

7 Best Webinar Software Platforms For Marketing In 2022/2023

Webinars are great tools for effective marketing strategies. They provide numerous benefits such as creating leads, improving customer service, increasing brand awareness...etc. But why don't most businesses leverage the power of webinars?

Webinar software platforms are essential to increase the efficiency of your sales and marketing campaigns. This means you can get more out of them and spend less time working on administrative tasks. If you want to take advantage of this valuable tool, choose the right solution according to your business goals.

Webinar marketing is an important strategy for B2-B businesses and a lot of consumer brands are also turning to it for their own B2C marketing efforts. Especially after the COVID-19 pandemic which has forced many [businesses](#) to move in-person events and sales meetings into a virtual environment.

It gives you the chance to develop a more personal [relationship](#) with your customers and get a new audience and answer their objections and questions at scale. In the case of automated webinars, you have a great benefit: you can even do this while you sleep.

If you're looking to attract highly engaged leads, interact with your audience, get real-time feedback, and capitalize on exciting customer speakers, then you could benefit from webinar software.

There are multiple ways to host live events. But choosing the

wrong one might cost you thousands of dollars in wasted time and resources, or worse, damage your reputation.

Here are some of the best tools out there to help you plan and run successful webinars:

1. Demio

Demio is one of the best webinar platforms you can say available today. Throughout the pandemic, adapted and kept up with the growing requirements of [marketing](#) teams being forced online.

While many other platforms are outdated and have failed to the point with the times, Demio provides a modern and powerful platform.

Features:

- “Stay registered” series: lets people sign up once for an ongoing series of webinars.
- Private chat: Lets Users have the option to send private messages to event coordinators or public messaging visible to everyone.
- Branded registration page: To keep things with your brand.
- Like Live Replays: Automate replays of your webinars to develop an email index.
- Analytics: Insights into your webinar performance.

2. Livestorm

Livestorm is one of the few webinar platforms that go over being a [marketing](#) tool. While it still gives all of the marketing features like (automation sequences, automatic replays etc), it has a lot more to offer for your business.

Features:

- Automated webinars: Schedule webinars to replay at set times throughout the day
- On-demand Webinars: Tells its users there's a webinar just about to begin and encourages them to sign up immediately.
- Live webinars: The typical live webinar format.
- Polls: Speak to live attendees in real-time & set them tests/polls for its user.
- Instant meetings: It is designed to also replace Zoom/Google Hangout as your business go-to video meeting software.
- Free training: In detailed resources on creating webinars.
- Analytics: Perception of the performance of your webinar strategy.

3. EverWebinar

The platform is what you've historically used for webinars at Venture Harbour.

Features:

- Automate webinars: Schedule webinars to replay at set times throughout the day.

- Just-In-Time Webinars: Tells its users there's a webinar just about to start and encourages them to sign up immediately.
- Block night-time viewing: Stop playing your webinar throughout the nighttime to keep the illusion of live webinars realistic for the users.
- Block dates: Stop your webinar from playing on any date or holiday according to the users.
- Time zone auto-detection: Automatically sets your webinar plays to various time zones so you only have to schedule things once.
- Free training: In detailed resources on creating webinars and using EverWebinar.
- Integration: EverWebinar is designed to develop email leads and integrates with email ActiveCampaign, GetResponse, MailChimp and other email marketing platforms.
- Analytics: Insights on the performance of your webinar plans.

4. WebinarJam

It is developed by the same team as EverWebinar but the aim is on screening live webinars. It is more like a traditional webinar platform designed for live events and so there's no automation or scheduling of this tool required.

However, it syncs so great with EverWebinar to offer a platform combination that caters to all of your webinar requirements, more capable and cheaper than most of the competition.

Features:

- Streaming: Live Streaming to Facebook, YouTube or WebinarJam private JamCast broadcaster etc.
- Recording: Automatically record every webinar.
- Branded pages: Customise your pages for brand stability.
- Interaction: Engage its viewers with live chat, polls and a virtual whiteboard.
- Presentations: It's super easy to Insert a pre-recorded video into your webinars for presentation uses.
- Security: Webinar rooms come password protected.
- Analytics: Reporting on your live webinar performance.

5. WebinarNinja

Used by the likes of AppSumo, John-Lee Dumas, and BareMetrics and have put through all of the little details that you wished for in a webinar platform.

Features:

- Paid events: Works free webinars or paid virtual summits for its users.
- Advertisement Tracking: Insert your [Facebook](#) Advertising tracking pixel.
- Automated & hybrid webinars: Work completely automated replays on a schedule, or combine live and pre-recorded sections.
- Integrations: Integrate with over 1,000+ apps through Zapier.
- Multiple presenters: Can have one or multiple presenters

at a time.

- Analytics: Reporting on your live webinar performance.

6. WebEx

It is more than a webinar platform, it combines a huge range of features for holding online meetings, events, training sessions, interactive presentations and team collaboration and this sets it apart from the tools you've looked at so far, although the costing is very similar. So you get a lot of features for your money compared to GoToWebinar and a fully different set of features to Demio.

Features:

- Webinars and video conferencing: So you can host a huge range of live events, meetings and training sessions according to your needs.
- Chat and brainstorming tools: Interactive whiteboard and other tools for collaboration with other teams.
- File sharing: The ability to share files and apps for a better workflow with any disturbs
- Call back: Automated calls and starts inviting people to attend your webinar.

7. Get Response

Is an email marketing platform for businesses but it also goes along with decent webinar features on most of its plans and so if you're after a single platform that offers email marketing, webinar marketing and basic automation do this for you.

Features:

- Quick scheduling: Select accordingly your dates, and

times and create custom URLs for your webinars quickly and easily.

- YouTube integration: Improve your audience with [YouTube](#) integration.
- Recordings: Record your webinars, download and share them with anyone whom you want to share.
- Engagement: Engage viewers with dynamic presentations, interactive whiteboards, videos and live chat for you.
- Security: SSL-encrypted URLs and you can select whether your webinar should be open to everyone or password-protected it should be.
- Analytics: Reports and analytics on your webinar attendance rates and other metrics too.

Summary

There are so many different webinar online platforms available to help you reach your audience. Choosing the right one for your needs depends on your budget and your goals. Webinars give you the chance to develop a more personal relationship with your customers and get a new audience and answer their objections and questions at scale. In the case of automated webinars, you have a great benefit: you can even do this while you sleep.

FAQ's:

Must read articles

- [Top 50 Tech Companies Founded & Successfully Run By Indians In U.S.](#)
- [Zomato's Unique Digital Marketing Strategy](#)

- [How You Can Do Organic Marketing In 2022](#)