



Webinar Cycle

The Ultimate
Step-by-Step Guide

Have you ever wondered how much easier would it be to pursue your webinar business with a ready use case scenario? How much time would you win back if you had a brand-new webinar methodology right under your fingertips? And lastly, how would it feel if the automation took the repetitive work off your shoulders? We are super excited to introduce you to ClickMeeting's new offspring – the webinar cycle!

Forget about feeling intimidated by the piles of features and by the overwhelming landscape of video conferencing solutions. It's no longer the time for testing dozens of functionalities, without having a broader perspective in mind.

In this free, exclusive e-book, we will empower your digital business with a unique action plan. Our webinar cycle is not only the alternative for linear sales and marketing funnel. It's an agile framework designed for one purpose – increasing your revenue with a methodology powered up by automation!

Are you ready? Let's dig into it!

– CONTENT –

From this e-book, you will learn:

- What is a cycle approach, and how does it relate to a classic funnel?
- How can you apply cycle to your webinar strategy?
- How to make your webinar cycle come true on the example of running online courses?*

* You will access a highly-detailed diagram with a step-by-step scenario.

– INTRODUCTION –

What's the **most significant pain point** of, literally, every business operating in the web? Not competitors, nor the law regulations, neither the changeable Google nor Facebook algorithms. Although these problems are real and we don't want to underestimate them, **the real enemy** is above them. And its name is **TIME**.

You can analyze and outsmart the competition, adjust your company to the new law regulations, and finally, adapt to the unstable algorithms released by the technology giants. There are tons of **other challenges** you need to face, like **generating leads, converting them into customers**, and **make them stay with your brand** in the times where customers are much less loyal to brands than they used to be. All that is **possible to conquer** but to do it you need **TIME**.

The same dynamics apply to the **webinar world**. Video conferences and webinars open tremendous opportunities and bring positive results. **Digital marketers** and **salespeople** love them, and so do **online teachers**.

However, to make **your webinar business thrive**, you need to take care of:

- Scheduling and hosting hundreds of events,
- Promoting them to reach your target audience,
- Converting webinar attendees into customers,
- Sending follow-ups to those who didn't convert,
- Creating an excellent experience to earn their loyalty and endorsement.

In the end, your ultimate goal is about **increasing your revenue** and spinning the wheel to achieve **webinar growth**.

All those activities (and there's much more behind above bullet points) are time and effort consuming.

That's why, here at ClickMeeting, we have come up with a game-changing solution, powered up with automation, to achieve your goal and to help you save your time along the way.

Here it is - the webinar cycle!

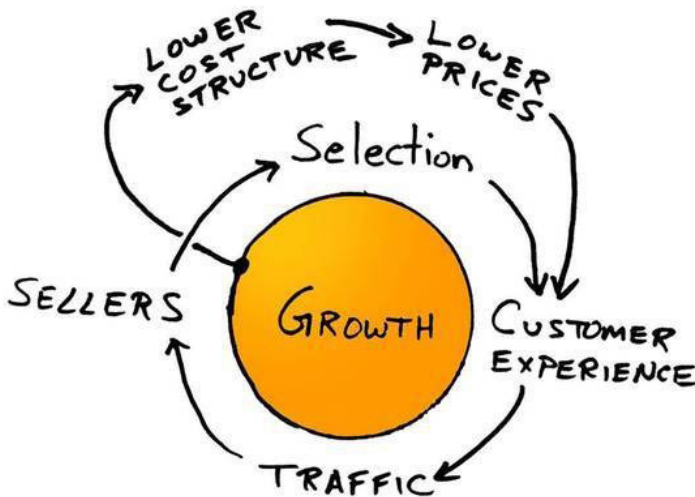
– CHAPTER ONE –

Cycle vs Funnel

Before we move on, let's cast some light at the **cycle approach**. In a nutshell, this methodology is an **alternative to the traditional marketing funnel**. Although the majority of companies, including ClickMeeting, have been pursuing their marketing activities through a funnel, the cycle term has been like honey to the most eager bees.

Rand Fishkin from Moz (currently SparkToro) presented his [Marketing Flywheel](#) back in 2013. He regarded it as a fantastic, result-driven concept to generate more website traffic through self-reinforcing SEO, social media, content, and e-mail marketing actions. What he emphasized was to be more willing to invest in a long-term strategy and relationship-building.

But the idea of a self-perpetuating cycle is slightly older than that. Back in '90s, Jeff Bezos forged the virtuous cycle that has become an engine for Amazon:



As you can see, the customer experience has a direct impact on traffic (we will come back to that in the next chapter) and growth is in the heart of the cycle.

Coming back to our decade, in 2016 [HubSpot embraced the Flywheel and retired the Funnel](#). It's an utterly significant shift because as a marketing platform, they have been using funnels by definition.

Why did they decide to do it?

Quoting after **Jon Dick, Vice President of Marketing at HubSpot**:

"Despite the Funnel being my first love, I have to admit its linear approach to measuring growth is a huge weakness. Funnels produce customers but they don't consider how those customers can help you grow. And all the momentum you built acquiring that customer? Gone. Each day, each month, and each quarter, we have to start new".

As a result, HubSpot released their Flywheel concept:



What we loved about this idea is that the circle consists of other smaller circles:

- Communicate – as a general idea for inbound marketing.
- Educate – this is crucial! We'll explain why it matters so much.
- The customer life-cycle: Prospects -> Clients -> Promoters.
- The stages: Attract -> Engage -> Delight.
- Client Growth in the middle as the ultimate goal.

This approach inspired us to implement it in the webinar business and to create our webinar cycle.

– CHAPTER TWO –

What is a webinar cycle?

As digital marketers ourselves, we have been using and advising to use funnels to drive webinar businesses. Moreover, in our latest [State of Webinars 2019 Report](#), we have included some impressive outcomes.

The numbers speak for themselves. Webinars have a proven record of delivering results at each stage of the funnel, especially in the B2B environment:

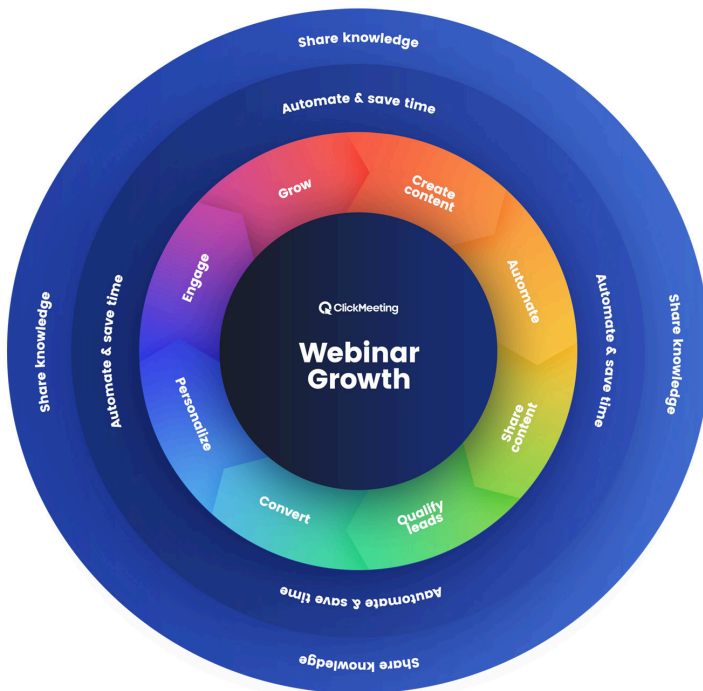


You might be thinking – why then should I change my marketing preferences to cycle?

Stay with us! If webinars are a part of your inbound marketing campaign, we still highly recommend using them at each stage of the buyers' journey.

However, our webinar cycle is designed to run webinar businesses and increasing your sales results with webinars.

Here's our general idea:



As you can see, we have worked it out differently, taking into account the specifics of hosting and scaling-up webinars.

Let's break it down.

Knowledge sharing is the new oil

The first circle is about **education**, and it covers all the stages of the cycle. Why? Because educating customers means giving them real value, and **sharing knowledge** is something they're looking and **willing to pay for**.

It works for everyone. If you're a **marketer** who inspires and builds relationships through webinars, **you share knowledge**. When you're a **sales specialist** and showcase HOW your product works, it means **you share knowledge** via product demo webinars. Finally, **running online courses with webinars** couldn't be more about sharing knowledge with your audience.

Automate & save time

As we mentioned at the beginning, running webinars on a big scale requires plenty of time. Imagine all the work:

- Scheduling numerous online events,
- Inviting your audience,
- Promoting on social media,
- Hosting live webinars,
- Managing surveys, Call-To-Action buttons, Live conversation on Chat, etc.

And that just a beginning. What about **reminding attendees** about your event? What about **sending follow-ups** after your event? How to reach your **leads who didn't show up** at the event?

With the **automation** injected in the entire **webinar cycle**, you can take most of the hard work off your shoulders and save loads of your valuable time.

Now, let's decipher the stages of the cycle:

Create your content

That's your starting point. At this stage, **you already have the knowledge** you want to share. If you're already an expert in your niche or have a ready product you aim to sell, this stage is natural. All you need to do is to wrap your knowledge up in webinar scripts and presentations and record the events you will share later on.

If, however, you still need to produce content, take your time to define your audience and their needs. Do some research with tools like **Google Trends**, **BuzzSumo**, **SEMRush** or **AnswerThePublic**, and analyze what sort of content will address the pain points your prospects have.

Automate

You're entering the setup phase. At this point, you can be prepared for various scenarios. You can decide how often the platform will automatically remind your attendees about your webinar.

With a few clicks, you can also set up your Thank-you email which is sent after the event is over, or an invitation to other, upcoming webinar. But there's more!

It will be your **webinar cycle**, and we will show it to you in details in the next chapter.

Share your content

That's the moment of truth. You're releasing your webinar content to the world, inviting your prospects, promoting it on your social media channels.

Although, we will precisely explain to you what to do, here's a teaser – this stage is about publishing a few events to check out **which content will be the most attractive one**.

With this small set of webinars, you will generate your leads and be able to...

Qualify your leads

Now, time to analyze your **webinar statistics** and draw some conclusions.

Which content attracted the biggest crowd? What can you tell about the audience of the winning webinar? What do they need most?

With the help of your CRM, you can group your leads, and choose the qualified ones. Revamp the content they were interested in and **prepare to pitch** them with your offer.

Convert

In other words, **close your sales** with a **strong Call-To-Action** during your next live webinar. You have invited your qualified leads to the event, polished up and advanced the content, so it's all now in your hands.

It's a chance to redirect your webinar attendees to **your landing page** where they will find a sign-up or a buy-now form. Time to convert your leads into customers.

This step is also an outstanding opportunity to know your customers better. Make the most of a survey to understand their mindset.

Personalize

After you uncork a champagne bottle, because of the number of new customers, you need to deliver quality, and you need to do it fast.

Learn from the most successful e-commerce brands – they know that nowadays, **customers demand a highly-personalized approach**. Otherwise, they won't stay for long.

Dive into surveys you conducted in the previous step. Knowing more about them will help you to personalize your webinar content even more.

Engage

Remember Amazon's virtuous cycle? **Jeff Bezos** concluded that **customer experience has a direct impact on higher traffic**.

That's where you are right now. **Create a good experience** for your customers with a set of top-class webinars that empower your audience with in-depth insights and help them to achieve their goals faster and more effectively.

Why is it so important?

Grow

By making sure your customers have experienced something amazingly beneficial, and the communication with your brand was more than splendid, you have earned their loyalty and endorsement.

Bear in mind what **Rand Fishkin** from [Moz](#) said about building strong relationships. This is the moment to capitalize it.

Give your customers a reason to **promote your brand** and your webinar offer on their social media channels. Ask them for video and written testimonials and deploy a campaign that will boost sign-ups for your upcoming webinars with the same content or a brand-new one.

By closing the cycle, you achieve the goal placed in the heart of the cycle, and that is your webinar growth!

Are you ready to dive deeper?

Okay! We walked you through the general concept. A couple of times, we teased you about the upcoming insanely detailed action plan. We have created it for one specific use case – running online courses with webinars.

Let's take it under the microscope!

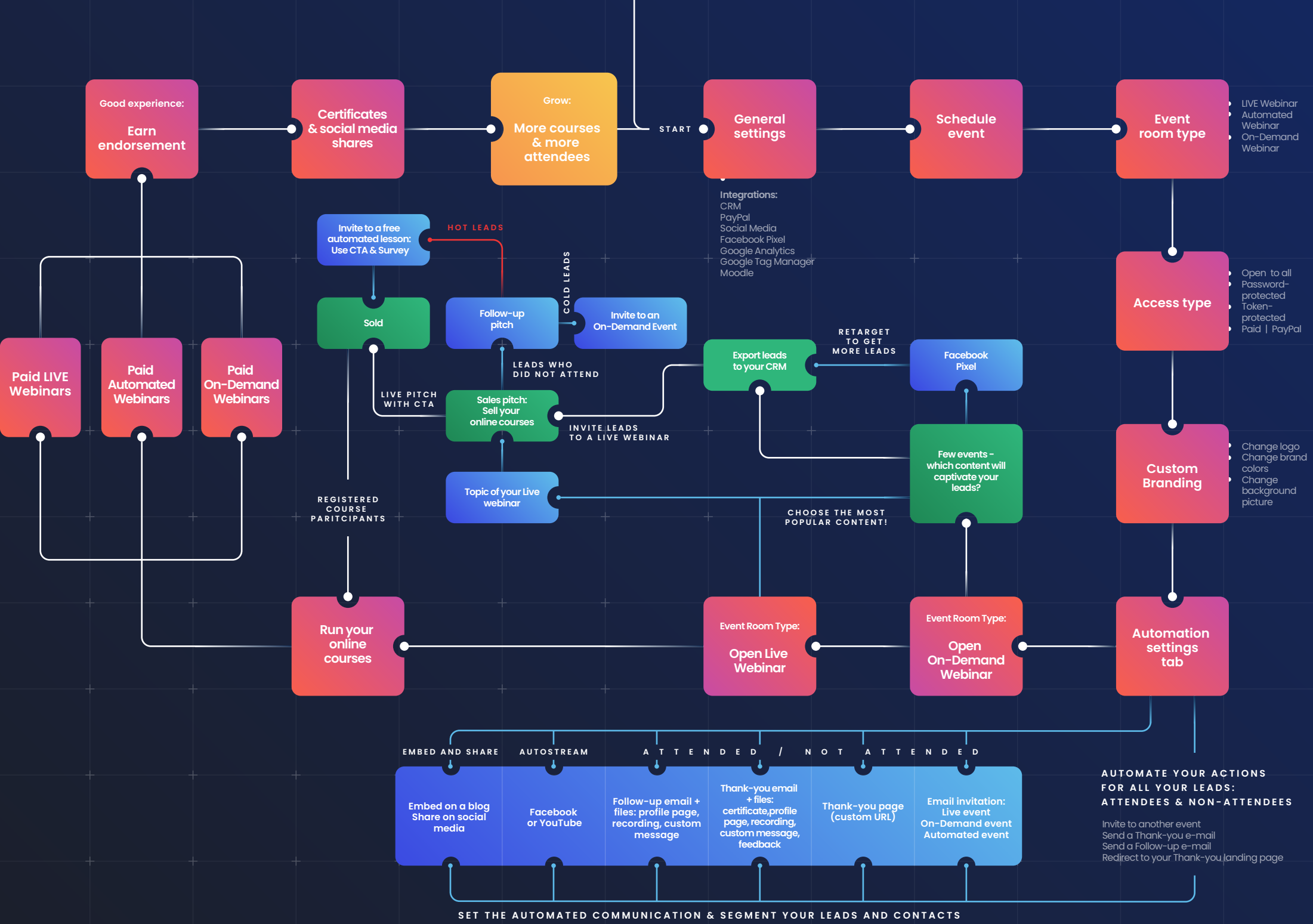
– CHAPTER THREE –

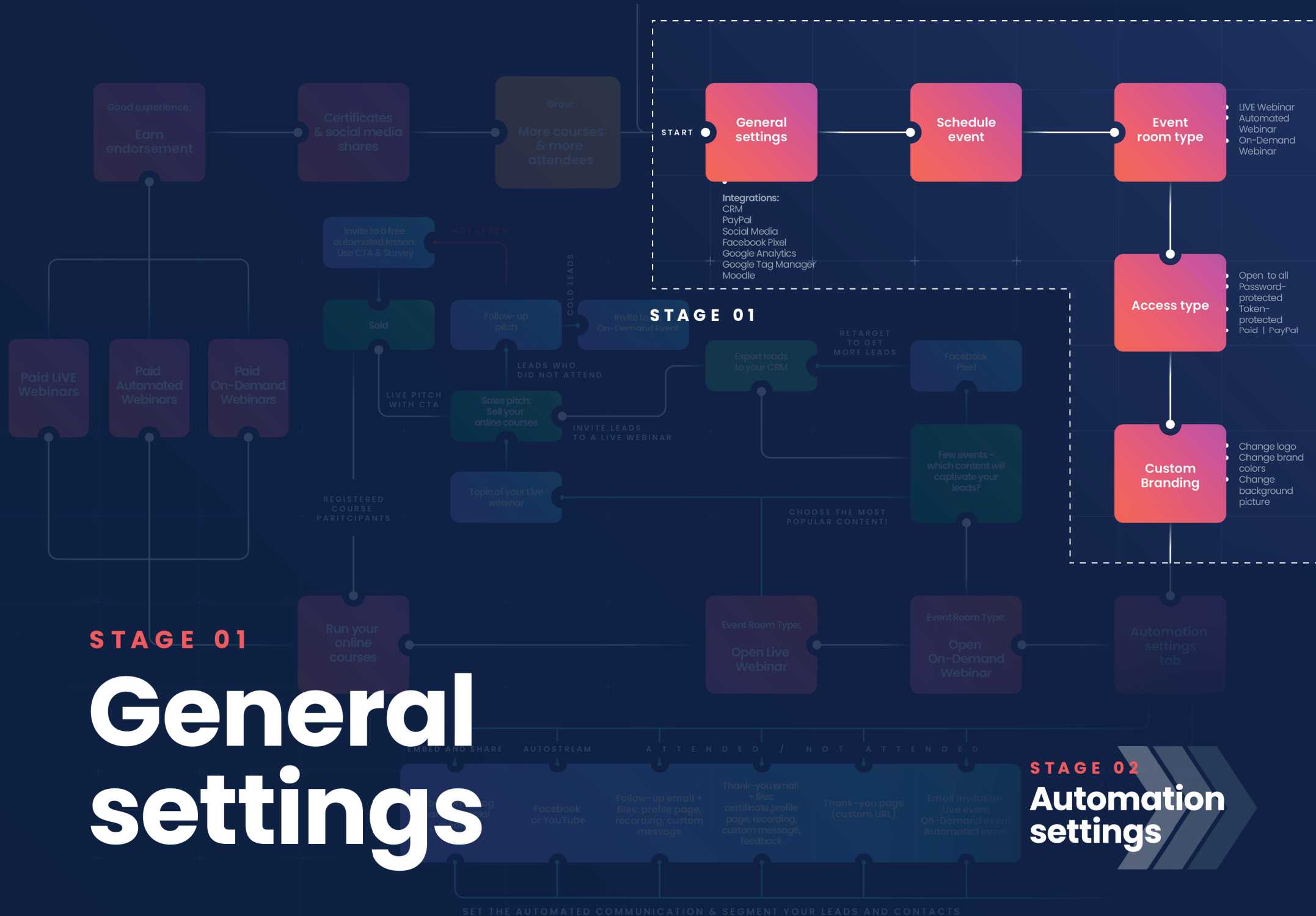
Webinar cycle for online courses

It comes as no surprise, but webinars are a dream tool for online teachers and knowledge sharing. Their features offer all the opportunities a traditional classroom has, with one significant difference – with webinar online courses, you can reach students all over the globe!

How to monetize your expertise with webinars?

Below, you will find a game-changing scenario!





Overwhelmed? No worries, we will take you by the hand, step-by-step.

1. General settings

First and foremost, you need to go to your ClickMeeting account panel and find the Account Settings

Then, make sure to **integrate** your webinar account with:

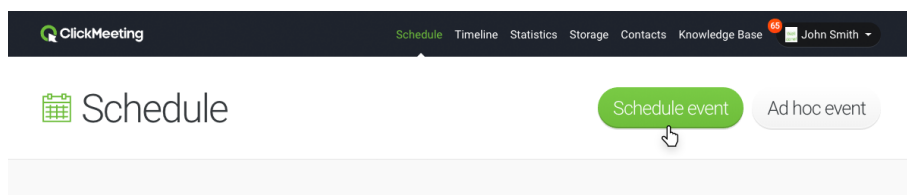
- **PayPal.** It's pointless to start running webinar online courses without integrating your webinar account with your PayPal account. It's the first step to **get paid for your expertise**.
- **Social media:** [Facebook](#), [LinkedIn](#), [Twitter](#), and [YouTube](#). These integrations will enable you to go social with your events.
- **Analytics tools:** [Google Analytics](#), [Google Tag Manager](#), and [Facebook Pixel](#). Getting those on board will help you analyze the traffic, track leads and customers visiting your webinar pages, and reach them with **remarketing campaigns**.
- **CRM platform:** [HubSpot](#), [Pipedrive](#), or [Infusionsoft](#). With this integration, you will export your webinar attendees directly to your CRM account. From there, you will be able to organize your lead base. It's a must!
- **Moodle.** Yes, you can integrate your webinar account with this **LMS platform** and manage all your webinar courses from there. To do that, you need to install a ClickMeeting plug-in in your Moodle account.



2. Schedule your event

Remember the previous chapter and a part about creating content? As an ambitious online teacher, you have that kind of knowledge at this stage. You have built up a set of presentations on different topics in your niche, and you want to start your journey with running online courses.

To begin with, click the “**Schedule event**” button in your account panel.



After choosing the name of your event, setting the date, hour, and time zone, you need to:

Choose the room type

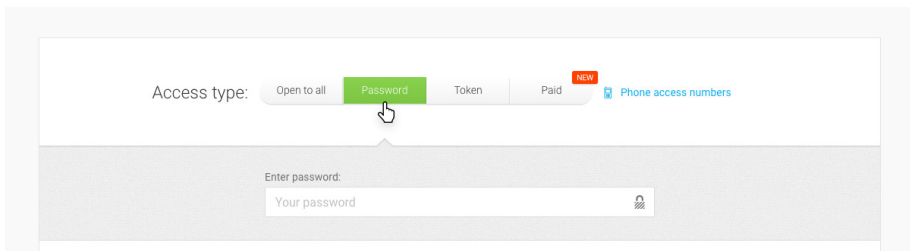
That's deciding on a type of webinar you would like to organize. You can choose from a:

- **Live Webinar** – that's a classical webinar, where you present your knowledge live, interact with your audience in the Chat window, and react to your audience's feedback as you move along.
- **Automated Webinar** – a time-saver. You record your event, compose it with a video clip, a survey, and a CTA button, and set it on autopilot. Meaning – the webinar will start when you planned it, but you don't have to be there.
- **On-Demand Webinar** – a great way to generate your leads. You record the event (or a set of events – and that's what we will recommend shortly), send invitations, promote, capture more emails and let your audience watch the event anytime they want.
- **Online meetings** – video conferencing is not just about webinars. Meeting partners and customers in one online conference room does the trick for business get-togethers.

Choose the access type

Are you going to host a free, **open webinar**? Or shall it be a **password-** or **token-protected** one? Or perhaps a **paid webinar** with an entrance fee? Naturally, the last one looks most appealing. After all, it's about making money on your events.

However, you can also use the “**Open to all**” access type as well, and we will explain why.



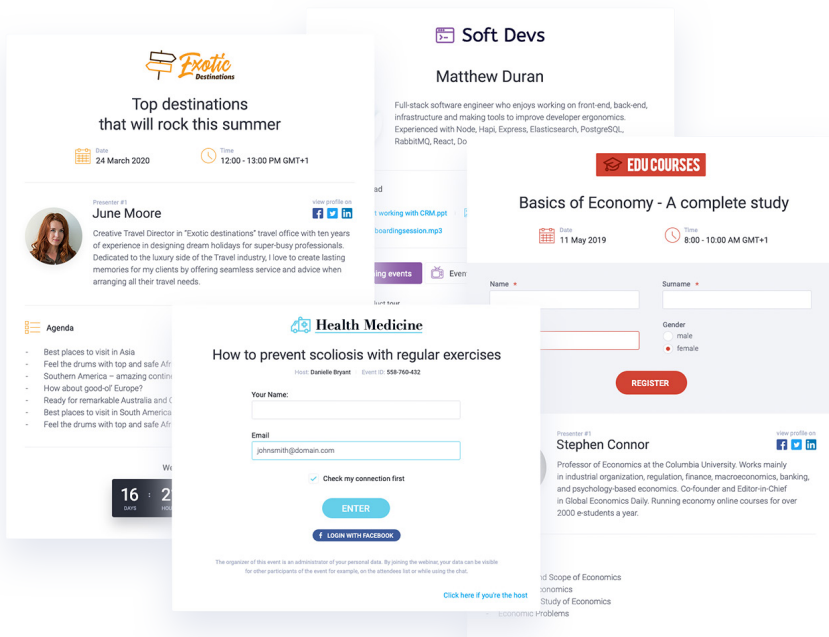
3. Custom Branding

The first impression you make on your future students matters a lot. With just a few clicks in the “**Appearance**” tab, you will get a **professional and visually coherent look** of all your webinar pages, including the registration page, and the **webinar room** itself – a place where you will gather your online class.

Uploading **your logo**, and matching the primary color to your brand colors, is one thing. But the real beauty lies in uploading a background image from a free, professional **Unsplash photo base**.

Whether you teach software development, finance, or graphic design, you can type a related word in the search field and pick the most suggestive and stunning one.

Your students will see the same, professional, custom-branded appearance on all of your webinar pages.



4. Automation settings

Okay, this is where the magic happens. Right here, in the "Automation" tab, you can set and automate your actions:

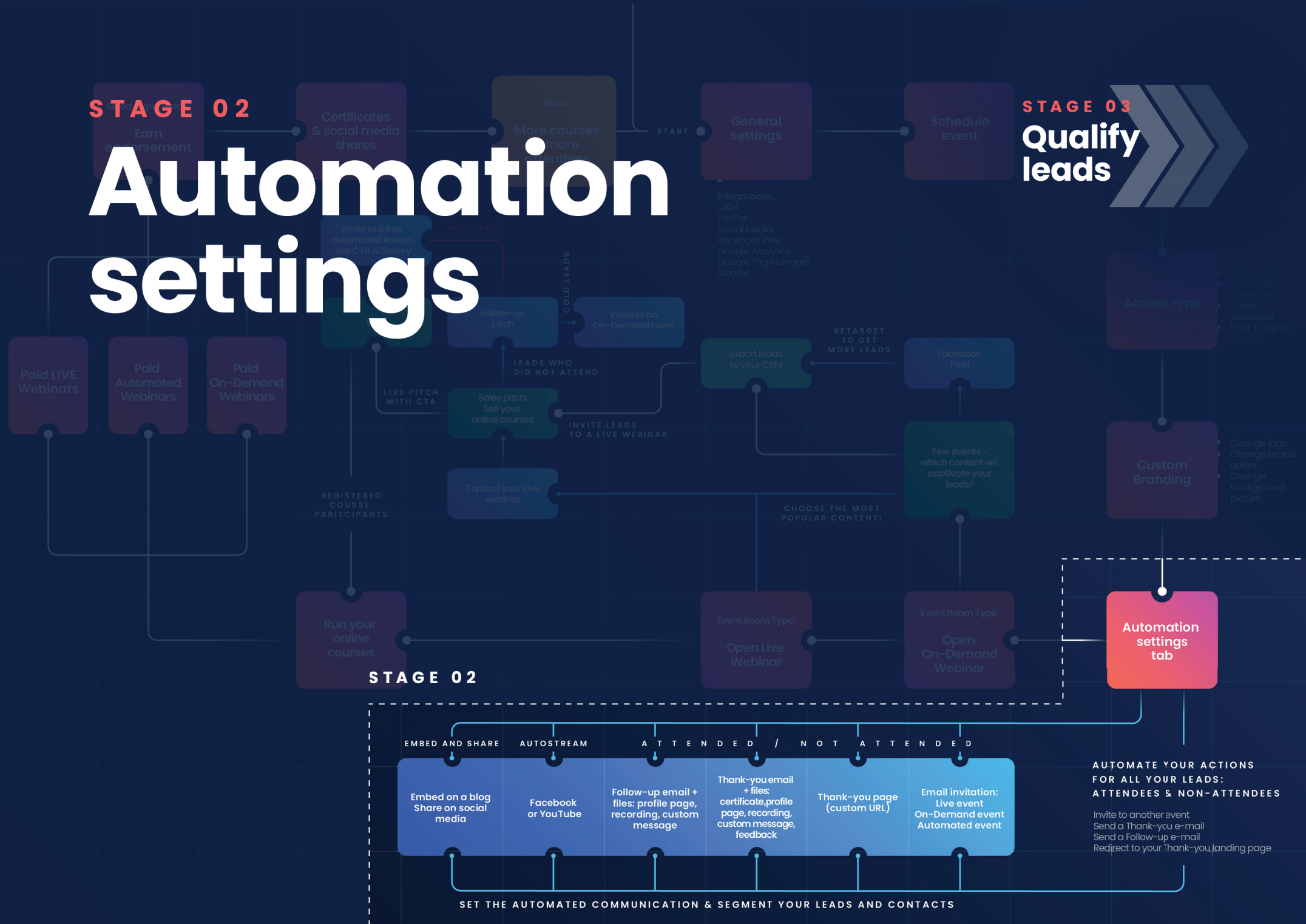
- **Event automation actions.** It goes for publishing your event on your profile page, auto-streaming your event on Facebook or YouTube, publishing and sharing your webinar recording.
- **Event promotion rules.** Here, you can automate event reminders for your registrants, and automate sending invitations to an upcoming event.
- **Follow-up rules.** Each webinar ends with a Thank-you page. It can be a landing page with a sign-up form, your URL, it's your decision. Next, you can customize and automate your Thank-you and Follow-up emails.

STAGE 02

STAGE 03

Qualify leads

Automation settings



Who attended and who didn't (and what to do with them)?

Without kidding ourselves, it's impossible to get 100% attendance on your webinar, and it doesn't matter how amazing your content is. People register to events, and then they don't show up, and nothing will change that.

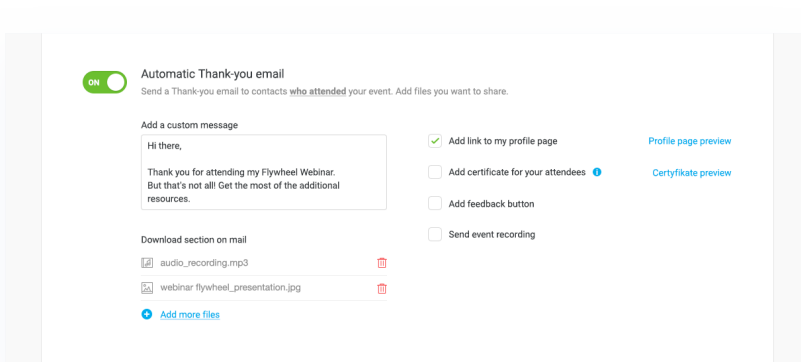
But the leads who registered, but eventually didn't come to watch your event, are still your leads. And there's something you should do to attract them with your offer anyway.

Also, you need to have a different approach towards those leads who attended your webinar.

As you can see, it's getting complicated. Luckily, the automation in our cycle comes to the rescue! You can automate reaching out to your students, regardless whether they attended or not. For example:

Attendees:

- Automatically send them invitations to the event "A".
- Automatically send them Thank-you emails "B1" with attached files "C1" and "C2".



The screenshot shows the 'Automatic Thank-you email' configuration page. At the top, there is a toggle switch labeled 'ON' and the title 'Automatic Thank-you email'. Below the title, a subtitle reads: 'Send a Thank-you email to contacts who attended your event. Add files you want to share.' The main configuration area is divided into two columns. The left column contains a text editor for a custom message, a 'Download section on mail' section with two file attachments (audio_recording.mp3 and webinar_flywheel_presentation.jpg), and a link to 'Add more files'. The right column contains three checkboxes: 'Add link to my profile page' (checked), 'Add certificate for your attendees' (unchecked), and 'Add feedback button' (unchecked). Below these are two links: 'Profile page preview' and 'Certificate preview'. At the bottom, there is a checkbox for 'Send event recording' (unchecked).

Non-attendees:

- Automatically send them a webinar recording.
- Automatically send them invitations to the event "X".
- Automatically send them Follow-up emails "Y1" with attached files "Z1" and "Z2".

ON

Send an automatic "Follow up" email
Send a Follow-up email to contacts who registered but didn't attend your event. Add files you want to share.

Add custom message

Hi there,


Sorry you couldn't make it on Flywheel Webinar live event. But you don't have to worry you've missed the webinar content!


☒ Add link to my profile page


[Profile page preview](#)

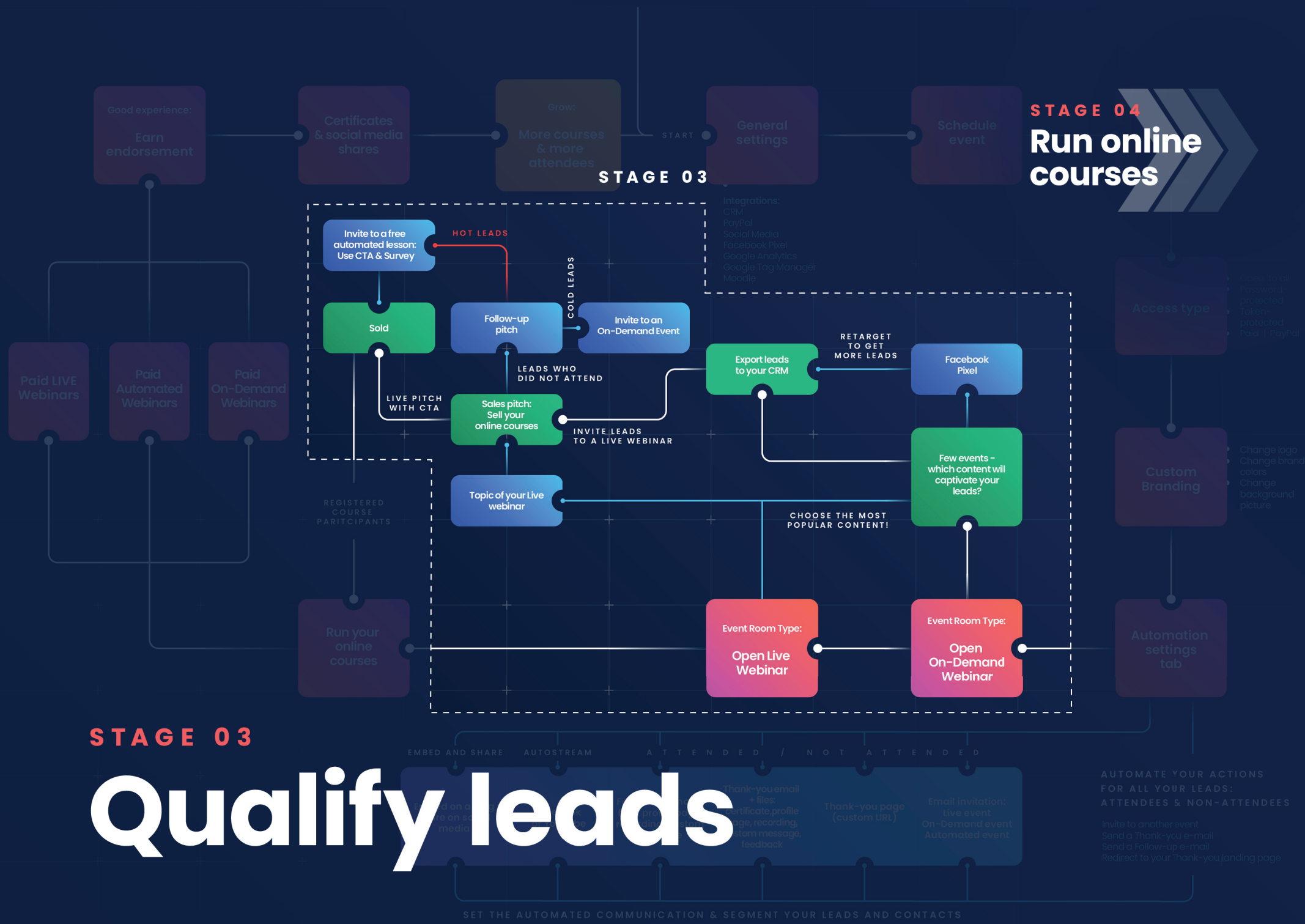
☐ Send event recording

Download section on mail

 audio_recording_b.mp3

 webinar_flywheel_presentation.jpg

 [Add more files](#)



5. Event room type: Open On-Demand Webinar

That was the preparation stage. Now, we are going to serve you a scenario on how to start hosting your webinars, and what should you do as you carry on.

Remember the **“Share your content”** phase from the previous chapter? That’s where we are right now.

Record a set of, let’s say, five webinars. As far as content is taken into account, each of the events will be a sample of a separate subject within your educational niche. For instance, if you managed an online school for software developers, you would record different webinars with sample lessons of:

- 1) Python
- 2) PHP
- 3) Java
- 4) C#
- 5) JavaScript

Set the access type to **“Open to all,”** and “Room type” to **On-Demand**. With an On-Demand webinar, you will automatically **export your attendees’ data to your CRM account**.

Publish the webinars and start promoting them with your social media and emails. You can, of course, go outside our cycle and power up the campaign with Google Ads and Facebook Ads.

After a while, you will be able to analyze the statistics. Which webinar captivated the most significant attention? What type of programming language made your students gravitate to the webinar?

Choose the best performing content to launch a live webinar in the upcoming step.

This stage matches the **“Qualify leads”** stage from the previous chapter. With webinar analysis and your CRM, you will have a chance to qualify your leads and prepare for a sales pitch.

For those who didn’t attend but have been crawling on your webinar pages – make the most of **Google Tag Manager** and **Facebook Pixel** to **retarget them** with your future educational offer.

6. Event room type: Open Live Webinar

You're now entering the **"Convert" stage**. As soon as you realize which of the five On-Demand Webinars was a number one when it comes to the number of registrants and attendees, you know **which topic is the most popular one**.

Coming back to our software development example, if the On-Demand Webinar about Python is the leader, you should make it as your topic for a free live webinar.

Polish it up, make it more advanced, include more valuable insights in the presentation. Bear in mind that this will be a sample of your entire Python online course, so make sure to **describe the educational program and the benefits** of enrolling and graduating the class.

It will not be an On-Demand Webinar, but a live one. Therefore, you need to be there and present this entire time. Use features like **Chat and Survey** for interacting and getting to know your audience.

But most importantly, it's the time to **pitch your sales offer** with an enticing **Call-To-Action**. In other words, **you are selling your online course!**

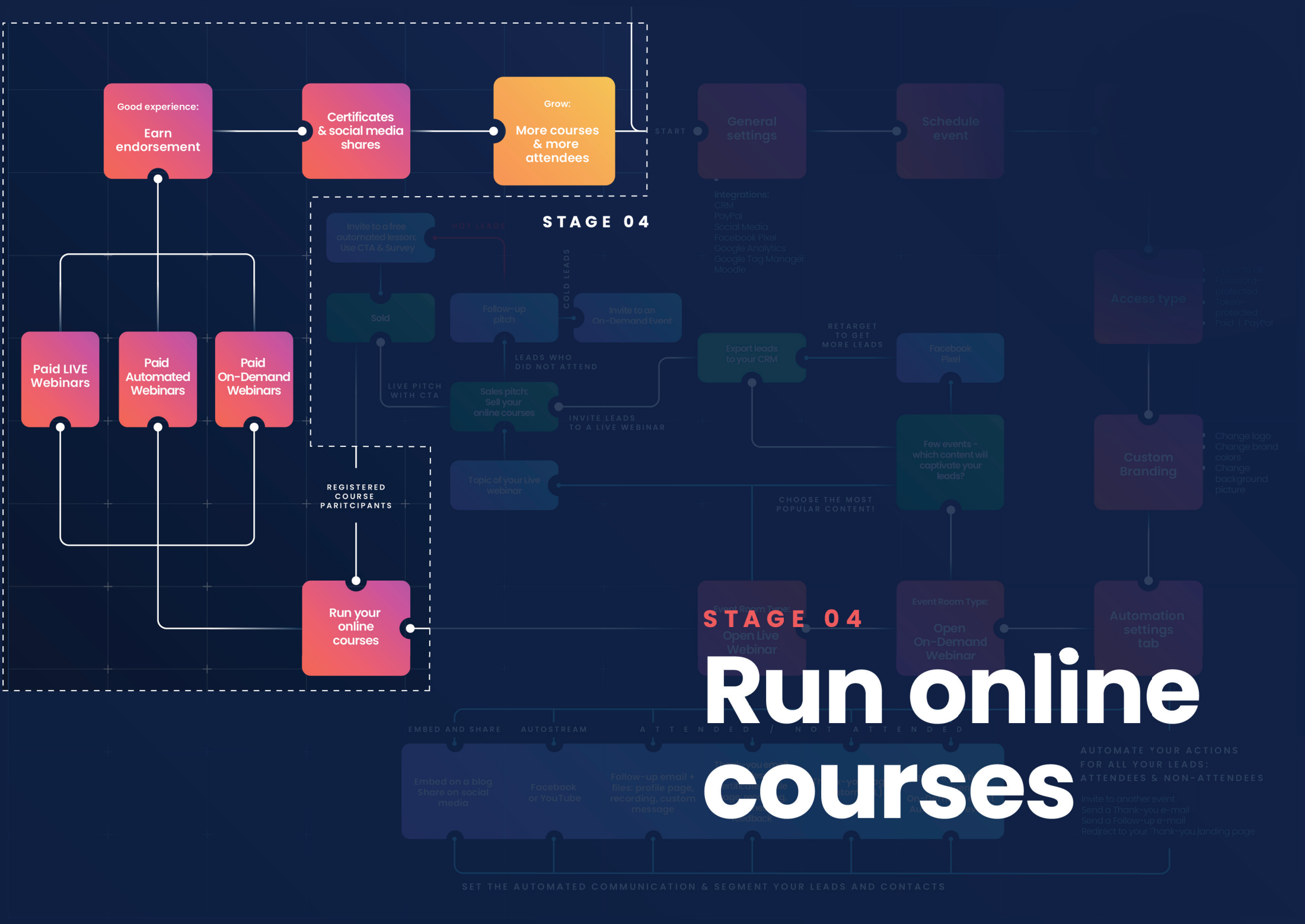
After the event is over, more actions take place (and they all are automated, set in advance in the "Automation" tab):

Those leads who registered but didn't attend your live webinar

You should call them your "cold leads". Moderately interested, but not too eager. Because they didn't show up at your live event, they will **automatically receive the recording of this event**. They will watch it on-demand, and they will have a chance to click the CTA button and buy your online course.

Those leads who attended but didn't buy the course

You should call them your "hot leads". Highly interested yet indecisive. They will automatically receive **an invitation to an Automated Webinar – the first lesson of your course. For free!** Since Automated Webinars include CTA and Survey, you can empower your webinar business with both – more sold courses and valuable feedback from your audience.



7. Run your online courses

Congratulations! Dozens of your leads are now officially your online students. You can start running the actual online course.

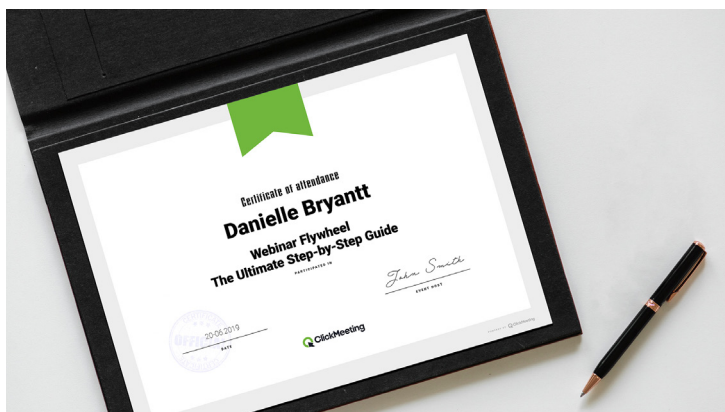
From now on, you don't organize "Open-to-all" events, but paid ones. This is when your **PayPal integration** works away – **you start monetizing your knowledge**.

We'll leave it entirely up to you, but you have these three options to host online lessons:

- **Live Webinars** – each lesson will start at a scheduled time, and you would have to host it live.
- **Automated Webinars** – each lesson will also begin at a scheduled time, but it's not necessary for you to be there. It will go on autopilot. If you want, you can take part in lessons, but only as a moderator of the chat.
- **On-Demand Webinars** – your students will join each lesson anytime they want to, and obviously – you won't have to be there.

This is the “Engage” stage. Creating an **excellent customer experience** (in your case – student experience) is essential here.

As we emphasized in the previous chapter, you need to deliver great quality during the entire course. Top-class content, engaging presentation, mentoring, but a friendly approach towards students – you have to take care of it, and your students will be more likely to stay with you for another course.



8. Certificates and social media shares

You have earned your students' endorsement, hats off! Now, there are two ways to turn it into your advantage:

- **Testimonials.** If you feel that the relationship with your students is strong, and they're happy about what they've learned from you, ask them for **written or/and video testimonials**. There's nothing more compelling than this kind of **social proof**. Upload those references on your website and your social media channels. Make use of it during your next campaign to reach new leads.
- **Certificates.** Our webinar cycle allows you to issue **course certifications for your students**. It's a win-win situation – they receive physical proof of their freshly acquired skills, and you earn your brand ambassadors. How? Students are likely to spread the word that they just became more attractive for potential new employers. Give them the idea to upload the PDF certificate on their social media and ask them to tag you and your brand. **This way, you can skyrocket the reach of your educational offer!**

You're in a final, **"Grow" stage** of the cycle. At this point, you already **generated your revenue** through online courses.

Armed with **testimonials** and **shared certificates**, you can now **attract more leads** and start another cycle with the same content.

Simultaneously, stay with your graduates! Organize another, **more advanced course** for them, host one-to-one online meetings for further consultations and spin-off lessons.

Keep on spinning the wheel and **make your webinar growth come true!**

– SUMMARY –

Phew! That was quite a journey! We wanted you to see the concept of **webinar cycle from the bird's eye view**. It was essential to show you a broader perspective and the **business context**. Our goal was to give you an answer to why you would need the cycle in the first place.

In the last chapter of this exclusive e-book, we have taken you into our laboratory to **reveal a formula** you can apply to **thrive your webinar business as an online teacher**.

Thanks for your time! We can't wait to see you set your webinar cycle in motion!