

Webinar Success Checklist

60 Ways to Attract Prospects Remotely

Plan, Promote and Host a Webinar that Attracts Prospects

Part of adapting to the “new normal” means you need digital strategies, like webinars, to replace in-person lead generation, demonstrate your expertise, and attract prospects. Use this 60-point checklist to plan, promote, and present webinars that attract and engage prospects every time.



Set Your Goals and Objectives

- 1.** Document your goals for the webinar
- 2.** Establish the success metrics to monitor
- 3.** Define the solution you're targeting
- 4.** Identify your target market
- 5.** Define the business issue this webinar will address
- 6.** Choose a topic and title that align with the business issue, target market and solution
- 7.** Select the webinar length, day and time
- 8.** Identify and secure vendor or webinar sponsors if appropriate
- 9.** Pick a date and time
- 10.** Choose a webinar platform

Prepare Your Email Lists

- 11.** Identify the job roles of your target participants
- 12.** Segment the list in your email system to match your target market
- 13.** Remove all contacts with bounced and unsubscribed email addresses
- 14.** If possible, get a supplemental list from a vendor, webinar sponsor, or co-host



Give People a Way to Register

- 15.** Write the webinar description
- 16.** Determine if registrations will be handled by you or another company
- 17.** Create a web-based webinar registration form using the webinar description
- 18.** Limit the number of fields on the registration form to encourage enrollment
- 19.** Set up an email registration confirmation
- 20.** Write 2 reminder emails to send the day before and day of the webinar



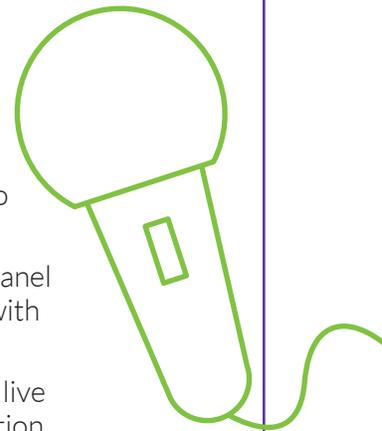
Promote Your Webinar to Prospects and Clients

- 21.** Update your website with webinar information
- 22.** Write and send 4-6 email invitations beginning up to 3 weeks in advance
- 23.** Run paid social media ads
- 24.** Post and comment about the webinar, including the registration link, on social media
- 25.** Have sales reps personally invite prospects and clients
- 26.** Have everyone in the company add the webinar registration link to their email signature
- 27.** Give appropriate vendors, alliance partners, and networking contacts the registration link and ask them to promote the webinar
- 28.** Time permitting, write a mini email campaign with links to topical blog posts leading up to the webinar invitations



Know Who's Talking and Who's Tweeting

- 29.** Select a speaker
- 30.** Identify and secure guest speakers you want to include
- 31.** Consider gathering a panel of 1-2 experts to present with you
- 32.** Designate someone to live tweet during the presentation
- 33.** Identify a moderator to monitor questions and chats
- 34.** Create a hashtag for your webinar and tell people to use it when they tweet about the webinar

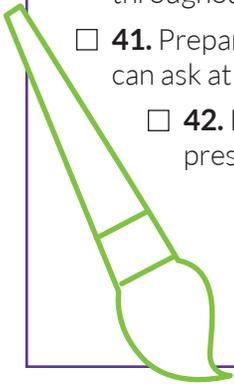


Share Your Tips

What are your favorite digital prospecting strategies? Let us know and we'll share them in our Weekly Sales Tip! info@klagroup.com

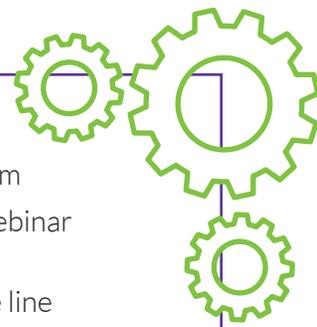
Create a Compelling Presentation

- 35. Create the presentation
- 36. Review the presentation to confirm it meets the promises made on the registration page
- 37. Identify one free and one paid special offer to make at the end
- 38. If a sponsor or vendor will be presenting, review their presentation for appropriateness
- 39. Write the speaker introduction text
- 40. Create 3-5 poll questions to ask throughout and engage attendees
- 41. Prepare 5 seed questions the moderator can ask at the end to start a discussion
 - 42. If providing one, create the presentation handout



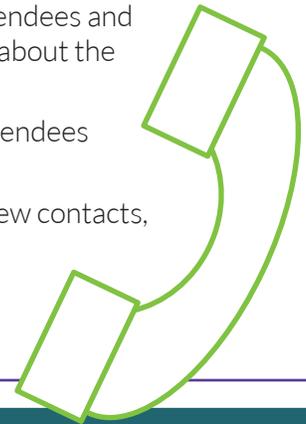
Prep, Test and Go

- 43. Set up the webinar platform
- 44. Load presentation onto webinar platform and test
- 45. Set up a dial-in conference line if required
- 46. Test your webinar recording ability
- 47. Send log-in instructions to the presenter(s)
- 48. Arrive early so you're there before the first registrant
- 49. Record the webinar
- 50. Turn on your video if available on your platform and have fun
- 51. Live tweet throughout the webinar
- 52. Take questions throughout the webinar
- 53. Allow 12 minutes to present the offers and answer questions at the end



Follow-up and Engage Prospects After the Event

- 54. Send a follow-up email with the recording link and your special offer to all enrollees
- 55. Change the registration page to a webinar replay page
- 56. Add the webinar replay link to your email signature
- 57. Create a follow-up campaign to the rest of the list with an offer from the webinar
- 58. Call engaged attendees and have a conversation about the topic
- 59. Connect with attendees on LinkedIn
- 60. As you acquire new contacts, send the webinar recording in a welcome email

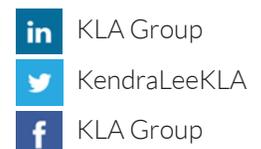


We're Here to Guide You

Don't navigate prospecting and selling alone in these uncertain times. If you would like guidance delivering your message to the right audience contact us today at **+1-303-741-6636** or **info@klagroup.com** and let's talk.



+1 303-741-6636
info@klagroup.com
www.klagroup.com



in KLA Group
KendraLeeKLA
f KLA Group