

PLANNING AND IMPLEMENTING A WEBINAR

MICROSOFT® MARKETING ACCELERATOR PROGRAM

1 Planning Your Webinar:

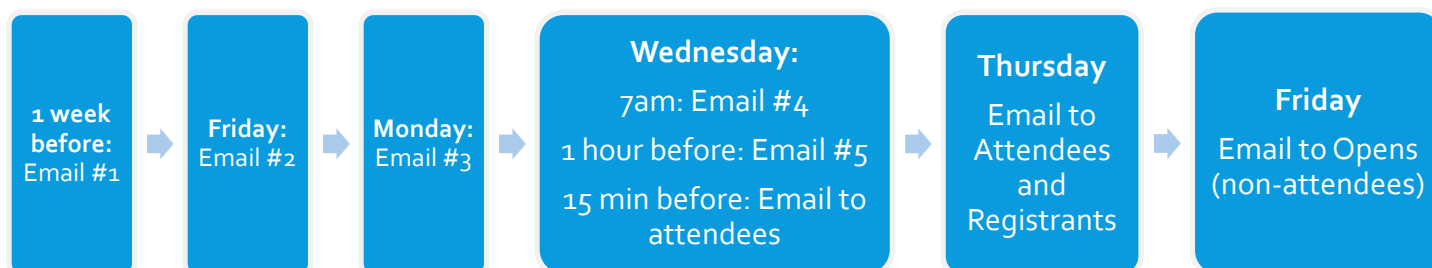
- ✓ **Choose a date/time.** The best days to run webinars are Wednesdays, 2-3pm EST.
- ✓ **Integrate technology.** Ensure that the technology platform you're hosting the webinar on is integrated with your CRM/marketing platforms. Common integration guides:
 - [Skype for Business/Dynamics CRM](#)
 - [Go2Webinar/ClickDimensions](#)
 - [Go2Webinar/Hubspot](#)
 - [Go2Webinar/Sharpspring](#)
- ✓ Choose your guest speaker, and compelling topic.
- ✓ Decide who your audience is for that webinar, and create your marketing list.
 - Keep in mind:
 - Target industry?
 - Employee size?
 - Job Titles?

2 Elements of a Webinar Campaign:

- ✓ Registration Landing Page
 - Auto-Responder Email
 - Thank you Page
- ✓ Post Event Download Landing Page
 - Auto-Responder Email
 - Thank you Page
- ✓ Email Sequence



3 Email Campaign Schedule:



Notes:

- Email #1-3: To designated marketing list
- Email #4: To opens of emails #1-3

4 Reminders during the Webinar:

- ✓ Webinar Structure:
 - 45 minutes on content
 - 5 minutes offer
 - 10 minutes Q & A
- ✓ Record the webinar
 - [Go2Webinar Recording](#)
 - [Skype For Business](#)
- ✓ Engage audience- ask THEM questions

5 Post Webinar Follow Up

After you complete your webinar, follow up is key. A few things to consider:

- ✓ **To Attendees**
 - Send Thank You Email with link to recording of webinar
 - Follow Up with personal phone call and email continuing sales conversation
- ✓ **To people who registered but didn't attend**
 - Send email with link to post event landing page, giving them the opportunity to download the webinar.
- ✓ **To Email Opens**
 - Send email with link to post event landing page, giving them the opportunity to download the webinar.

Webinar Email Best Practices

- Include value. Don't tell them why should attend the webinar, include resources and value that tell a story.
- Include compelling subject lines.
- Convince them of scarcity.
- Optimized sending times:
 - 7am
 - 1pm
 - 4:30pm