

Webinar Checklist

Webinars are powerful bottom-of-the funnel content. Are you ready to roll one out?

- License a webinar platform that can handle your target audience
- Pick a topic and a title and ensure title has draw and appeal
- Pick a date at least 4 weeks out
- Write an outline of the webinar
- Build a landing page
- Build a thank you page and an autoresponder email with the add to calendar function
- If your webinar is a series, enable people to sign up for multiple at once
- Market through email, send 3 times
- Market the event through social
- Write a blog announcing it
- If you have an outside speaker make sure they post a blog and social
- Enable your sales team to market it
- Keep the webinar presentation time to around 30 minutes
- Try an offer on a page during the webinar to get more heated leads
- Use the polling features and ask people if they want you to contact them, you can get semi-automated appointments
- Record the webinar
- Take and answer questions
- Use the questions to create a follow up blog
- Make the video and slides available to attendees but only make the video available to people who did not attend
- Host the on-demand webinar on your site
- Be consistent with frequency interval and date and time

If you would like to discuss the topic, please contact your customer success manager, call us at 800-678-8023, or email us at info@brightedge.com.