

Promoting a Marketing Webinar

What is a Webinar?

Webinars are a common and effective tool being used by thousands of companies and people, across all industries. They are being used for everything from training to customer service, and education to marketing. Webinars are an affordable means of connecting with your staff, customers, and the online community.

A webinar is a live or pre-recorded video conference that came from the term “web seminar.” It allows an individual or a group of people to connect with viewers from all over the world. The hosts can be together or at different locations when presenting their webinar.

Webinars can be used with your community of connections, your clients, your colleagues, your customers and your staff.

Marketing Webinars

Marketing webinars are used:

- As a first step to get to know a professional or business
- To show attendees the character and competencies of the presenter and their organization
- As a stepping stone to a next step:
 - Sign up for a free discovery call
 - Buy a course
 - Buy into a group program
 - Buy products and/or services

To be successful, it is essential that each webinar’s objectives are clearly defined. Only then can you create the correct structure, content and call to action that is necessary for the participants to take the next step.

The Nine-Step Ideal Participant Profile Process

1. Demographics
2. Psychographics
3. Pain Points/Challenges
4. Goals
5. Motivators
6. Common Frustrations
7. Buying Choices
8. Desired outcome?
9. Price Points



Creating a Lead Magnet

A lead magnet is something that you offer so that participant prospects will sign up for your webinar in exchange for something valuable. It can be a content piece, a free consultation, a mini course, a video tutorial or any other experience that they value. Some of the most popular lead magnets are:

- Ebook
- Infographic
- Slideshow
- Video Tutorial
- Mini-Courses
- Checklists, Templates, Workbooks

Joint Ventures

A joint venture involves working with someone who has the same target audience as you do, and having them promote your webinar to their audience. A joint venture can be a lucrative strategy because it gives you access to thousands of people you do not have access to now.

Steps to a successful joint venture:

1. Find and connect.
2. Build a relationship with them through following them and engaging with them.
3. Ask for their support

What is Your Promotion Strategy?

Use the promotion strategies that you have determined are where your ideal participant is actually hanging out. Both offline and online options are available, but most webinar promotion is done online because it is much more affordable than traditional advertising. Using keywords and phrases online allows you to reach people who are interested in your topic.

- Social media platforms
- Email newsletter
- Your blog
- Guest blogs
- Online forum ads
- Google ads
- Video
- Podcasts
- Blog radio
- Ask your community to share on their social media platforms
- Ask colleagues to share in their newsletters, mention in their blog or podcast, etc.
- Joint ventures

Thank-You Email

Once registered, you should send a thank-you email.

- This shows that you appreciate their time.
- It confirms that you have received their submission.
- It gives them all the logistics of the webinar.
- Be sure to include the value statement once again.
- Include a call-to-action “add this webinar to your calendar.”