

FUTUROOT

Playbook: Recorded Thought Leadership Webinar

A guide for a long-term marketing asset that can be promoted across multiple channels.



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Thought leadership webinars are recorded before publication, letting hosts and speakers focus on delivering high-quality content without the pressure of a live audience. Once published, the webinar becomes a long-term marketing asset that can be promoted across multiple channels and repurposed into additional content.

Recommended shape: 30–45 minutes, conversation-led with minimal slides, 1 FUTUROOT host plus 2–3 industry experts (optionally a guest customer or partner).

Phase 1 - Strategy & Planning (3–4 weeks before)

- Define the topic from trending themes in the target audience or from the questions that repeatedly surface in pre-sales conversations. It must feel relevant enough that the audience will tune in.
- Identify speakers and confirm the host, who guides the discussion, asks prepared questions, manages transitions and keeps time.
- Prepare the discussion flow: for a 45-minute webinar, 2–3 theme topics with 2–3 questions each is ideal. The flow should feel like a conversation about real industry problems.

Phase 2 - Content Preparation (2–3 weeks before)

- Plan at least 2–3 rounds of SME feedback to finalise content and agree which question goes to whom. Give SMEs ample time to prepare their responses.
- Lived experience, case studies and statistics make the strongest impact - and produce the best short clips for social promotion.
- Create the host guide: an opening hook that lands like a lived pain the audience recognises, speaker introductions, transitions between topics, and a closing remark. If it's a series, trail the next topic so the audience has a reason to come back.
- Run at least 2 rehearsals so SMEs can test their answers for time and impact. A full script or talking points both work - whatever the SME is comfortable with.

Phase 3 - Recording Day

- Quiet room, good lighting, stable internet, high-quality microphone (arrange this before everything else), neutral background or a company banner.

Phase 4 - Post-Production & Distribution

- Publish across all channels: YouTube, LinkedIn, the FUTUROOT website and the partner website.
- Run a CRM campaign to existing customers, prospects, the partner network and past event attendees - include the webinar summary, key takeaways and the watch link. This activates new and stalled conversations.
- Repurpose one webinar into many assets: LinkedIn video snippets, quote graphics, a blog article, a newsletter feature, 30–60 second highlight clips, an FAQ article and sales enablement content.

Amplification

- Share each post internally with a simple ask repost on LinkedIn within 24 hours with 1–2 lines of personal reaction.
- SMEs send a personal WhatsApp or email to their most active partners with the link and a short note, asking for a comment or repost. Reply to every comment and drive the conversation.
- Speakers add the link to their email signature and LinkedIn Featured section for 2–4 weeks.