The Webinar On Webinars

GoLeads® MARKETING SOLUTIONS

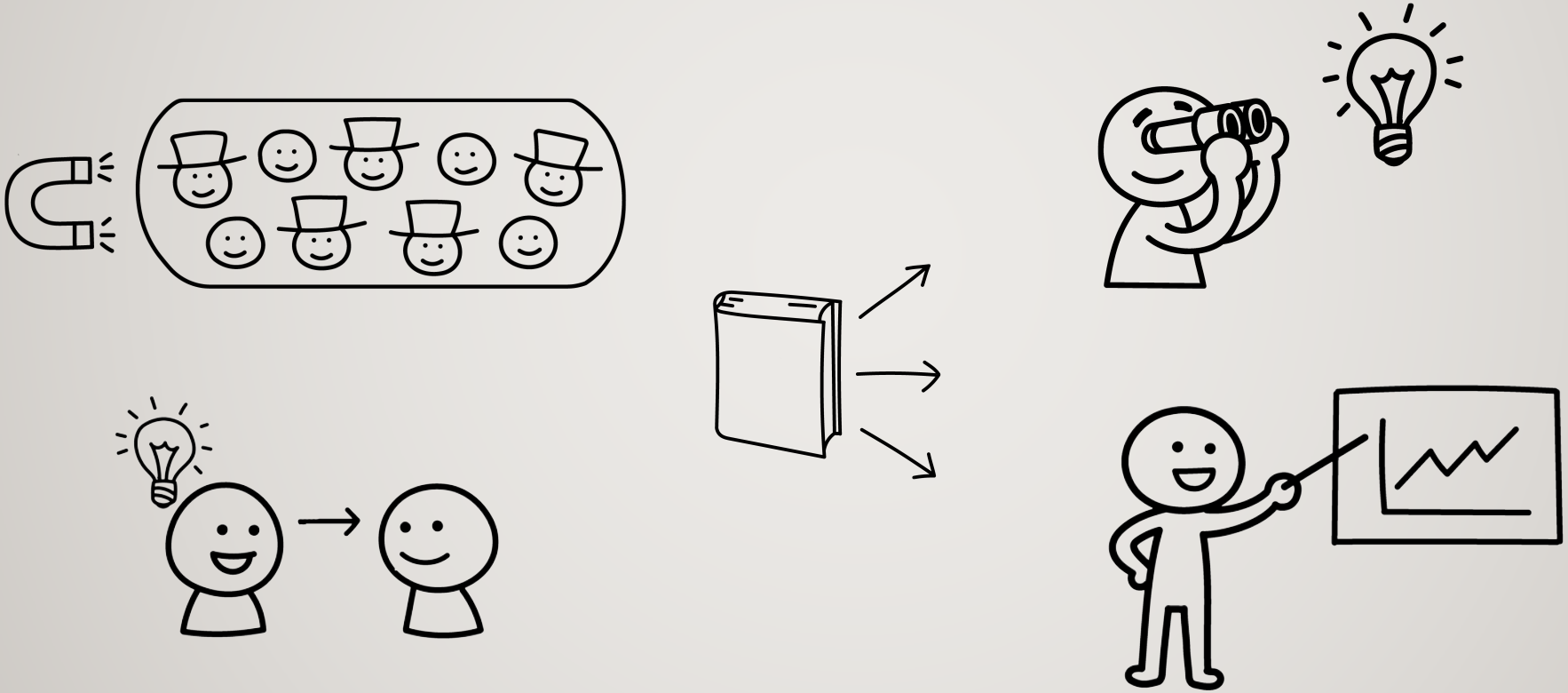
US FARM DATA®

LEADGEN® COMPASS

TODAY

- Webinars!
- Why we do them
- The steps involved
- Our solution to the problem
- The post-webinar work
- Tools for you

WHY DO IT?



SOME STATS (4/18 – 12/18)

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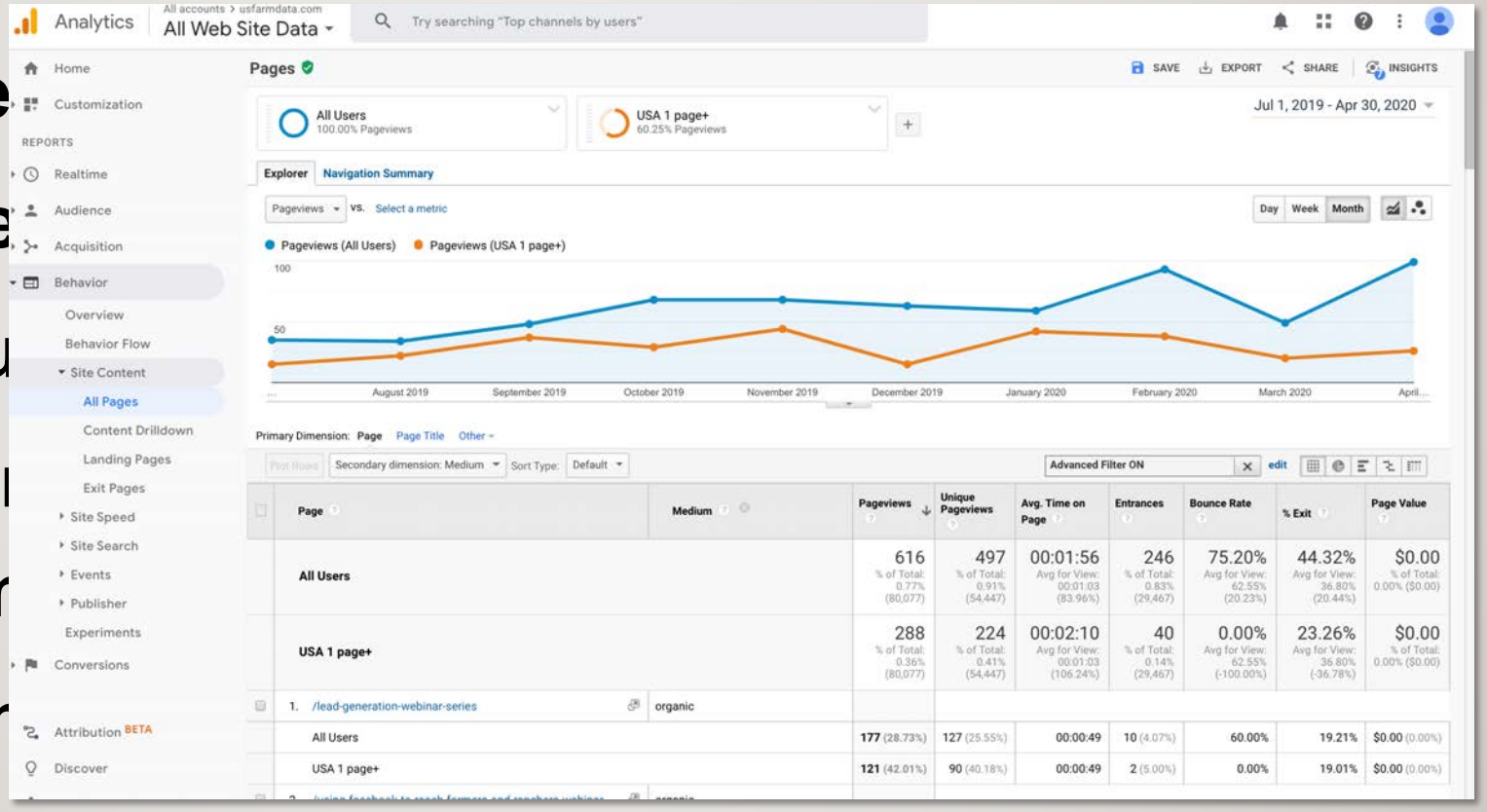
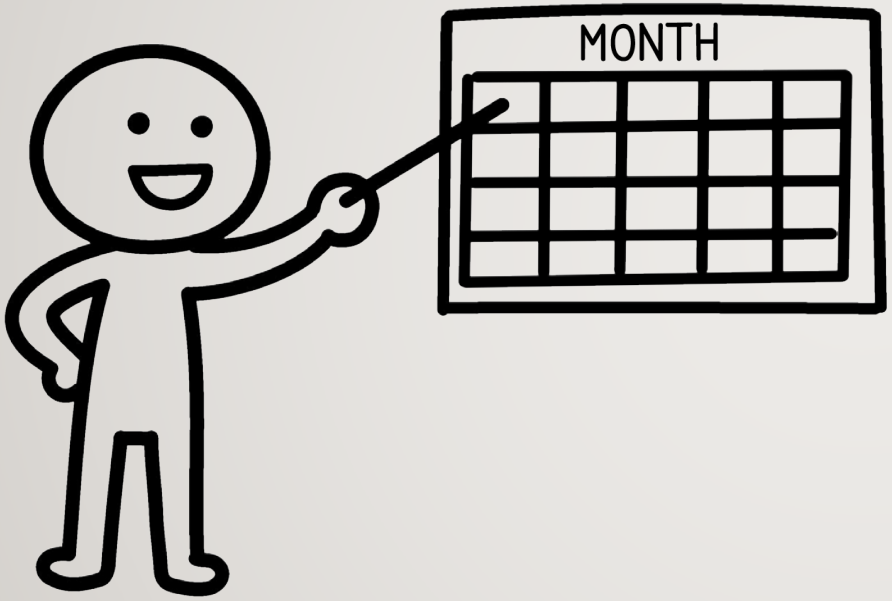


LET'S START WITH THE END

- What do we hope to happen?
- What we will offer to make it happen?
- Thinking 5th sale first, how can we help educate and inspire prospects?

LET'S TALK: THE SCHEDULE

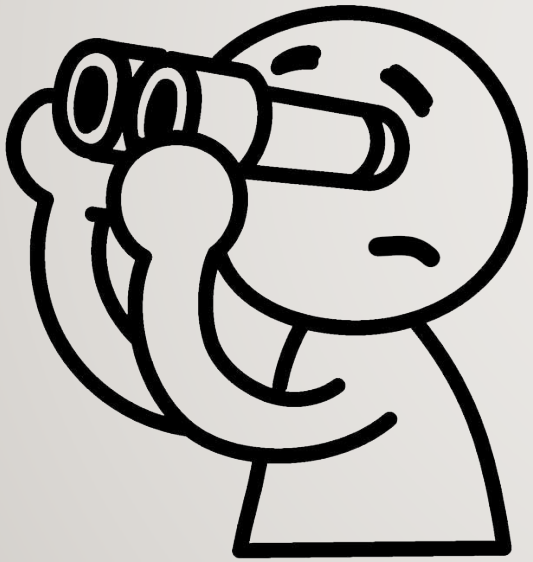


- Go Date/Time
- Reminders
- Week before
- Week before that
- Week before that

LET'S TALK: ORGANIZING

- In house list?
- Cold vs. Warm
- Numbers to expect
- The Show Must Go On

LET'S TALK: CONTEN



- Make a list (co
- Get feedback
- Pick one
- Outline
- Interviews
- PPT/Video/Solo/Practice

webinar on webinars — Edited

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Intro
what we'll cover today
let's start with why
 - 10s of thousands of impressions
 - thousands of "lookers"
 - hundreds of registrants 437 uniques 1 year (10 webinars)
 - hundreds of attendees, 10-20 new followups a month, dozens of new orders
 - organic traffic up

Let's start by beginning with end in mind - what are you hoping to accomplish
 - more leads
 - more awareness
 - teaching on topic

Let's talk about the schedule
 - go live time
 - day of reminder (extra 10% attendees)
 - early in the week reminder
 - week before reminder
 - week before topic email promo
 - week before topic

let's talk about organizing
 - do you ahve a list?
 - cold expectations vs warm
 - numbers to expect
 - the show must go on

let's talk about the scary part - content
 - brainstorm topics - common questions are best
 - don't worry about sharing state secrets
 - get feedback from custs
 - pick anything to get started
 - outlines rule
 - interviews rule
 - powerpoints stink
 - video is hard
 - solo is hard
 - practice once

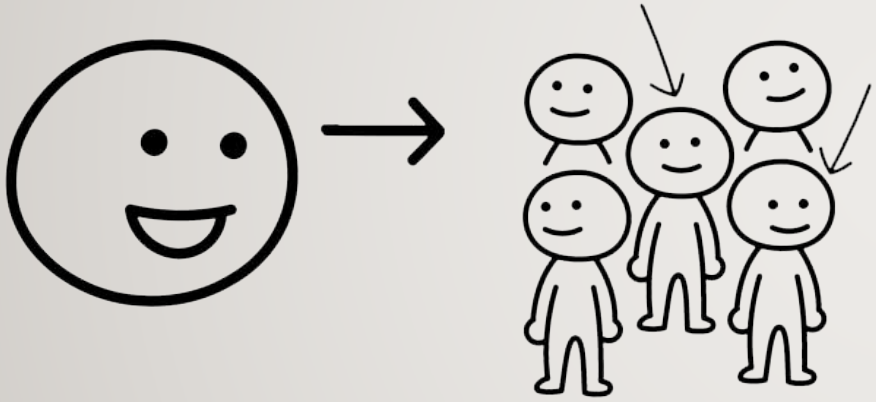
let's talk about technology
 - we uze zoom - upgrade for webinars
 - we've used gotomeeting, google, clickmeeting, freeconferencecall, streaming
 - $50-75 a month for up to 100 users, all we ever need
 - interactivity is available, but we haven't cracked that code
 - looking for stablity, good recording, usability for users
 - ubiquity helps - zoom is now almost universal

let's talk about the promo approach
 - we're down to 3 touches
 - email is #1
```

LET'S TALK: TECHNOLOGY

- **We Zoom**
- **$50-75/mo 100 users**
- **Tried:** GoToMeeting, Webex, Clickmeeting, FreeConferenceCall, Google, streams, others…
- **Recordings are key**

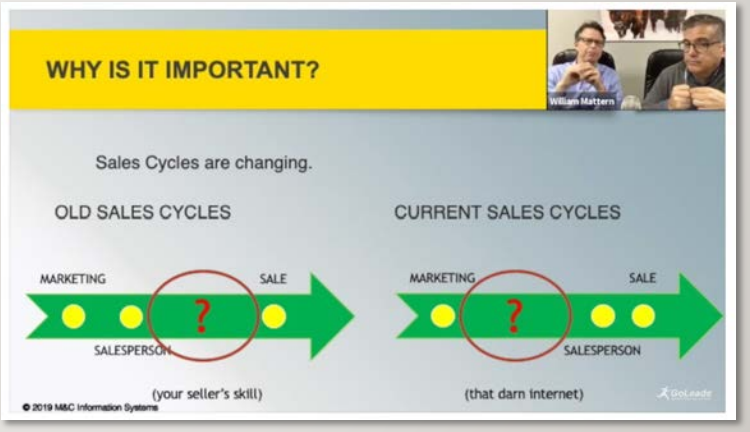
LET'S TALK: PROMOTION



- 3 Touches
- Email is #1
- Audience Ads
- Invites are impressions
- Engagement numbers

LET'S TALK: THE LIVE EVENT

- PPT
- Conversation +
- Don't watch attendees
- Use helpers
- Start on time
- Record it

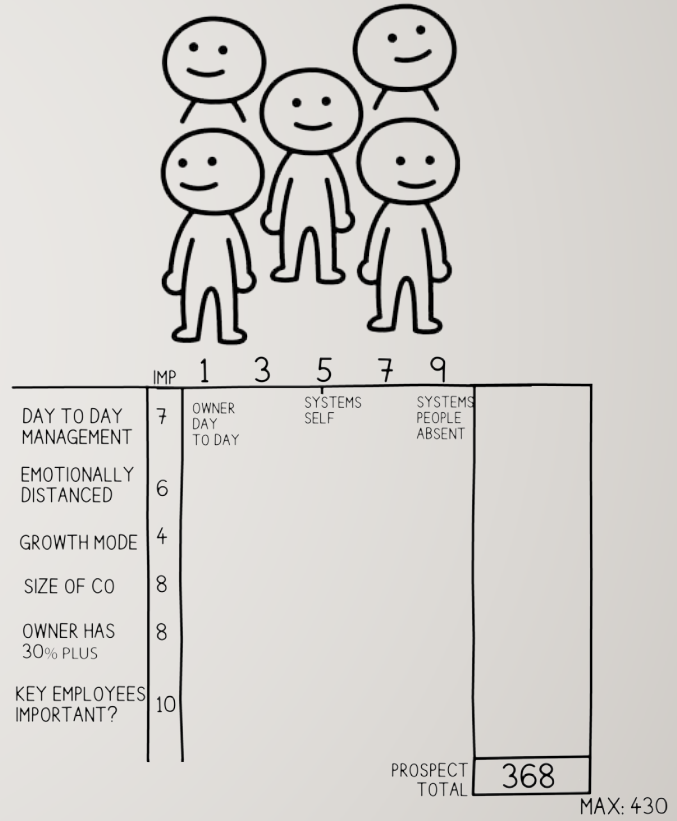


LET'S TALK: POST-EVENT

- Recording to YouTube
- Slides PDF
- Transcript on page SEO
- Send to registrants
- Schedule future share
- Move on!

LET'S TALK: FOLLOW UP

- Score the participants
- Follow up
- Do the next one!
- Ads to promote best ones to prospects



WRAPPING IT UP

- BEGIN WITH END IN MIND
- GET IT ON THE SCHEDULE
- ORGANIZE EVERYONE, EVERYTHING
- FOCUS ON THE CONTENT
- SET UP TECHNOLOGY
- PROMOTE IT
- THE LIVE EVENT DAY
- POST EVENT SCHEDULE
- FOLLOW UP

QUESTIONS?

WAYS WE CAN HELP

- SAMPLE TIMELINE
- SAMPLE OUTLINES
- SAMPLE EMAILS
- SAMPLE FOLLOW UP SCRIPTS
- OUTSOURCED HELP

THANK YOU!
CALL IF YOU NEED HELP.

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