HOW TO MARKET YOUR WEBINAR

☐ I understand "Build it and they will come" DOES NOT WORK and I need to work on promoting the webinar prior to the event.

☐ **Set up unique registration links for source tracking in Zoom.**
- This is extremely important. We see so many people claiming "Social Media" doesn't work for me. It's not worth promoting there". Or whatever the excuse might be. Drive with data and really find out where your attendees are coming from.
- We recommend having a link for social media, for email marketing, for outbound emails (through your CRM), and for any members of your network who will help you promote this.

☐ **Share webinar with your network and partners**
- Pick 5-10 people in your network who would be proud to share this webinar with their audience. Ask if they're willing to send an email out and broadcast it on social media. This should happen about 1.5 weeks prior to your webinar.

☐ **Send an email out to your email marketing list**
- Remember that your webinar should have a target audience. If some of those people in your email marketing list aren't your ideal audience for this webinar, be sure to segment them out and only send to those in your list you want attending.

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- ☐ **Create an outbound email campaign in your CRM to send to the most highly qualified individuals in your database.**

  - Don't overcomplicate this. Have a series of 3 emails over the 1.5 weeks prior to your webinar.
  - Here's an outline:
    - **Email 1:** Be relevant and say you're running a webinar (don't forget when you're running it)
    - **Email 2:** Reply to email #1 - Did you see this email?
    - **Email 3:** Last Call to Register for my webinar!

- ☐ **Post on social media at least once/day about the webinar until it happens.**

  - If you only post once you're not getting in front of everyone. Posting consistently about it will increase your attendance.
  - Create videos, graphics, and text posts. This is a good time to test which form of media is most effective at generating results.
  - Ask your network for share the post to their audience

- ☐ **Market it and they will come!**

  - Let the registrations roll in!

To learn how SpeakerFlowCRM can help you accomplish this, visit speakerflow.com/crm/

Questions or Comments?

Contact us at
hello@speakerflow.com
and let us know what you think!

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