

UNIT 6

Promoting a Marketing Webinar

Learning Outcomes

By the end of this unit the learner will be able to:

- Define the marketing objectives of your webinar
- Create an attendee avatar to connect with your target audience
- Create and use a lead magnet
- Develop a promotion strategy
- Explore the potential of a joint venture
- Create a webinar marketing calendar

UNIT 6

Promoting a Marketing Webinar

The Webinar

What is a Webinar? Why Use Webinars?

Webinars are now a common and effective tool being used by thousands and 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.

Hosts can show themselves and/or video, present a slideshow, share their screen, or do demonstrations.

Webinars can be used with your community of connections, your clients, your colleagues, your customers and your staff. Let's look at the uses.

With Your Community of Connections

These are the people on your email list, your social media connections, colleagues' connections, people you attract online via Google ads or social media ads, or other internet advertising. The purpose of connecting with these folks is typically for promotional purposes as part of your overall marketing strategy.

Some ways to use webinars in your marketing include:

- Teach valuable information to potential clients that helps them in some way
- Launch a new product or service
- Build brand authority
- Create trust and credibility

- Part of your content creation strategy for giveaways, social media, blog, your website, etc.
- Video marketing lets people get to know the human side of the business
- Great lead generation strategy – people must give their email to participate, which allows you to market to them in the future

Using Webinars for Customer Service

- Educate about a purchase
- Information about a product or service
- How-to instructions
- Increase customer satisfaction by having webinars at their fingertips for education and instruction

Using Webinars with Employees Internally

- Education for products and services
- Skills training
- Ensure best business practices
- Group coaching

Using Webinars with Colleagues

- Using webinars as a base for online meetings where you can record your sessions
- Base for collaboration on projects and events

Your Webinar Marketing Objectives

First Impressions Activity

How could you promote a webinar for your business? Answer the following questions to help you identify and create a rough plan.

What are your goals?

How many participants would you like to sign up?

What would your call to action look like?

For those who do not respond to your call to action, what would you like to have happen?

Marketing Webinars

We will focus on how to market webinars that are being used as marketing tools themselves. 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

For a webinar 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.

This course will focus on identifying the various methods to market the webinar. It is assumed that learners have the skills to create webinars, from the structure and content to how to use webinar platform technology.

The Participant

Determine a Participant Profile

To identify your ideal buyer, you will want to create a participant profile. You will do this with the help of market research including surveys, data and interviews.

You want to outline who you consider to be a perfect client.

Knowing who you intend to target with your marketing material is key to creating compelling material and understanding where promotion needs to take place. This way your message can be tailored to speak to their needs, challenges, goals, and dreams in a way that connects with them emotionally.

Creating a participant profile moves you from trying to promote your webinar with your story, to crafting a message that revolves around your customers' needs and wants first, with your products and services helping them achieve their own goals.

Using a participant profile will help you to target people who will be interested in and want what you are offering. It will enable you to be super focused with your message and your promotional strategies. This will save you time and money, and you will have a much higher conversion rate.

The Nine-Step Ideal Participant Profile Process

This is a nine-step process to complete the profile of the “perfect participant.” Using this template each time you want to promote a webinar will ensure that your message reaches your intended audience and achieves results each and every time. The goal is to peak their interest, then engage them, then spur them to action, and finally, for them to become a client (if they are not already).

Let's discuss the nine steps:

1. Demographics:
 - The facts – sex, age, income, profession, geographic area, etc.
2. Psychographics:
 - Their values, beliefs, lifestyle, etc.
3. Pain Points/Challenges:
 - What are their challenges relating to your products/industry/services?
4. Goals:
 - What do they want?
5. Motivators:
 - Why do they want it?
6. Common Frustrations:

- Related to your products/industry/services.
7. Buying Choices:
 - Why would they not buy the product or service
 - Why they would not buy from you specifically?
 8. Desired outcome?
 - As it relates to your products/industry/services
 9. Price Points:
 - What are other industry price points for similar products/industry/services

Ideal Participant Profile Activity

Use the following table to complete the Ideal Participant Profile as it relates to your business.

Ideal Participant Profile	
DEMOGRAPHICS The facts: sex, age, income, profession, geographic area, etc.	1. 2. 3.
PSYCHOGRAPHICS Their values, beliefs, lifestyle, etc.	1. 2. 3.
PAIN POINTS/CHALLENGES Challenges relating to your products/industry/services	1. 2. 3.

GOALS What do they want?	1. 2. 3.
MOTIVATORS Why do they want it?	1. 2. 3.
COMMON FRUSTRATIONS Related to your products/industry/services	1. 2. 3.
BUYING CHOICES Why would they not buy the product or service? Why they would not buy from you specifically?	1. 2. 3.
DESIRED OUTCOME? As it relates to your products/industry/services	1. 2. 3.
PRICE POINTS Other industry price points (or estimates) for similar products/industry/services	1. 2. 3.

Where Does Your Participant Hang Out?

Where will you find your participant? Fill out the Defining the Participant worksheet and add any options that aren't included here.

DEFINING THE PARTICIPANT	
Where will you find your participant online?	
Facebook	
Facebook groups	
Twitter	
LinkedIn	
Instagram	
Other	
Online forums	
Groups	
Associations or organizations	
What do they read online?	
Where will you find your participant offline?	
What conferences, seminars or workshops would they attend?	
What organizations or associations would they be part of?	
What do they read?	
Who else do they do business with?	

Online	
Offline	

Lead Magnets

What is a Lead Magnet?

In this situation, 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.

Lead magnets help your prospective attendees solve a problem that relates to the subject of your webinar. The goal is that you provide something valuable enough for free that they cannot wait to attend your webinar to hear more from you. This is also a great way to build your email list, which means the permission to market to them in the future. In turn, this means potential increase in clients and profits.

Creating a Lead Magnet

What you create is only limited by your imagination. Let's look at some of the most popular lead magnets.

- **Ebook:**An ebook for this purpose can be a short five- to 10-page book that addresses a component of the subject of your webinar. It should clearly reflect your expertise but not be too technical. You have more to share in the webinar!
- **Infographic:**An infographic integrates beautiful images and design with facts, statistics and information. It is a great piece of content that they can refer to again and again. You can relay a whole story in one infographic.
- **Slideshow:**Slideshows are a great medium for visualizing concepts, going step-by-step through a process or idea and highlighting key messages.

- **Video Tutorial:**A video is perfect for explaining how to do something. You can teach as if you are in a classroom, using tools such as a whiteboard or flipchart. It is also great for letting the prospect get to know you and gain insight into your personality.
- **Mini-Courses:**A mini-course can be created in video, or with pdfs, or a mix of both. It typically addresses one component of the subject of your webinar. You could prepare a PowerPoint with voice over, videos or pdfs, with worksheets or cheat sheets to guide your prospects through the course. Remember this is mini, so they should be able to complete it in no more than one or two hours.
- **Checklists, Templates, Workbooks:** These can be great guides to help prospects work through their challenges. They are typically short, easy and fast to create, and they have your branding and contact information on them, which your prospect can see EVERY time they use them!

You can find great examples of all these all over the internet in all different industries. You can also find awesome templates for each of these lead magnets and guidance on how to create them and what tools to use.

The things to consider when choosing a lead magnet:

- What would your prospects like?
- Are you going to create it yourself or outsource it?
- If you are going to do it yourself, what skills do you have and what do you need to learn?
- Do you need a designer, tech support, etc.?
- What is your budget for this?
- What is your timeline?
- How can you repurpose it?

Lead Magnet Outline Activity

Choose one of the lead magnets and answer the questions following as they relate to the magnet.

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

Chosen lead magnet: _____

What would your prospects like?

Are you going to create it yourself or outsource it?

If you are going to do it yourself, what skills do you have and what do you need to learn?

Do you need a designer, tech support, etc.?

What is your budget for this?

What is your timeline?

Promotion Strategy

What is Your Promotion Strategy?

It is time to begin promoting your webinar.

You certainly donot need to utilize all of the promotional options covered here —only the ones that you have determined are where your ideal participant is actually hanging out.

Both offline (telemarketing; TV and radio commercials; and print advertising, including signs, billboards, and pamphlets) 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

Facebook

Posts

Ads

Facebook live

Groups

Create a Facebook event

Twitter

LinkedIn

Posts

Groups

Slideshare

Instagram

- Email newsletter
- Your blog
- Guest blogs
- Online forum ads
- Google ads
- Video

YouTube

Jing

Screencastomatic

Share on social media platforms

- Podcasts
- Blog radio
- Ask your community to share on their social media platforms

Choose the optimum time to send your emails. While email marketing trends are always changing, good times are usually Tuesday, Wednesday, and Thursday mornings. Track your response rates to ascertain the best times for you.

Prompt those who register for your webinar to add the date and time to their personal calendar.

When sending emails about your webinar, be sure to send different ones to people who have already signed up and others to those who have not yet registered. Two functions are being performed with these emails: for those who signed up, keeping the webinar in their minds; and for those who haven't signed up yet, enticing them to do so.

Send reminders of your webinar two weeks in advance then another one week before it is scheduled to take place. This not only reminds them of the webinar but it is a chance for you to emphasize the value that you promised on your landing and registration pages. Include value-building information such as links to relevant blog posts, ebooks, previous webinars, checklists, interviews — any bonus that gives them value and keeps them interested in attending your webinar. Include a hashtag and tell them you will be using Twitter for information leading up to the webinar, and they can use this hashtag as well to express their interest or responses as well.

People are busy: they forget, things come up, and your webinar may not be at the top of their priority list. Send an email the day before and then the day of the webinar.

For those who still haven't signed up, indicate a sense of urgency — that they do not want to miss out. Many people register for webinars at the last minute, so these emails are important.

There are a few foundational things to remember throughout this entire process:

- You will need to be active on the social media platforms where you are promoting your webinar so that you can engage with your community and answer any questions.
- Post on social media about your webinar once a week in the weeks leading up to it, and then several times during the week of your webinar.
- It is assumed that you will have an email marketing platform to implement the email campaign. Some of the most popular platforms are mail chimp, i-contact, constant contact, convert kit, Infusionsoft etc.

The goal of this entire process is to move them from interest to engagement and onto action.

After presenting your webinar, be sure to send an email thanking participants.

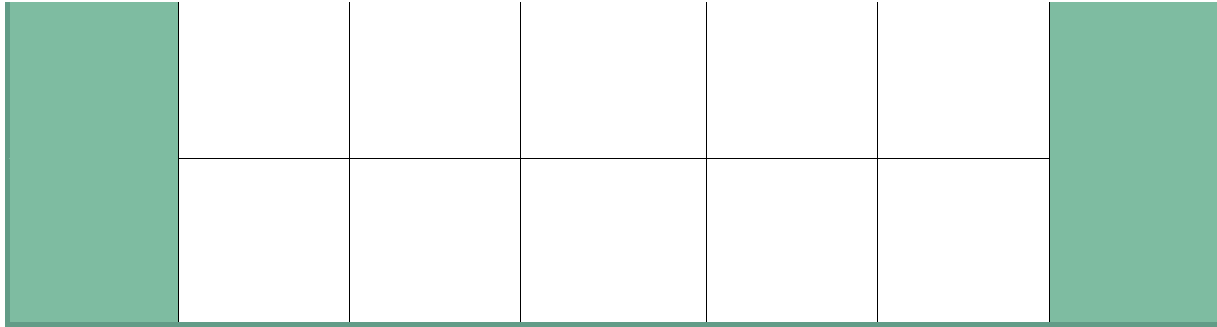
You can build a calendar using a variety of different tools, such as:

- Google calendar
- Excel spreadsheet
- Airtable.com
- Asana.com

Building Your Calendar

Now, fill in your calendar with the promotion strategies you plan to use to market your webinar:

Marketing Webinar Calendar						
Month:						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday



Joint Ventures

Successful 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. Of course, this is not usually done out of the goodness of their heart. They must gain something from this arrangement, usually a commission on whatever you are selling from your webinar.

A joint venture can be a lucrative strategy because it gives you access to thousands of people you don't have access to now. It is especially effective because they are learning about you from the advice of a trusted source, so the steps it usually takes to earn trust are greatly reduced. When you reach out to your potential joint venture partner, being able to explain easily how the joint venture is a win-win for both of you is essential.

Here are the steps to a successful joint venture:

1. Find and Connect. Determine who has the same target market as you do, but offers a different product or service, clearly defining how you bring value to their community. You may find these people online or offline.
 - **Online**
 - Newsletters
 - Blogs
 - Teleseminars
 - Webinars

Articles
Course/product creators
Podcasts

- **Offline**

Events
Networking
Conferences
Referrals

- Be sure to sign up for whatever they are offering, read their writing, follow them on social media. You want to make sure they are building an email list because that is the entire reason why you are reaching out to them.
2. Build a relationship with them through following them and engaging with them. How can you support them? You must be crystal clear on the value that you are bringing their community and how that supports their goals. The three questions that you want answers to are:
 - What is their vision and mission?
 - Are you really a good fit for them and their community?
 - What value do you bring their community and how does that support their goals?
 3. Ask for their support. Again, make sure they serve the same target market and have a list of subscribers or followers before you reach out. Tell them about your webinar and how you enjoy working with partners each month to present it to their community. Tell them how they can generate commissions by offering a high value free training to their list. Let them know that you will provide all the marketing material to them if they prefer and even provide a promotional calendar for them to follow. If they are interested, book a telephone conversation to discuss the details.

Joint Venture Activity

Use the following joint venture activity worksheet to help brainstorm potential joint venture partners you could use to help with your webinar.

Joint Venture Activity Worksheet

Who serves the same target market as you do who is not a competitor? List three to 10 potential joint ventures.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

From their messaging, who appears to have similar values to you?

Again, from what you see, who has a large email list (they will often tell you this in their marketing messaging), or who SEEMS to have a large email list?

List three potential joint venture partners that you would like to connect with.

Joint Venture Promotion

- Your joint venture partner signs up as an affiliate (you will need affiliate software on your website to facilitate this).
- Your joint venture partner announces your webinar (if your partnership includes you providing all the marketing material and calendar, you will be responsible for this).
- Prospects from their community will opt in on your webinar landing page.
- Prospects get access to your free lead magnet.
- Based on the email campaign for your webinar, you will provide your joint venture partner with the marketing material necessary for this, if that is what you have agreed upon. If not, depending on your “deal” you may have agreed on a campaign calendar at the least.
- Make sure to include time-sensitive bonuses as you would for your own campaign.

Landing Pages

Creating a Landing Page

Now that we have explored marketing objectives, the ideal participant, lead magnets, and a promotion strategy, the next step is to create a landing page.

A landing page is a page that you send someone to for the specific purpose of signing up for your webinar or it can be a pop-up when someone arrives at your website. It can also be short and to the point, or it can provide more detailed information to explain why they should attend, which obviously is a longer version. Let's start with the long version.

Long Version Landing Page

- Set expectations of the value the participant will receive from attending the webinar... a compelling marketing message
- Provide the details of the webinar

Content: What is the webinar about? What topics are being covered? What results will the participant receive? What will they be able to do after the webinar that they could not before attending? What information or knowledge will they acquire?

Presenters: Who is presenting? Give brief bios that explain who they are why they are qualified on this subject.

When is the date and time of the webinar? You can also provide a download to add to their calendar if your landing page has that capability.

Where: Provide a link to register for the webinar that explains how they access it.

Hashtag: Choose a hashtag for your webinar and include it.

An Example:

ComCrate

LIVE WEBINAR
HOW TO CREATE A SUCCESSFUL BUSINESS SOLUTION
 Strategies on efficiency and collaboration as a software business worker and manager

Strengthen control and stability across resources to improve profitability and professional service delivery.

Optimizing resource management is critical to profitability, on-time delivery and client satisfaction for any professional service organization. For many are forced to resort to guesswork on staffing projects and forecasting needs—often in a last-minute scramble.

In this webinar you'll learn:

- How to recognize talent and build a successful team.
- Processes and tools to create collaborative with your team.
- Solutions to the 4 biggest issues from software team faces.
- How NOT to manage your business.

Presented by:



Mark Gallion
 Founder & CEO, ComCrate

Mark is the founder of ComCrate, a business solutions and sharing platform. He has written for The New York Times, and has written or co-authored five books. During his 15 year career in IT Operations, Mark has become an expert at managing issues and creating innovative business solutions.

I want to see this webinar

First Name: Last Name:

Email Address:

Phone Number: Company Name:

Website URL:

Number of Employees: Department:

Your Role:

What's your biggest business solution challenge?

How do you plan to best utilize your business?

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Short Version Landing Page

This version includes only the value statement. The details of the course and presenter(s) can be included in the marketing material that prompted the person to view this landing page or it may be given once the registration has taken place.

FREE WEBINAR
HOW TO CREATE
A SUCCESSFUL
BUSINESS SOLUTION
(Valued at \$300)



This amazing Webinar will teach you solutions to the 4 biggest issues your software team faces, how NOT to manage your business ...and more!

Fill out the form below to start your FREE Webinar

Email

Show me the Webinar!

Privacy Policy



This example is a pop-up landing page that has a value statement only. With a website pop-up you need to give the person the ability to say yes or no, and then continue on to your site.



Thank-you Email and Registration Confirmation

Once they have 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 yourcalendar.”

Your Turn

Choose one of the following webinar subjects, and create a fictional presenter and long version landing page:

- Grow your email list by 1,000 in just 30 days

- How to grow your business using Instagram
- Learn how to create a powerful PowerPoint presentation
- Learn to grow your coaching business through video
- Learn to write an ebook that turns readers into clients
- Write an online course from concept to completion in 30 days

Re-Evaluating

Re-Evaluating First Impressions

Review the goals and plans you developed at the beginning of the course in the First Impressions Activity, using information you have learned. What has changed? What would you do differently? Why?

What are your goals?

How many participants would you like to sign up?

Personal Action Plan

I am already doing these things well:

I want to improve these areas:

I have these resources to help me:

As a result of what I have learned in this course, I am going to...	My target date is...	I will know I have succeeded when...	I will follow up with myself on...

Further Reading:

- ✓ Handley, Anne and C.C. Chapman, **Content Rules**, John Wiley and Sons Inc., 2012
- ✓ Howes, Lewis, **Ultimate Webinar Marketing Guide**, Kindle edition, produced with pressbooks.com, 2012
- ✓ Muller, Treion, and Matthew Murdoch, **The Webinar Manifesto**, Franklin Covey, 2012
- ✓ Rose, Sherrie and Jim F. Kukral, **The Webinar Way**, OMTIVA, 2018
- ✓ Rush, Melanie and Carl Stearns, **Deliver Webinars Like a Pro**, CreateSpace, 2014
- ✓ Sharan, Sharat and John Carucci, **Webinars for Dummies**, For Dummies publishing, 2014
- ✓ Tighe, John, **Webinar Marketing**, Kindle edition, self-published, 2014