

# 8

## ways to make money using webinars



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# Introduction

There are many ways to make money online. One of them is creating online events. Whether you're an expert who wants to share knowledge or you're looking for a proven way to promote your brand, webinars will help you make profits and scale up.

**In this guide, we'll show you 8 proven ways to make money with online events.** We also included practical advice to help you set up your webinar machine and reap additional benefits. You'll also learn the results achieved by experts who use ClickMeeting. Get inspired and join their ranks!

01

# Paid webinars



The principle is simple: you create an event and sell virtual tickets to your attendees. Sounds like something that requires quite a bit of technical skills and extensive bureaucracy? Nothing could be further from the truth. In fact, everything it takes to organize paid webinars can be found in ClickMeeting.

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

The screenshot shows a 'Payment method' section with three options: Stripe, PayPal, and PayU. Each option is marked as 'INTEGRATED'. Below this is a 'Ticket' section where a 'Regular ticket' is selected. The ticket price is set to 100 PLN.

Payment method

Please select the payment method your attendees will use to buy tickets for your paid event.

• INTEGRATED stripe

• INTEGRATED PayPal

• INTEGRATED PayU

Ticket

Create a basic ticket for your event. Based on it, you will be able to create promotional tickets or add discount codes.

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.

Ticket name: Regular ticket

Ticket price: 100 PLN

Your attendees would be able to easily and securely buy access to the webinar and then join in.

How much money can you make this way? Obviously, it all depends on how successfully you promote your event and how many people decide to buy a ticket.

One expert earned €37,175 from a single event: a webinar on helping children fall asleep. More than 1,000 attendees bought virtual tickets!

<p><b>Webinar on getting children to sleep on their own</b></p>	<p><b>1007</b> tickets <b>37,175</b> EUR</p>
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Another interesting example: the organizer of a conference for coaching experts earned €20,602 from a single paid live webinar attended by 881 people. Then he sold 350 virtual tickets to the same event in on-demand mode, earning €8,186. In total, he thus made €28,788 from a single event.

<p><b>Conference for coaching experts: creating partnerships</b> <span>LIVE EVENT</span></p>	<p><b>881</b> tickets <b>20,602</b> EUR</p>
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<p><b>Conference for coaching experts: creating partnerships</b> <span>ON-DEMAND</span></p>	<p><b>350</b> tickets <b>8,186</b> EUR</p>
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Total revenue from a single event: **28,788** EUR

Want more data on industries and their leaders? [Download our free State of Online Events report.](#)

As you can see, the best results can be gained through automation. If you have a recording of a live event (or any other video), **you can easily create an automated webinar that runs at a set time** and from the attendee's perspective looks just like a "traditional" webinar, or an on-demand webinar available at any time. Of course, in both cases, you can also sell access to them. This is the easiest and most effective way to scale up. And you? You can focus on something else or just take a well-deserved rest. The earned funds will reach your account.

## What features will come in handy?

- **Payment system integration:** instantly integrate ClickMeeting with Stripe or PayPal to receive sales profits.
- **Paid webinars:** simply select the appropriate method of access when creating an event and indicate the price of a virtual pass.
- **Discount tickets and codes:** in the event settings, you will configure discounts, ticket pools and discount codes to encourage attendees to purchase.
- **Branding:** customize the look of all content to match your brand style so that you create an expert image and encourage attendees to purchase tickets.
- **Automated and on-demand webinars:** once you have completed a paid live webinar, you can instantly create automated and on-demand webinars based on it and also sell access.

## Are paid webinars for me?

Not sure yet? Answer just one simple question and find out if paid webinars are the way to make money for you!

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

If the answer is yes - whether you're in tax consulting, accounting, interior design or confectionery, think about organizing paid webinars. Just don't forget to promote your events well. It will help you reach more attendees, which, of course, will help you earn higher profits.

And you can read more about webinar promotion in [our guide](#).

02



# Donations

Many hosts worry that attendees will not be too eager to purchase tickets to their virtual events. Often it is this thought that stops them from creating their first paid webinar.

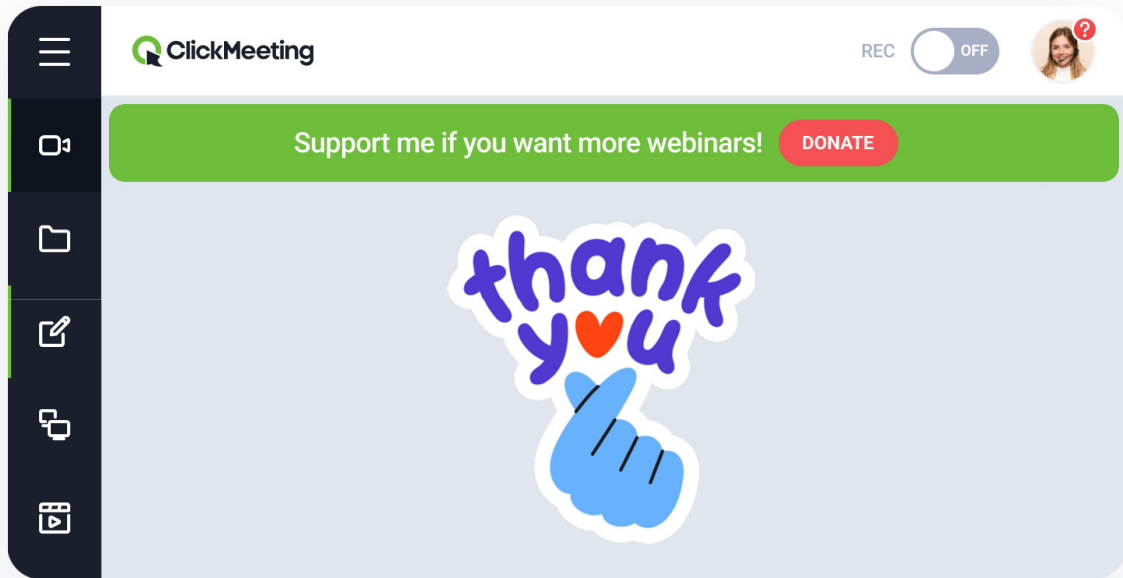
However, there is a very simple way to find out whether your attendees will be eager to buy access. For starters, encourage them to share donations - one-time voluntary payments.

The scenario might look something like this:

You create a free webinar. It can be accessed by anyone who registers in advance. **The attendees want to show you gratitude for the event, so they make a donation.**

You achieve several goals at the same time: first, you acquire leads and nurture an expert image, second, you create interesting content that will work afterwards, and third, you earn directly while the webinar is still in progress.

You set up the whole thing easily directly in your ClickMeeting event room. The banner encouraging people to send a donation can look like the one in the attached image. Just click on the button and select an amount to safely and quickly give support to your favorite organizers.



If the attendees of your free events are happy to support you, expressing their gratitude for your work and commitment, they would certainly also be willing to pay for access to premium content. An excellent idea, then, would be to create paid webinars.

For more information on donations, check out this article on [our blog](#).

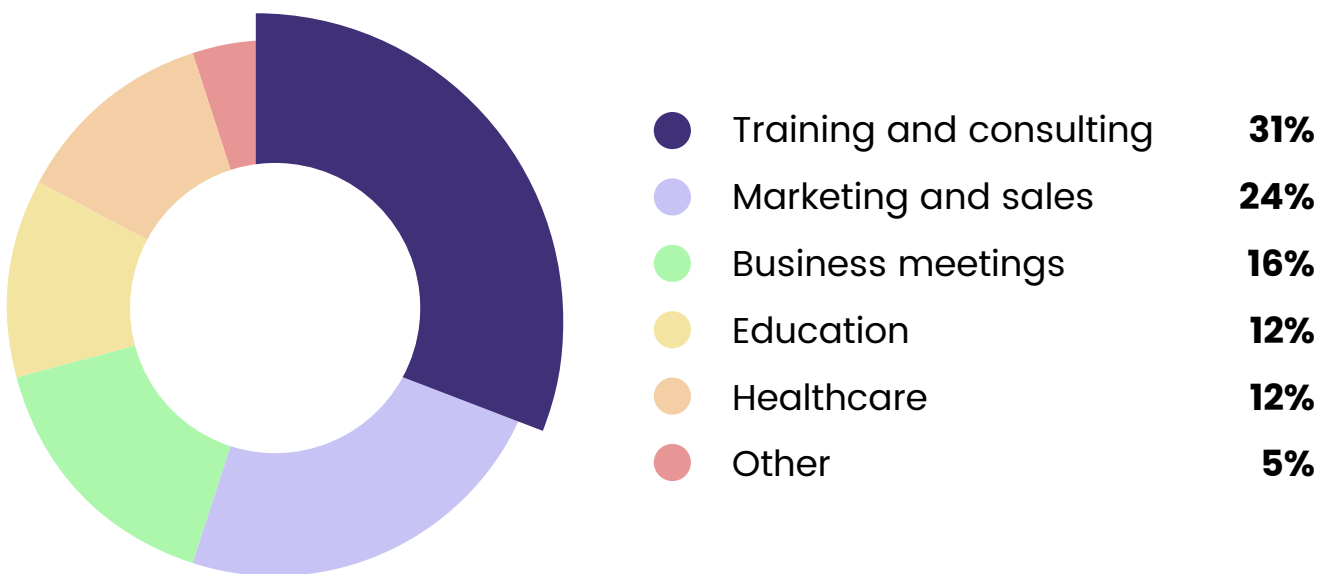




# Online courses

Obviously, paid events are very diverse. Conferences, congresses, online courses, longer and shorter training sessions... **You can make money on any type of webinar that will appeal to your audience.**

Let's stay with training for a moment as it's an extremely fast-growing industry. Our State of Online Events report also confirms that.



Many experts choose to create online courses. As you can see, **they were responsible for almost every third event held on ClickMeeting in 2022.** Of course, this allows you to make money in different ways.

The first (and extremely effective!) is the aforementioned paid webinar. This way you can easily organize not only a single event, but also entire series. And it is the training series that the leaders are going for.

An industry leader earned €145,842 from a series of 32 training courses for psychologists and psychotherapists. In total, they sold as many as 7103 tickets.

Want to find out that profitable online courses can be held in virtually any industry? How about this: a training company specializing in accounting sold 2198 tickets in a live and on-demand format, earning €39,367. But online courses focus not only on hard skills. A series of 6 training courses on mantrailing, or nosework with dogs, was also fairly successful. 444 tickets made it possible to generate revenue of €15,096.

The courses on ClickMeeting are delivered by investors, tax experts, but also sailors or beekeepers. And they all make money with online events!



Of course, many training companies and freelancers create their own e-learning platforms that allow them to manage the content they provide and the access they grant to users. **With ClickMeeting, you can easily connect the webinar tool to your system.** We offer integration with the most popular LMS, [Moodle](#).

And if you need more flexibility, you always have access to an open API that will help you create personalized solutions. Based on this principle, ClickMeeting works, among others, with the e-Learning platform of the Gdansk University of Technology, which is used on a daily basis by almost 1,400 academic teachers and nearly 20,000 students.



*The goal of integrating ClickMeeting with Gdańsk Tech's Moodle-based eLearning platform was to provide teachers with a tool that allows them to easily organize online meetings and is integrated with university systems. We also cooperate on preparing conferences and other events related to remote learning.*

**Mikołaj Grochowski**, M.Sc., Gdansk Tech

## What features will come in handy?

- **Presentation mode, virtual whiteboard, screen sharing:** use all the tools to help you share knowledge in an engaging way.
- **Chat, Q&A session:** dispel doubts and answer questions that pop up during the training.
- **Breakout rooms and meeting mode:** combine lecture formula with practical activities in smaller groups and project work.
- **Certificates:** automate the delivery of certificates for course participants.
- **Automated and on-demand webinars:** provide your audience with convenient access to your materials.
- **Paid webinars:** to create training series, you don't need additional tools. You can benefit from paid webinars at ClickMeeting.

## Are online courses for me?

As with paid webinars, if you are considering your own online course ask yourself first and foremost:

### Do I have the expert knowledge and want to share it with others?

If your answer is "CERTAINLY YES," then this is undoubtedly the right way to go! But ask yourself a few more questions that will help you get the most out of your trainings.

- Do I plan to create a single training session or a series consisting of more trainings?
- Who is my target audience - who do I want to market my online course to?
- What topics will be of interest to my target group?
- What types of activities would I like to provide my participants with?
- How will I verify the participants' progress?

**04**

# Online Conferences

Imagine a huge convention center. Inside, several stages with experts delivering their presentations at the time indicated on the agenda. Between presentations, of course, networking over a cup of coffee and refreshments. And most importantly: a crowd of participants gaining valuable knowledge, dispelling doubts, making friends, and sharing their experiences.

Organizers make high profits, of course, but costs of holding the event are also high. A lot of work and dedication is required from many people, including participants and invited experts for an on-site conference to take place.

At the end of the day, not everyone can take part. After all, such an event often involves a long journey and additional expenses. That means fewer satisfied participants and lower profits for the host.

What if you could keep all the advantages of onsite conferences, but get rid of their disadvantages? **You can succeed by organizing a virtual conference.** And this is undoubtedly a splendid idea for earning money online. Let's recall: the record holder in 2022 earned more than €28 000 precisely on the conference, which brought together coaching experts.

How to organize this kind of event? ClickConference comes to your aid! Here's what you can get:

- Even **three virtual stages** and a lobby for networking
- A **personalized event page** that will be prepared for you by our expert
- **Payment and registration systems** supporting flexible purchasing models
- **Branding** highlighting the power of your brand and the sponsors involved
- **Data security** with a GDPR-compliant platform with ISO certification

This screenshot shows a detailed conference agenda. It features a grid of sessions with columns for time slots (e.g., 07:00-07:15, 07:30-07:45) and session titles. Some sessions are marked as 'NOT AVAILABLE ON YOUR DEVICE'. Below the agenda, there is a 'Speakers' section with profile cards for John Doe, Bob Johnson, Alex Brown, Patryk Maleccko, Michal Przytylko, and Katarzyna Warcholowska, each with their role and company.

This screenshot shows a conference landing page for 'Masters of Agile' on April 22-23, 2023. The main content area includes a hero section with a blue and white graphic, a 'Your ticket' section showing 'Early birds' at 139 zł, and an 'Agenda' section with a list of sessions. A sidebar on the right contains a 'Tickets' section with options for 'Early birds', 'Regular', and 'Group' tickets, and a 'BUY NOW' button.

And this is what your conference website can look like.

Contact an expert who can help you prepare a large online conference!



## What features will come in handy?

- **ClickConference:** this is a special solution we offer to organizers of large online conferences and events. You will get everything you need to run your event.
- **Livestreaming:** when organizing a large conference, including a hybrid event, you will definitely need more cameras and high-quality video. Livestreaming will help you get that.
- **Solutions for presenters:** multiple presenters means multiple issues covered and multiple ways of presenting them. So they will certainly need various tools to share knowledge, such as presentations, virtual whiteboard, or screen sharing.

## Should I organize an online conference?

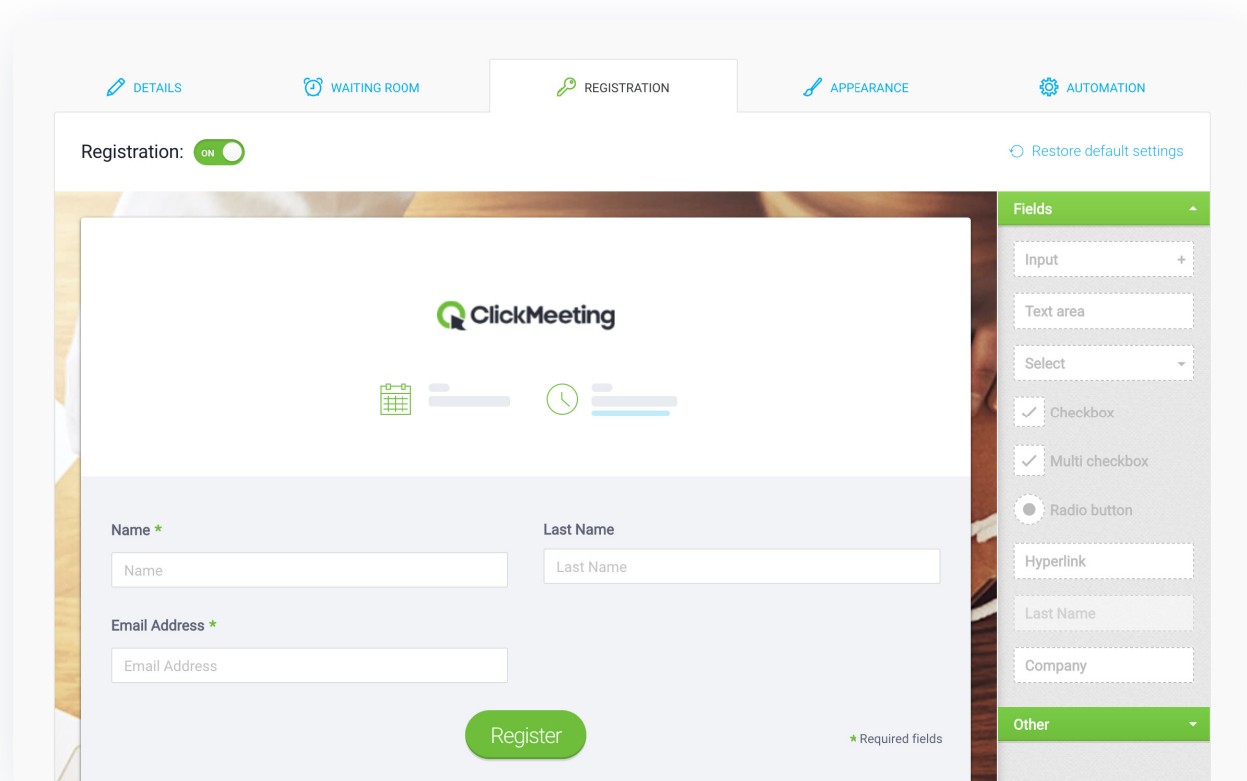
Creating your own large online or hybrid conference is obviously quite a challenge. However, it can undoubtedly be very profitable as well. Before you proceed, it's worth asking yourself a few questions.

- Who am I creating the conference for? Create a persona to get to know your ideal attendee better.
- Are my attendees willing to pay for a ticket and how much should it cost?
- What experts will I invite as speakers? Will they guarantee the appropriate content standard?
- What technical solutions will I need to run the event?
- How will I fix ticket prices? Do I plan to have pre-sales or cheaper entrance fees for some of the speeches, for example?

# 05 Webinar lead generation

Webinars don't always have to deliver direct profits. They can also be an important part of your marketing strategy and help you achieve your goals at all stages of the sales funnel.

First things first. **In order to sell, you obviously need to reach potential customers.** The more precise you are, the better your results, and hence your profits. To get the contact information from those potentially interested in your brand, product, or service, it's a good idea to create open webinars. Secure and simple lead generation is made possible by a properly configured registration page. In addition to fields for sharing contact information, include a checkbox with permission to process it for marketing purposes.





How effective is webinar lead generation? Our record holder in 2022 acquired 6108 leads on a single webinar. Leaders in the marketing industry obviously make big gains thanks to their regular efforts. The marketer created an average of 114 events with 2,157 participants over 2022. **The industry leader, gathered 12,810 attendees at 244 webinars.** This averages to more than 52 attendees at a single webinar.



**6108 sales leads on a single webinar in 2022**

Verte Training Center is an example of a company that effectively uses webinar marketing to promote its brand. The series of free weekly HR Wednesdays webinars has **collectively generated more than 30,000 leads, with more than 6,500 people registered for the record-breaking event.**

*“The events held on ClickMeeting allowed us to promote our brand and popularize it among people interested in HR and payroll issues. In fact, our free webinars have given us unlimited access to a base of experts who are then eager to attend our trainings.”*

**Katarzyna Bielecka** - founder of Verte Training Center

## What features will come in handy?

- **The registration page** plays a key role if you want to acquire leads using webinars. That's what will make it possible to get the registrants' data and put the information required by law.
- **Address book:** you will find your attendees' data there. You can also create personalized lists to facilitate communication and upload contact databases from other sources.
- **Integrations:** integrate ClickMeeting with analytics and CRM tools to properly classify and manage leads.
- **Automated and on-demand webinars:** you don't need to be present during a live webinar to acquire leads. Automate the entire process and reach new customers.

## Is webinar lead generation for me?

The basic question is:

### Do I want to acquire leads for my business?

If your answer is yes, it's definitely worth betting on webinar marketing. We've prepared a few more questions for you, so you can create an attractive event that supports not only lead generation, but also your brand image:

- Who are my potential customers?
- What kind of content are they interested in?
- Is the topic of the webinar valuable from their point of view?
- Can I invite recognized experts who will take care of the content level of the event?
- What webinar formula will best appeal to my potential customers?

06



# Product demonstration

People usually don't know what they need or what they're looking for until they see it demonstrated. They have a variety of brands to choose from and many sources that influence their decision process. So today's customers rely on product demos. A product demo webinar provides a hands-on experience where the prospect can see what they could get from the product, ask the presenter questions, and get more insights than they would from a marketing slogan or product brochure. Webinars also allow you to personalize demonstrations for specific uses or situations.

There are two types of demonstrations:

- 01 **physical** – where you present a product people can own, such as a mobile device or high-tech, smart-technology kitchen utensil, or
- 02 **virtual** – where you present software or a service, such as an online invoicing platform or email marketing system.



What are the benefits of a product demo webinar?

- 01 **With webinar registration enabled, you can collect the email addresses of interested prospects.** Not only do you reach a wider audience of interested people but also have proof of their engagement so that you can follow up.
- 02 **A product demo webinar is long enough for you to present your product or service in more than one setting to show its full potential.** And tailored webinars allow you to reach niche audiences and show how your product can work for a particular use or situation that pertains to their field of work or interest.
- 03 **Audience participation and Q&A are the foundations of trust and a good impression.** Adding these to your product demo enables you to build your brand and expertise. Live interaction provides in-depth information and useful tips first-hand. It also opens a dialogue where buyers get to know the product better by asking questions and getting answers.
- 04 **You can go beyond the usual pitch by engaging the audience with tips and tricks.** A webinar creates a connection between a live representative and a prospect to build a potential brand-customer relationship. Engaging attendees in a Q&A, running polls and surveys, and adjusting your pitch according to the results can create a two-way conversation.
- 05 **A recorded webinar is an opportunity to repurpose your content.** You can follow up with your prospects to keep the relationship going. If registered prospects weren't able to attend your webinar, a video recording is a great way to reach them. And you can re-use your webinar recording in other channels, such as your blog, YouTube channel and social media.

## Webinar features to use

- **Branding** – Add your logo and brand colors to your webinar room, waiting room, and email notifications for a total brand experience.
- **Registration Page** – Enable a registration form and collect useful information about your attendees.
- **Screen Sharing** – Show your virtual product or service in action to let viewers see how it works in real time.
- **Presentation** – Prepare a presentation with pictures, screenshots or videos of your product or service in use.
- **Whiteboard** – To get your point across, use drawings to illustrate your ideas or the possibilities of your product. Remember that people are visually stimulated and are more likely to remember information that they can relate to an image.
- **Moderated Q&A** – Questions will arise. So let viewers know that you're listening and will answer questions at the end of the webinar or on chat while you speak. (Have a moderator handle the chat while you present.)
- **Online Meetings** – Follow up on your webinar with prospects who need a custom-tailored demo.
- **Webinar Recording** – Record your webinar to follow up with those who couldn't attend and repurpose your recording for other channels (blog, social media). You can also reuse the recording for

## Are product demonstration webinars right for you?

Ask yourself two simple questions:

- 01 Do I have a product or service that might interest my customers if I show in action?
- 02 Are there features of my product or elements of my offer that, if shown in a demo, could help me make the sale?

If you answered yes to either of these questions, product demonstration webinars could earn you money.

07

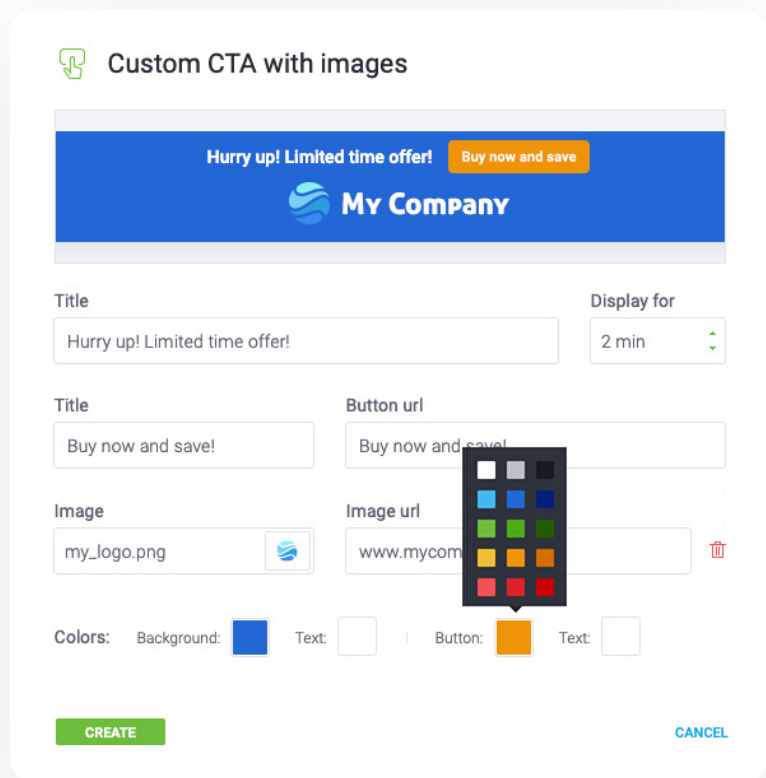


## Sales webinar

Some of your leads are almost ready to buy. But traditional online selling might be lost on some prospects as they become desensitized to your calls to action, slogans, and increasing emails. So do a webinar for them. Treat it as another tool in your sales and marketing toolbox.

Go to your CRM and find a segment of customers who are interested in your offer and are in the consideration phase. They've seen your ads, visited your website, left their email addresses, and received marketing communications. **Run a live webinar to address their doubts and help them make the final buying decision.**

Use surveys and Q&A in your webinar to get insights into what your audience likes about your offer and what is a deal-breaker. Use this knowledge to improve your offer – and close more sales. Research consistently shows that 20-40 percent of webinar attendees turn into qualified leads. What will a sales webinar do for your leads and existing customers who are thinking about your upgrades or add-ons?



## Webinar features to use

- **Presentation and Whiteboard** – Show your leads what they could be getting if they used your product or service. Point out key information or statistics to back up your claim.
- **Moderated Q&A** – Give your prospects a chance to ask for more – the more information they have, the more likely that they’ll turn into customers.
- **Call To Action** – Display a pop-up to redirect your attendees to a custom sales landing page for an instant sale.
- **Polls and Surveys** – A survey at the end of the webinar is a great way to find out whether your sales pitch resonated with viewers and whether they want to receive more information or follow-up.

## Is this type of webinar right for you?

Absolutely, if you believe that any of the below applies to you:

- 01 I have numerous leads and keep them organized. I'm looking for a way to reach out to all of them at once.
- 02 I have presentations or sales pitch ideas that I can share in a webinar using whiteboards, screen sharing and similar tools.
- 03 I'm ready to answer tough questions during a live Q&A with my prospects.

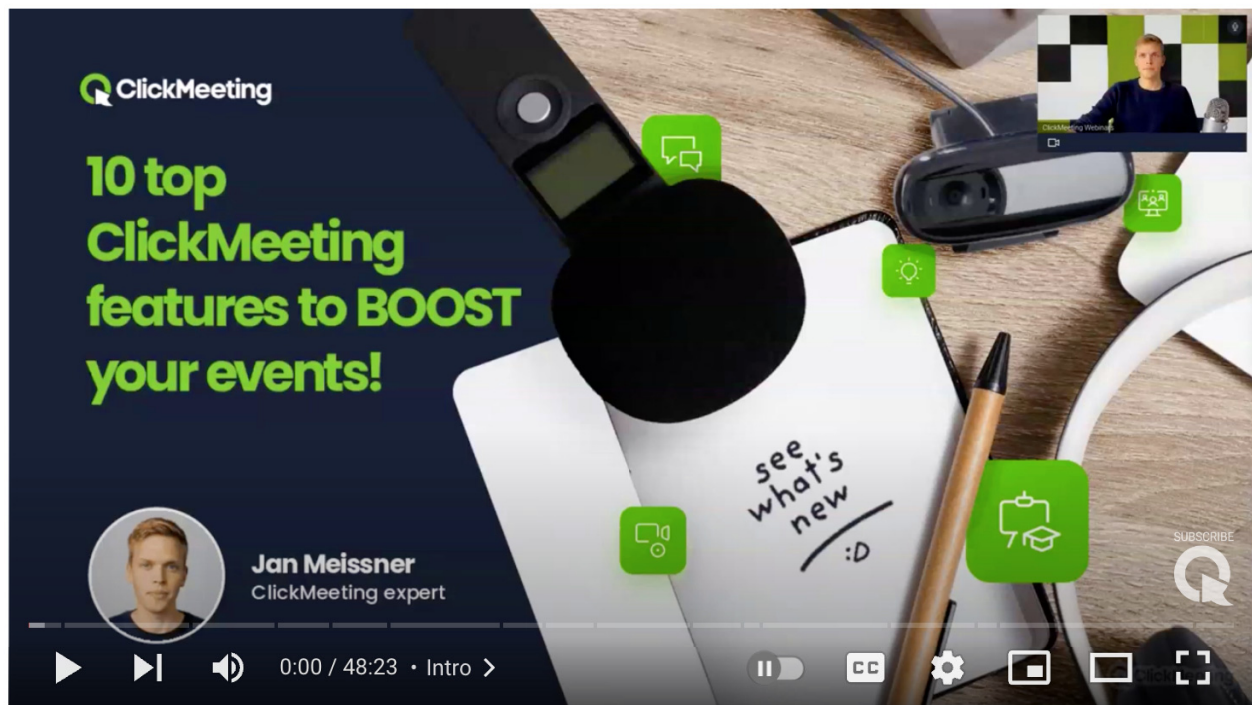
**08**

# Post-sale webinar

Selling your product or service is not the end of your adventure, only the beginning. Once you close a deal, conduct a webinar to up-sell and cross-sell (such as add-ons). Or once you develop an upgrade, show your existing customers how your new product is better than the older one, and offer a discounted upgrade. You can run a post-sale webinar even if your initial sale was handled via telephone or your website.

**Post-sale webinars give you the opportunity to show additional options or services that could enhance your product.** Offering something that your customers weren't expecting, like bonuses and discounted upgrades, is an excellent way to keep them coming back. The idea is that you make money not only by selling a product but also by offering add-ons, bonuses, upgrades, special offers, and extended packs that earn you even more money!





10 top ClickMeeting features to boost your events

Check out how such a webinar looks like. You can find the recording [here!](#)

## Webinar features to use:

- **Presentation and Screen Sharing** – These two tools can work separately or hand-in-hand during your webinar. Show a presentation with all the stats and features listed. Share your screen and show in real time how the product works better with the upgrade.
- **Moderated Q&A** – Give your customers a chance to ask questions, and then provide instant answers.
- **Call To Action** – Display a pop-up to redirect your attendees to a custom sales landing page for an instant sale.
- **Polls and Surveys** – Is there something you may have missed? Could you have done something better? Get some feedback and find out.

## Are post-sale webinars right for you?

Answer yes twice, and you're on your way to making money:

- 01 I have add-ons, extensions, upgrades, or bonuses that customers can buy to make their current product or experience even better.
- 02 I can offer tips on making the most of my product or service – tips that will make my customers want upgrades or more products in the future.

