

Create and Launch HighConverting Webinar Funnels in

Learn how to build webinar funnels that convert. Capture leads, drive engagement, and automate follow-ups using powerful funnel tools.

This new addition allows users to create and manage both On-Demand and Live Webinars. The goal is to simplify the process of setting up engaging webinars that drive lead generation, boost engagement, and enhance conversions, all from within a single, integrated platform.

TABLE OF CONTENTS

Key Features & Benefits

webinar funnels are built to streamline setup while giving you powerful engagement tools.

- On-Demand Webinars → Pre-recorded content that can be accessed anytime, perfect for evergreen lead generation.
- Live Webinars → Host real-time sessions with scheduled dates/times and live interaction.
- Template Selection → Pre-built registration, confirmation, and broadcast pages to launch faster.
- Automated Workflows & Reminders → Preconfigured automation recipes for email and SMS reminders and follow-ups, reducing manual work.

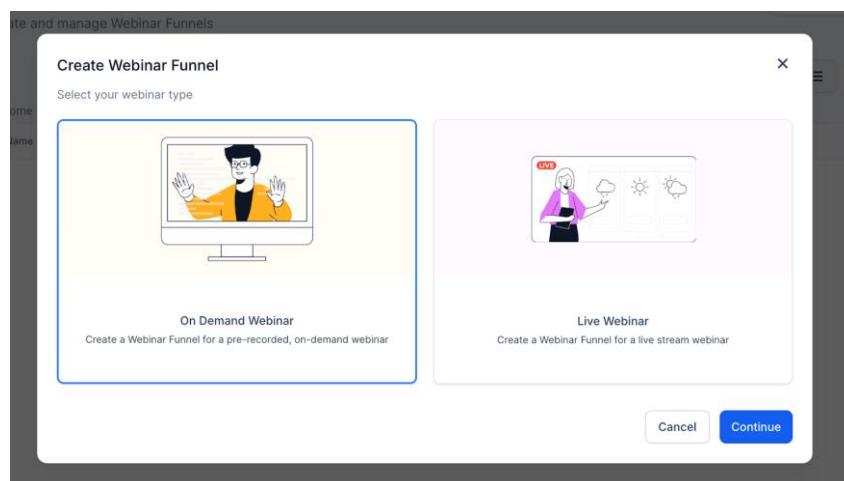
Getting Started

Accessing Webinar Creation

1. Login to your account:
`app.gohighlevel.com`
2. Navigate to Sites in the left sidebar
3. Click Webinars
4. Select New Webinar Funnel

Initial Setup

Choose your webinar type:



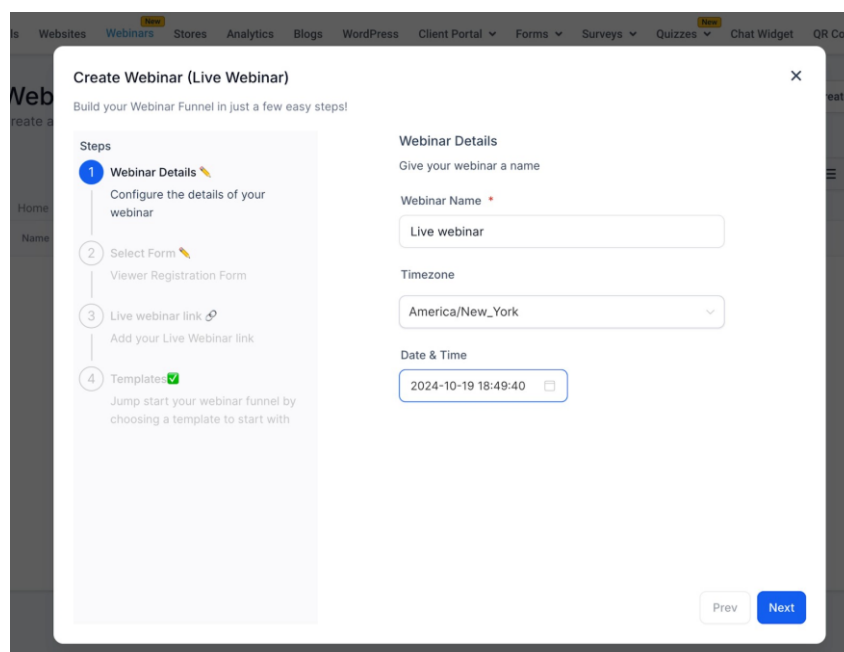
Live Webinars

Overview

Live webinars are real-time presentations where attendees join at a specific date and time.

4-Step Creation Process

Step 1: Webinar Details



Step 2: Select Form

Attendees register via forms created in Sites > Forms.

- Dropdown Options → Displays all available forms
- Custom Forms → Create your own with fields like name, email, phone, etc.
- Lead Capture → Forms sync with your CRM for tracking and automations
- Automation Trigger → Form submissions also trigger reminder and follow-up workflows (see [Automations & Reminders](#))

Step 3: Live Webinar Link

Enter your streaming link:

The screenshot shows a 'Create Webinar (Live Webinar)' dialog box with a close button (X) in the top right corner. The subtitle reads 'Build your Webinar Funnel in just a few easy steps!'. On the left, a 'Steps' sidebar lists four steps: 1. Webinar Details (checked), 2. Select Form (checked), 3. Live webinar link (active, highlighted with a blue circle), and 4. Templates (checked). The main content area for Step 3 is titled 'Live webinar link' and contains the text 'Add your Live Webinar link' followed by a text input field containing the URL 'https://zoom.us/j/98628191557?pwd=8wEgaXZPb8I'. At the bottom right, there are 'Prev' and 'Next' buttons.

Step 4: Templates

Choose from pre-designed funnel templates, such as:

The screenshot shows the same 'Create Webinar (Live Webinar)' dialog box, now at Step 4: Templates. The 'Steps' sidebar shows Step 4 as the active step. The main content area is titled 'Select a Template' with the subtitle 'Choose template to get started'. It displays four template cards: 'Blank', 'DIY Home Renovation', 'Financial Planning', and 'E-Commerce Marketing'. The 'DIY Home Renovation' card is highlighted with a blue border. At the bottom right, there are 'Prev' and 'Create' buttons.

On Demand Webinars

Overview

On-Demand webinars are pre-recorded sessions that attendees can access anytime after registering.

4-Step Creation Process

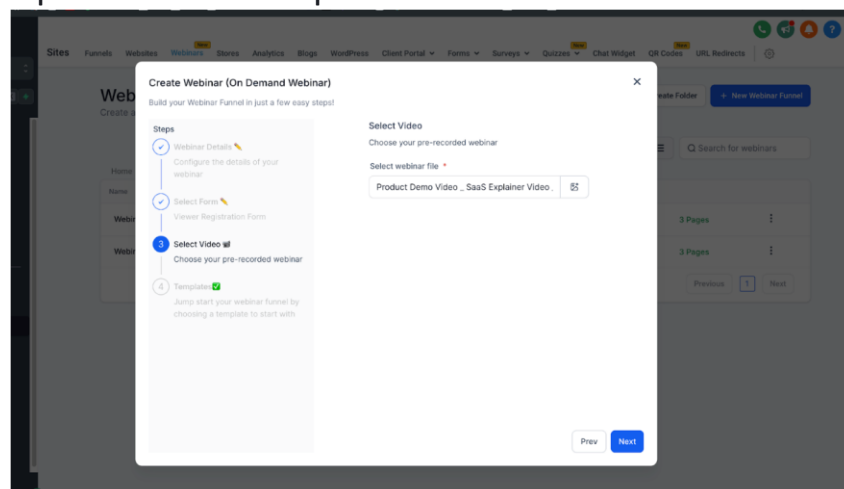
Step 1: Webinar Details

Step 2: Select Form

Same as Live Webinars:

Step 3: Select Video

Upload or select a pre-recorded video:



Step 4: Templates

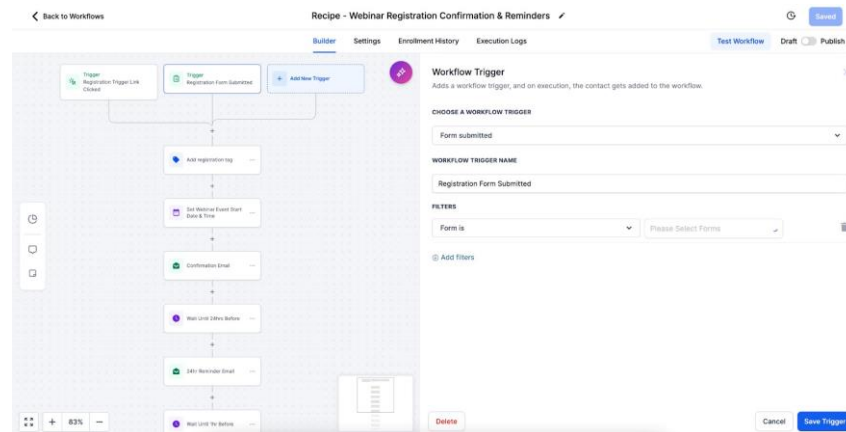
Same template library as Live Webinars, optimized for on-demand viewing.

Automations & Reminders

One of the most powerful features of webinar funnels is automation.

- Pre-Built Workflow Recipe → Each webinar funnel comes with an automation recipe for reminders and follow-ups.
- Triggers → Registrations (form submissions) automatically start the workflow.
- Reminders → Email/SMS reminders can be scheduled for Live Webinars (for example, 24 hours before, 1 hour before, 10 minutes before).
- Follow-Ups → Post-webinar workflows send thank-you emails, replay links, and nurture campaigns.
- Customization → You can edit workflows via the three-dot menu on your webinar funnel to adjust timing, personalize messages, or add extra steps.

Pro Tip: Align reminder timings with your audience's habits (for example, B2B audiences respond better to morning reminders, while B2C may need evening prompts).



Best Practices Live

Webinars

- Test setup before the event
- Schedule with audience timezones in mind
- Promote early and often
- Have a backup plan for technical issues
- Encourage interaction (chat, polls, Q&A)

On Demand Webinars Troubleshooting

Live Webinars

On Demand Webinars

General

Conclusion

webinars let you deliver content live or on-demand, giving you flexibility to match your audience and strategy:

With built-in templates and automation workflows, you can launch webinars quickly while ensuring attendees receive timely reminders, seamless confirmations, and personalized follow-ups — helping you maximize engagement and conversions with minimal effort.