

**Title:** The Differences Between Live and Automated Webinars

**Meta Description:** Learn the differences between live and automated webinars, which one to choose for your audience, and how it can help you reach more customers.

# Live vs. Automated Webinars: Which is Right for Your Audience?

Do you feel like there just aren't enough hours in a day to make a webinar? You plan and organize your event, but you still need to reach an audience.

Webinars are the perfect way to get information out there quickly without needing anyone to be physically present. But how to host a webinar?

Whether it's for marketing or corporate, [automated live streaming](#) has made it easier than ever before to reach attendees. Find out the differences between live vs. automated webinars.

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## What are Automated Webinars?

Automated presentations allow businesses to **pre-record and offer them on demand**. Unlike traditional webinars, you don't have to conduct a live event. Instead, you record your webinar once and then automate the delivery.

You could set up your pre-recorded webinar to run **multiple times per day or on specific days**. Plus, you can choose whenever a new prospect signs up for your email list. Overall, a pre-recorded presentation provides maximum flexibility and convenience.

## Pros of Automated Webinars

Automated ones offer a host of benefits, including:

- **Scalability** means you can reach a larger audience in less time.
- **Time-saving** that you free up your time since you don't have to deliver live events.
- **Consistency**, in which your message, content, and sales pitch will always be the same. This adds consistency to your brand.

- Participants are more likely to **be engaged** and watch the entire on-demand webinar.
- Generally **leads to higher sales and revenue**.

## Cons of Automated Webinars

Pre-recorded webinars are a convenient way to reach potential customers. But they also come with some disadvantages:

- An automated webinar lacks the personal touch of a live webinar.
- During automation, technical glitches can interrupt or ruin viewers' viewing experience.
- It lacks flexibility since it's pre-recorded and cannot be changed or adapted on the fly.
- On-demand webinars can also reduce the level of trust that potential customers have.
- With an automated webinar, attendees cannot interact in real-time.

## How to automate your webinars?

An automated webinar is easy to set up. Here's what you need to do:

1. Record your webinar presentation using recording webinar software.
2. Upload it onto your webinar platforms for automation.
3. Create a schedule for the automated webinar to run.

Whenever a new participant signs up, they can access the pre-recorded video. Additionally, these platforms often come equipped with a call-to-action (CTA) function. These functions include a landing page, email submission, or an e-commerce store.

## What are Live Webinars?

A live webinar is a real-time online event. It allows everyone from different locations to interact. While they offer several pros, they also have some drawbacks.

## Pros of Live Webinars

Some advantages include the following:

- It's **convenient** from anywhere with an internet connection.
- Live webinars allow participants to **engage in real-time discussions**.
- Live webinars can be **cost-effective** compared to in-person events. They lessen the need for travel and lodging expenses.
- Live webinars are usually **shorter than in-person events**. Plus, they can be scheduled at a convenient time.

## Cons of Live Webinars

Some disadvantages include the following:

- Live webinars can also be subject to technical glitches. This includes poor internet connection, audio or video problems, or platform crashes.
- Live webinars lack the personal touch.
- Live webinars can be hard to engage everyone who is multitasking.
- Live webinars can be stressful to schedule in different time zones.

## How do live webinars work?

During a live event, the presenter shares topics through a presentation. This includes pdf, slides, multimedia content or videos.

Participants can ask and interact with anyone included. Additionally, they can use a chat, polls, or other interactive tools.

Webinars can also be recorded for replay. But the live experience provides the opportunity for real-time engagement and personalized interaction.

## **Best Practices for Live and Automated Webinars**

To get the best results with your live and automated, ensure to:

- Create a high-quality recording by investing in good equipment.
- Seek professional help if necessary.
- Ensure seamless delivery by testing your automated webinar thoroughly.
- Check the sound and image quality,
- Host a live Q&A session after the webinar.
- Live interaction with customers can assist in developing relationships and answering common questions.
- Monitor and adjust the content or CTA as needed to improve user experience.
- Promote your webinar everywhere (social media, newsletters, blogs, email lists, etc.)
- Select the best times for your scheduled automated webinar to run. This may require some consideration.
- Offer an incentive upon completion of the webinar. Host a giveaway, provide a discount or coupon code, or provide access to a premium offer or content.
- Leverage social media ads to reach new audiences.

## **In Conclusion**

Ultimately, there are advantages to both live and pre-recorded webinars. So it's important to understand what each one can bring to the table.

If you're torn between two options, why not try a blend of both? Whether live or pre-recorded, webinars can provide multiple benefits. Try something new, embrace change, and take advantage of this powerful tool.