Webinars Made Easy

GoToWebinar makes communication with prospects, employees, partners and customers easier and more efficient than any webinar product available today. With GoToWebinar, it's easy to create captivating events that build brand awareness, generate qualified leads and connect you to your target audience.

Key benefits
- Reach and qualify more prospects, more often.
- Present to more people in less time.
- Improve customer retention and brand awareness.

Plan, promote, practice

Plan: Just fill out a simple form and GoToWebinar will create your invitation email and registration page.

Present and engage: Conduct your presentation from your desktop just as if you were there in person. Use hand raising, polls, Q & A and surveys to engage and monitor audience members.

Leverage your events: Generate greater returns with GoToWebinar than with other products. GoToWebinar makes it easier and more cost-effective to deliver engaging webinars frequently.

The best value in online events

Flat-fee pricing from GoToWebinar allows you to conduct as many webinars as you want, so you can make the most of your investment. Integrated VoIP and toll-based phone options eliminate audio costs, while the recording feature allows you to draw value from your event long after it's over. Plus, GoToWebinar comes with a free GoToMeeting subscription.

Attract your audience

- **Email automation:** Create custom email invitations, confirmations and reminders – or let GoToWebinar handle it with automated email templates.
- **Custom branding:** Display your company logo and custom image on all webinar materials.
- **Practice sessions:** Rehearse your presentations and keep unwelcome surprises to a minimum.

Engage your audience

- **Audience interaction:** Create up to 20 polls before the session or on the fly. Add up to 20 questions to a survey and engage your participants with Q & A.
- **Handouts:** Share valuable content and keep your company and brand top of mind long after your webinar ends.
- **Mobile support:** Present from your mobile device and allow attendees to use our top-rated mobile app to join webinars from their iPhone, iPad or Android devices.

Influence your audience

- **Recording:** Expand your reach by recording your webinar – including audio – to play back later.
- **Reporting and analytics:** You're only one click away from the qualified leads, metrics and data to improve every webinar.
- **Lead management:** Integrate with your CRM and manage lead generation and event creation in one place.

Built for business: designed for customer success

- Whether you're a startup or a company operating worldwide, GoToWebinar can help you tell your story, reach your audience and build your marketing strategy.
- More than 2.7 million webinars are hosted every year with GoToWebinar.
- Most GoToWebinar customers are able to generate 25% or more qualified leads.
- Most customers reduce their cost per lead by 25% or more by using GoToWebinar.
- Over 30% of GoToWebinar customers surveyed believe it is very important or extremely important to integrate their marketing tools with GoToWebinar.

Toll-free audio service

Add integrated toll-free audio service with convenient toll-free packages from OpenVoice (requires additional purchase).

Try it free!

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