



**MENGYE SUN**



# WHAT IS A WEBINAR?

A webinar is an online seminar or workshop delivered over the internet.



HOW  
DOES  
IT  
WORK  
?



# Designing For Conversion

Learn the Psychology Behind Conversion  
with Oli Gardner & Ryan Engley

2251  
SEATS FILLED

## The Psychology of Persuasive Design

Join landing page expert Oli Gardner and Ryan Engley, Director of Customer Success for an Unwebinar about **design techniques that increase conversion rates**.

Oli will explain the psychology behind Conversion Centered Design and share actionable tips on how you can apply it to your landing pages today.

In one hour, Oli will show you how to:

1. Use design principles to increase conversions
2. Optimize your lead gen forms
3. Make your CTA's the center of attention
4. Use social proof to leverage the psychology of "Me Too!"

When: Tuesday, May 14 at 11am PT / 2pm ET

Duration: 1 hour

Awesome: Naturally

## About The Hosts

Ryan Engley

Ryan is our Director of Customer Success who along with his team, helps Unbounce customers boost their conversion rates. He is our resident webinar host and consummate office vegan.



Oli Gardner

Unbounce Co-Founder Oli Gardner is our resident landing page expert. Oli's writing on conversion centered design and landing page optimization can be found on the Unbounce conversion blog and he's been featured on top marketing blogs including Moz, Hubspot and Marketing Profs.

## What People Said About Previous Unwebinars



@AlexisAntonelli

*Most useful webinar I think I have ever attended. Thank you! @unbounce #unwebinar*



@Fusebill

*@unbounce Great #unwebinar today. Very informative with lots of good takeaways.*



@JessicaM623

*So many great tips I can't wait to implement! @unbounce #unwebinar*

## Invite Your Friends



# ADVANTAGES OF WEBINARS

- CONVENIENCE
- SAVE TIME AND MONEY
- EASY TO USE
- EFFICIENCY
- INCREASING INTERACTIVITY
- WORLDWIDE (REDUCE TRADITIONAL GEOGRAPHICAL LIMITS)



# DISADVANTAGES OF WEBINARS

- Internet speed must be adequate to allow participants to view the presentation without distortion or lag time.
- Audio may be limited to the presenter doing a voiceover and participants can't interact directly.
- No communication is possible through body language if no video feed is available.
- A webinar may not work with all kinds of Internet browsers.

# HOW TO USE WEBINARS TO MAKE MONEY

A man with short dark hair and a beard, wearing a dark blue V-neck t-shirt, standing with his hands clasped in front of him. He is positioned on the left side of a black rectangular graphic.

**GROWING LEADS & SALES**  
**WITH LIVE**  
**ONLINE EVENTS**  
featuring **LEWIS HOWES**

[www.SocialMediaExaminer.com](http://www.SocialMediaExaminer.com)

Lewis Howes used webinars to make \$6,300/hour.

# RECOMMENDATION

◆ Sales

◆ Training





# RECOMMENDATION



◆ Initiate Credibility in Target Customer Groups

# RECOMMENDATION



◆ Adjust Marketing Strategy

# RECOMMENDATION



◆ Bring Profits

# REFERENCE

<http://www.webopedia.com/TERM/W/Webinar.html>

<https://forum.web.com/the-6-elements-of-a-successful-webinar/>

<https://mixergy.com/interviews/howes-ultimate-webinar-marketing-interview/>

<https://www.eztalks.com/resource/how-business-benefits-from-webinars.html>

[http://www.ehow.com/list\\_7495125\\_advantages-webinar.html](http://www.ehow.com/list_7495125_advantages-webinar.html)

<https://www.tellonline.org/articles/advantages-and-disadvantages-of-webinars/en/>

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**THANK YOU**

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