



CHECKLIST ON HOW TO CONDUCT A SUCCESSFUL WEBINAR.

The ultimate guide to hosting webinars
which act as lead magnets.



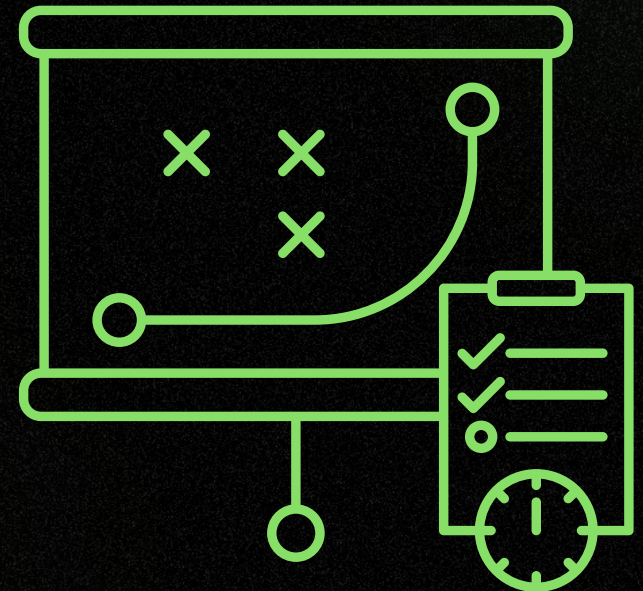
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01. PLAN THE WEBINAR

Brainstorm these questions with your team:

- ➔ What is the webinar's objective?
- ➔ Who is your audience?
- ➔ What topic should you choose for your webinar?
- ➔ Who will be the speaker?
- ➔ What time works for everyone?



02. PROMOTE THE WEBINAR



Do the following:

- Select the right software and schedule your webinar.
- Create a landing page and the set of emails to be sent as an invite, reminder, and post-webinar followup.
- Start promoting on social media, website, etc.
- Send invitation emails to the registered email IDs.
- Monitor the metrics to ensure that people are receiving your email and registering to the webinar.
- Fix glitches if any.

03. BE PREPARED FOR D-DAY

- Do a dress rehearsal 2-3 days before the webinar to ensure that there are no technical issues or problems in the content and visuals.
- Fix the problems before the webinar, if any.
- Login 30 minutes before the webinar and do a final sound check to ensure that there is no delay in starting the webinar.
- Start the record button when you begin.
- Keep your IT team in firefighting mode so they can immediately rectify any problem that arises.



04. ENGAGE WITH THE REGISTERED AUDIENCE POST-WEBINAR



- Send thank you email to participants with the recording of the webinar.
- Send the recording to those who registered but could not attend the webinar.
- Segregate the participants into lead and lead nurturing buckets depending on how they respond to your offer.

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