

WEBINAR CHECKLIST

PRE-WEBINAR

- Decide topic
- Establish goals (registration/attendee goal)
- Create content - email, social, landing page if applicable
- Create images - email, social, landing page
- Set-up webinar platform and polls
- Schedule 5-6 social posts starting 2 weeks before the webinar date
- Post on your website events page
- Send out 2 emails: one 3-5 days before the webinar and another email 2 days before to those who didn't open the first email
- Promote in your newsletter if one is scheduled before the webinar
- Post in LinkedIn Groups where applicable
- Have others in the company share and like social posts and even add a link to your email signature
- Post on other sites - if you're a member of ERP Software Blog they have an events page
- Create PowerPoint presentation
- Do a practice run with the presenters

WEBINAR CHECKLIST



POST WEBINAR

- Send out recording email to those who registered
- Create workflow follow-up emails (2-3 emails sent out 7-10 days apart with more information on the product such as a Case Study, FAQ, implementation & support process, offer free trial if applicable)
- Write blog - key points of the webinar and drive to the recording
- Follow-up with those who answered polls/asked questions (personal email from sales rep)
- Update website (remove event, add link to recording)
- Schedule 3-4 social posts to promote the recording and blog
- Continue to nurture and educate them until they're ready to purchase or say they're not interested