduled' option is selected and highlighted with a green background.
- Time zone:** A dropdown menu showing 'Europe/Warsaw'.
- Date:** A text input field showing '2025-11-05 11:45' with a calendar icon to its right.
- Repeat:** A dropdown menu showing 'Do not repeat' with a right arrow icon.

4. **Configure the registration page.** Now comes the crucial moment in lead generation: configuring the form that collects personal data. This is often a significant challenge when creating landing pages independently. If you choose to organize webinars with ClickMeeting, you'll accomplish this in minutes without engaging other tools. Simply select the data range necessary to achieve your goal. Remember legal regulations. By adding checkboxes to the registration page, you enable recipients to provide consent. Consider which consents will be mandatory and which voluntary. Conscious consent to receive marketing information can serve as 'payment' for free webinar access. However, don't forget to prepare event terms or another document informing participants about how personal data is processed and their rights.



The image shows a ClickMeeting registration form and a sidebar of available fields. The form includes input fields for Name, Last Name, Email Address, and a Link. It also features two checkboxes for consent to data processing and event rules, and a green Register button. The sidebar lists various field types: Input, Text area, Select, Checkbox, Multi checkbox, Radio button, Hyperlink, Last Name, Company, and Other.

ClickMeeting

Name *
Last Name
Email Address *
Link
[Event rules and privacy policy](https://yourlink.com/)
<https://yourlink.com/>

☐ I consent to the processing of my data for marketing purposes. *

☐ I accept the event rules and regulations. *

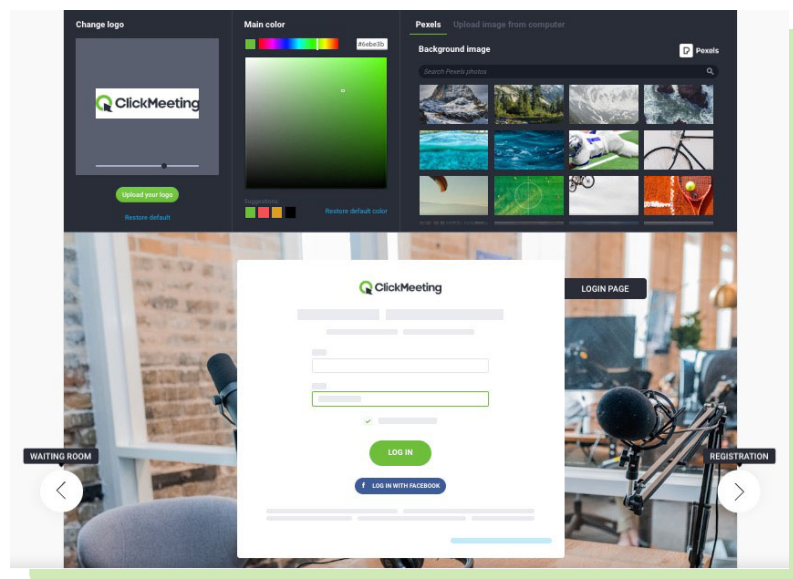
Register

* Required fields

Fields

- Input
- Text area
- Select
- Checkbox
- Multi checkbox
- Radio button
- Hyperlink
- Last Name
- Company
- Other

- Personalize the event room and other pages.** In the final step, ensure a professional image. With ClickMeeting, you can easily configure the appearance of both the room where the webinar takes place and the login, registration, waiting room, and profile pages—you can even add your own content to make the event more attractive.



6. **Launch your event and invite potential customers!** Naturally, to acquire leads, you must effectively reach your audience. You can utilize standard tools present in every digital marketer's toolkit. Don't forget about social media promotion and content marketing potential. You can also use your ClickMeeting profile page as a landing page and automate the process of sending reminder and thank-you emails.

” Organizers should ensure that consents during webinar registration comply with applicable law. When registering for a webinar, the participant enters into an agreement with the organizer to participate. Therefore, place a mandatory checkbox on the registration form for consent to process personal data for this purpose. Importantly, under this consent, you can only collect data essential for event participation—don't require information like workplace or residential address. If you collect other data as an organizer, providing it must be voluntary. Organizers can also collect voluntary consents from participants, such as for sending commercial information. Using platforms like ClickMeeting, you can easily configure the registration page, placing both mandatory and voluntary consents. This solution allows participants to decide what data they want to share with you, while you remain compliant with the law.

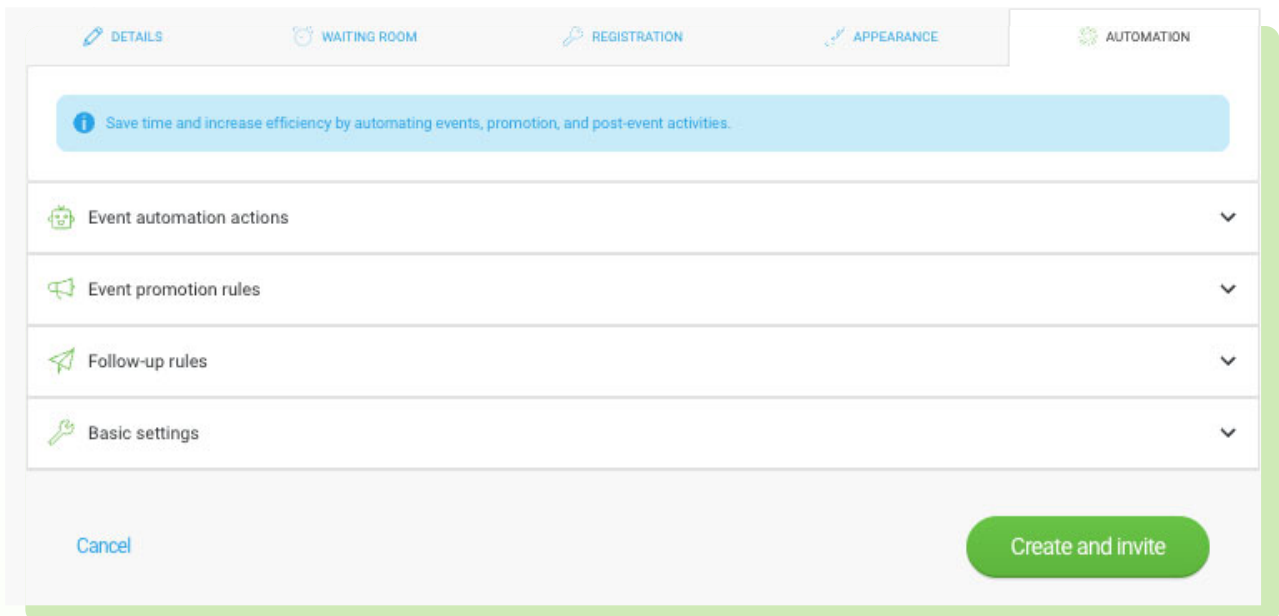


Anna Zielińska
Legal Counsel

Webinar Automation: Even More Efficient Lead Generation

Effective lead generation is directly connected to marketing automation. With the right webinar platform, you can automate many processes related to your events. This helps you better leverage content marketing opportunities, reach larger audiences, and generate leads more successfully.

Automation settings are located in a separate tab where you can set automatic event streaming to Facebook or YouTube, helping you reach a wider audience. You'll also decide whether to automatically start event recording, creating material useful for content marketing activities or when creating automated webinars. At this stage, you can also set up publication of the recording on your YouTube channel.



The screenshot displays the 'AUTOMATION' tab within the ClickMeeting interface. At the top, there are five tabs: 'DETAILS', 'WAITING ROOM', 'REGISTRATION', 'APPEARANCE', and 'AUTOMATION'. Below the tabs, a light blue banner contains an information icon and the text: 'Save time and increase efficiency by automating events, promotion, and post-event activities.' The main content area features four expandable sections, each with a green icon and a dropdown arrow: 'Event automation actions' (robot icon), 'Event promotion rules' (megaphone icon), 'Follow-up rules' (arrow icon), and 'Basic settings' (key icon). At the bottom left is a 'Cancel' link, and at the bottom right is a green 'Create and invite' button.

Audience Communication

Your customer acquisition strategy must be based on maintaining contact with them—this is also a vital aspect of lead generation. Even before creating an event, you can automate event reminders and define follow-up actions. After the webinar ends, you can redirect participants to your own website and automatically send a thank-you message. Include the webinar recording, participation certificate, profile page link, or request for feedback. You can also send follow-up messages to those who registered but didn't attend. In the same place, you can invite event participants to your upcoming webinars.

ON

Automatic thank-you email

Send a thank-you email to contacts who attended your event. Add files you want to share.

Add a custom message:

Thanks for participating in the webinar. Remember that with the code WEBINAR10, you will receive a 10% discount on my upcoming training course on ClickMeeting!

☒ Add a link to my profile page

☐ Add a certificate for your attendees ⓘ

☒ Add an event recording

☐ Add a feedback button

[Profile page preview](#)

[Customize certificate](#)

[Certificate preview](#)

Add files from file library:

+ Add more files

24/7 Leads with Automated and On-Demand Webinars

Wondering how to take your lead generation to the next level and scale up without engaging additional people and resources? Obviously, you can't host events around the clock. But you can harness automation!

With automation, you'll be able to generate leads 24/7—even while you're sleeping, on vacation, or hosting other webinars. That's the magic of automated and on-demand webinars.

Lead Generation Without Time Limitations

Traditional live webinars have one serious limitation: time. You choose a date and time, automatically excluding some potential participants. Someone has a meeting scheduled. Someone lives in a different time zone. Someone simply can't make it at that specific hour.

Automated and on-demand webinars solve this problem. You create the event once, and it works for you endlessly—generating valuable leads 24 hours a day, 7 days a week.

How Does It Work in Practice?

You have two options, both equally effective for lead generation:

- **Automated webinar** is an event that takes place at times you've scheduled (e.g., daily at 10:00 AM, 2:00 PM, and 6:00 PM). From the participant's perspective, it looks like a normal live event—they register, receive reminders, log in at the designated time. However, you don't need to be present—the system plays your pre-recorded video while you can focus on other tasks.
- **On-demand webinar** works even more simply: participants can watch the event exactly when it suits them. They register and either gain immediate access to the content or receive a link in the welcome message. No time constraints, no calendar conflicts.

Best of all? Both formats can be based on a recording of your live webinar or any video material you've prepared. This means you host the event once, then repeatedly use it to generate new leads.

Why Does This Work So Well?

- **Maximum utilization of valuable content:** Preparing a quality webinar requires time and energy. With automated formats, one webinar can attract hundreds or even thousands of leads over an extended period.
- **Adaptation to participants' time zones:** Your potential customers may live in different parts of the country or world. Automated webinars running several times daily or on-demand formats ensure everyone finds a convenient time.
- **High conversion at low costs:** One of our clients first conducted a paid live webinar that attracted 881 participants. Later, they created an on-demand webinar based on it and sold 350 additional access passes—without extra work! For free events, the lead generation mechanism works identically: once created, the event continuously acquires new contacts.

- **Building your lead database while you sleep:** Imagine waking up to 15 new webinar registrations in the morning. Then 12 more during the day. And another 8 in the evening. Meanwhile, you're growing your business, meeting with clients, or simply relaxing.

How to Set Up Automated and On-Demand Webinars in ClickMeeting?

The process is remarkably simple. Choose 'Automated Webinar' or 'On-Demand Webinar' type instead of a live event. Then:

- **Upload a recording**—this can be either a recording of your previous live webinar or any prepared video material (presentation with commentary, tutorial, expert interview)
- **Configure the registration form**—exactly as with a live webinar. Collect participants' contact details according to your needs
- **Set up automation**—the system automatically sends reminders, registration confirmations, and follow-up messages
- **Launch**—and you're done! Your lead magnet is now working

Important: Participants in automated and on-demand webinars provide contact information in exactly the same way as during live events. This means you're building your lead database completely automatically.

The screenshot shows the ClickMeeting setup interface for an automated webinar. At the top, there's a 'Room name' field with the text 'Latest tax changes' and an 'Event URL' field with the text 'https://webinars.clickmeeting.com/latest-tax-changes'. Below this, there are two main sections: 'Date' and 'Chat'. The 'Date' section includes a 'Choose date' dropdown set to 'Europe/Warsaw', a 'Date' field set to '2025-11-05 12:05', and a 'Repeat' dropdown set to 'Do not repeat'. The 'Chat' section includes a 'Choose your chat settings' dropdown and three options: 'No chat', 'Moderated chat', and 'Answer later'. The 'Answer later' option is highlighted with a green border. Below these sections, there's a timeline view showing a blue bar for the webinar duration and a purple bar for a 'CTA' (Call to Action) at the end. The timeline ends at 12:20.

Maximum Reach Strategy

The most successful organizers combine all three formats into a cohesive strategy:

- **Live webinar** —for building relationships, testing new topics, and direct interaction with participants
- **Automated webinar** —can also appear as a live webinar 'simulation.' The participant doesn't need to know they're watching a recording
- **On-demand webinar** —as an evergreen lead magnet available on your profile page or embedded on your website

The conclusion is clear: one webinar = three lead generation channels. Sounds like effect multiplication? Because that's exactly what it is!

Try Lead Generation Automation Now!

Know the best way to see how automated and on-demand webinars can fuel your lead generation? Test them in practice! Start your free ClickMeeting trial and discover how easily you can generate leads 24/7—even when you're away from your computer.

[Create free account](#)

After the Webinar: Segment and Manage Your Leads!

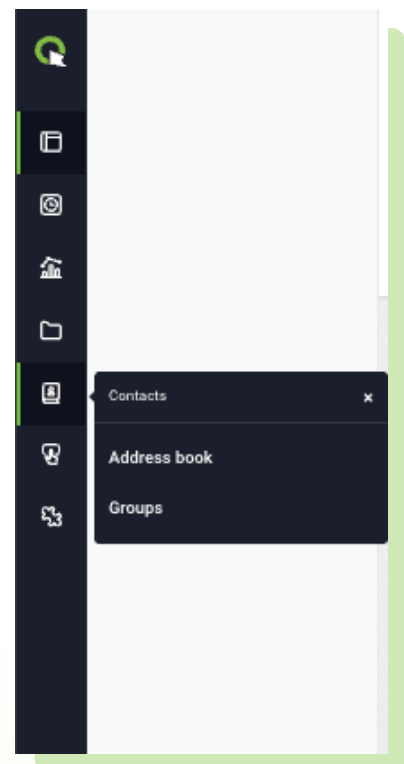
Congratulations! Your webinar has concluded. Dozens, maybe even hundreds of people registered for the event. You have their contact details, the recording, and statistics. But now begins the most important part—transforming these leads into actual customers. Don't worry: the marketing tools you need are right there in ClickMeeting.

Address Book: Your Simple Built-in CRM

You don't need complicated CRM systems to start professionally managing your leads. ClickMeeting features an Address Book—an intuitive tool that gathers all your participants' data in one place.

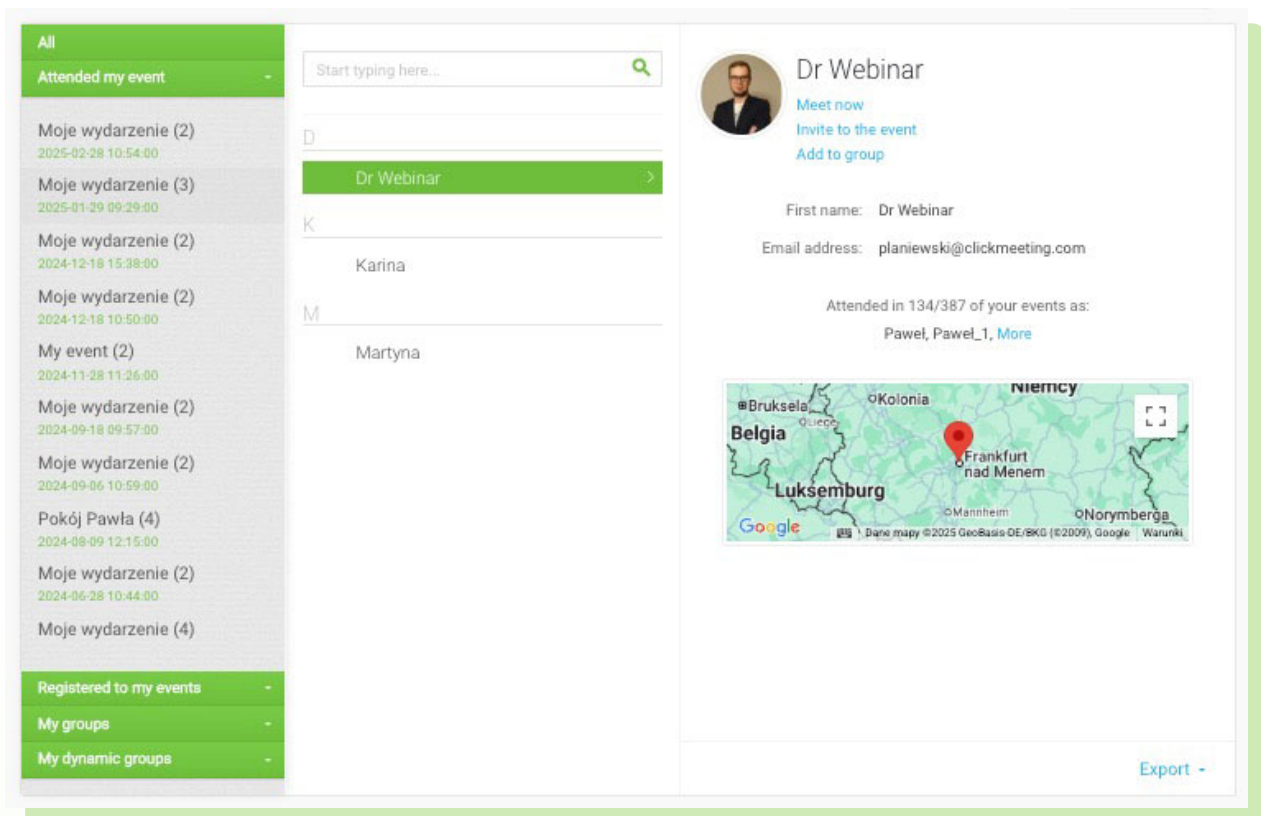
What can you find there?

- **Complete contact details** of everyone who ever registered for your webinars. Everything included in the registration form.



- **Participation history:** See which events each person attended, helping you understand their interests and engagement level.
- **Data export capability:** Export data with one click to a spreadsheet and use it in other marketing tools.
- **Creating segments and groups:** Divide participants into lists according to your criteria. People interested in Topic A go to one group, those interested in Topic B to another.
- **Uploading external contact databases:** Already have a customer database in another system? Import it to ClickMeeting and leverage it when promoting future webinars.
- **Personalized communication:** Send event invitations to specific segments, tailoring your message to their needs and interests.

It's a simple yet powerful way to organize your leads without investing in expensive CRM software.



Statistics Tab: Your Lead Intelligence Mine

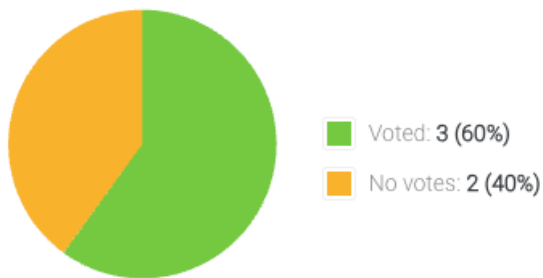
If you think statistics are just dry numbers showing event attendance, you're in for a pleasant surprise. The statistics tab in ClickMeeting is a treasure trove of information that will help you not only understand your event but most importantly—better know your future customers.

What will you find in statistics?

- **Detailed participant data:** Not just who registered, but who actually attended the event and how long they were present. This is crucial information for assessing lead quality.
- **Engagement indicators:** See which participants were most active during the webinar. These are your hottest leads, worth passing to the sales team first.
- **Poll responses:** Polls conducted during the webinar aren't just for gathering opinions. They're primarily a segmentation tool.

Polls statistics:

Ankieta - webinar 23/10:



Imagine asking during your email marketing webinar: 'What email marketing tool do you currently use?' Responses give you immediate insight into who uses competitors' solutions, who's a beginner, and who might be interested in advanced features.

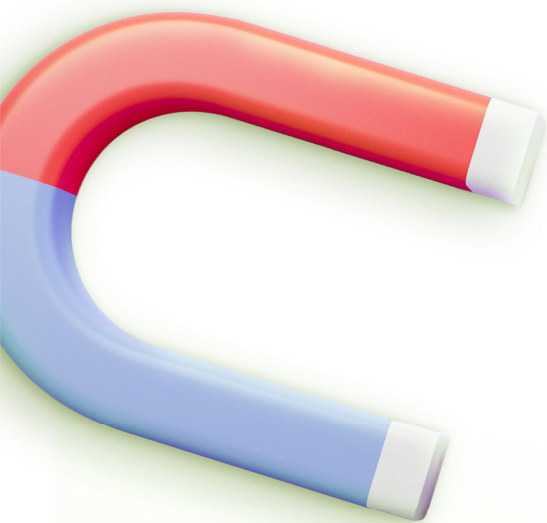
Or the question: 'What's your biggest challenge in area X?' Responses allow you to precisely tailor follow-up communication to each segment's specific problems.

Poll responses are available in the statistics tab and can be exported along with other participant data. This means every lead in your database can have assigned additional information that helps you serve them more effectively.

How to Use Poll Data for Segmentation?

- **Collect responses during the webinar** (e.g., 'What's your marketing budget?', 'How large is your company?', 'Are you a decision-maker?')
- **Export statistics** with poll responses
- **Create segments** in your address book or CRM based on these responses
- **Send personalized communication** to each segment—with offers tailored to their needs, budget, and capabilities

This works remarkably well. Instead of sending the same generic email to all participants, you can prepare several different versions—each perfectly tailored to a specific audience group.



Integrations: Connect ClickMeeting with Your Marketing Ecosystem

Already have favorite customer management tools? HubSpot? Pipedrive? GetResponse perhaps? Perfect! ClickMeeting seamlessly integrates with the most popular marketing platforms and CRMs.

Ready-made integrations are available with tools like:

- **HubSpot** —automatically transfer webinar participant data to your CRM, create personalized workflows, and track the entire lead lifecycle from webinar registration to sales closure.
- **Pipedrive** —every new webinar lead can automatically enter your sales pipeline as a new business opportunity.
- **GetResponse** —automatically add participants to appropriate mailing lists and launch nurturing sequences.

But what if you use a less popular tool? Or want to create a completely custom lead management process? Thanks to Zapier integration, you can connect ClickMeeting with virtually any tool on the market. It's an automation platform that lets you create connections (called 'Zaps') between different applications without writing a single line of code.

From Data to Decisions: Maximizing Your Leads

Now that you know what tools are at your disposal, it's time to create a system that actually works. Here's a proven process you can use after your webinar:

1. **Immediately after the webinar:** Check statistics and export participant data with poll responses. Thank-you messages send automatically, remember?
2. **First segmentation:** Divide participants into categories: hot leads (long participation time + activity + positive poll responses), warm leads (participated but less engaged), cold leads (registered but didn't attend).
3. **Communication personalization:** Send a different follow-up message to each segment. Hot leads can receive a direct offer or invitation to speak with the sales team. Warm leads—additional educational materials and invitation to the next webinar. Cold leads—link to the recording and bonuses.
4. **Transfer to CRM:** The best leads go directly to your CRM system (manually or automatically through integrations).
5. **Long-term nurturing:** Remaining leads enter email marketing sequences where they'll be 'warmed up' with additional valuable content until they're ready to purchase.
6. **Analysis and optimization:** Regularly check which segments convert best, which poll questions provide the most valuable information, and how you can improve the entire process.

Don't Waste Your Leads' Potential!

Many webinar organizers make one fundamental mistake: they collect leads but do nothing more with them. Data sits in the system while potential customers forget about you.

Don't let this happen to you! Use the tools available in ClickMeeting—Address Book, statistics, poll responses, and integrations—to create a system that automatically transforms webinar participants into paying customers.

If you don't have an account yet, test these capabilities during the free trial period and see how professional lead management can transform your marketing effectiveness!

