



# How To Attract Crowds To Your Webinar



## Introduction

The success of your webinar depends on attracting the right crowd. Of course, you've already spent a lot of time preparing the event. Now make an extra effort to spread the word so you can achieve the results you expect. You need to target the right audience, create buzz, and get as many registrations as possible. You also want to gather a valuable crowd in your webinar room.

But how to achieve this? What resources can you use? What channels and media work best? And how to plan and stay on top of things? Well, we've been there and have developed some best practices to share with you. This e-book is based on our experience promoting successful webinars in various categories: knowledge sharing, customer onboarding, and events with external experts. Our strategies and techniques have worked for us. So use them for inspiration and adapt them to your needs.

To get started, check our infographic showing a quick overview of the webinar promotion process:



Although the infographic explains the what and when, we still want to elaborate a bit.

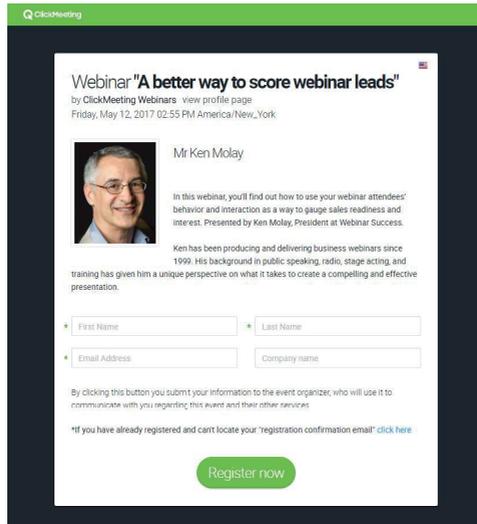
## 1. Create a registration form.

Start by creating a registration form. Make sure your webinar platform provides a template to save you the time and resources required to create a custom landing page. Use the form as a landing page where you'll direct the traffic to gather sign-ups for your webinar. Also, consider embedding your customized registration form on your website.

Remember not to overload it with unnecessary information. Briefly describe the topic you plan to cover. Explain the benefits of attending and the audience pain points that your webinar will address. Also, provide an agenda and info about the presenter to encourage sign-ups.

A registration form is not only perfect for informing people about your event and finding out how many people want to attend; it's also a **great lead generation tool**. You can collect initial data about people who are interested in your webinar, store it in your webinar account, and export it for use in your business communication.

Check out the registration form we created for one of our webinars:



ClickMeeting

### Webinar "A better way to score webinar leads"

by ClickMeeting Webinars [view profile page](#)  
Friday, May 12, 2017 02:55 PM America/New\_York



Mr Ken Molay

In this webinar, you'll find out how to use your webinar attendees' behavior and interaction as a way to gauge sales readiness and interest. Presented by Ken Molay, President at Webinar Success.

Ken has been producing and delivering business webinars since 1999. His background in public speaking, radio, stage acting, and training has given him a unique perspective on what it takes to create a compelling and effective presentation.

\* First Name  \* Last Name

\* Email Address  Company name

By clicking this button you submit your information to the event organizer, who will use it to communicate with you regarding this event and their other services

\*If you have already registered and can't locate your "registration confirmation email" [click here](#)

[Register now](#)

## 2. Create a set of images and banners for your digital channels.

Since you're promoting your webinar online, you need graphic elements for each channel and media you plan to use (see below.) It's a good practice to list the images and create them in advance. They need to be simple yet attention-grabbing and consistent with colors and styles. Keep the amount of information to a minimum (who, what, and when) and bear in mind that its only purpose is to make the reader click to the registration form for details.

**Tip:** if you're hosting a webinar with a recognizable influencer, make sure you give them maximum exposure. Create a customized design that is consistent with both your guest speaker's branding and your own. Of course, your brand is important, but for the event, keep a low profile and stay in the background.

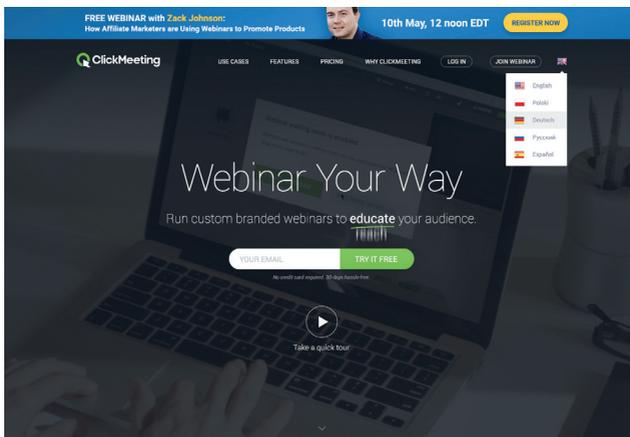
Here's an example from our webinar with Zac Johnson. The visual elements we created include Zac's brand colors on his popular blog ZacJohnson.com. We combined them with our branding, and this is the result:



## 3. Use your website

The place to start promoting your webinar is your website. This is where potential customers go when looking for info about your company, so it makes sense to use it to promote your upcoming event.

Place a clickable banner near the top of the page where readers can see it without scrolling. Stick to the area marked red, where users are most active:



## 4. Create a video invitation

We all like watching videos — no wonder video has dominated today’s marketing. Take advantage of the trend by creating a video webinar invitation. If you think this is an expensive, time-consuming venture, well, think again. All it takes is a simple webcam to record a 30-second movie clip, in which your host invites viewers to the event. It should include the webinar topic, date, time, and your presenter’s smile 😊 and energy. A live image of the expert – whether he or she is recognizable or not – puts a human face on your marketing and strengthens your message.

To see an example of a video invitation we created for one of our events, click the thumbnail below:



OK, but what should you do with it once your invitation is recorded? Well, the answer is easy: use it EVERYWHERE! Upload it to your YouTube channel, create a video ad on social media, and embed it on your website, blog post, etc. It will help you get a higher registration rate.

## 5. Promote on Social Media.

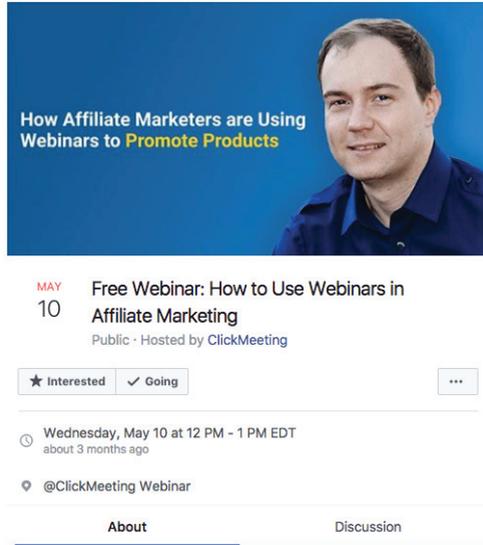
Now, we don't need to explain how this works, do we? 😊 You probably have built a strong network using your social media accounts. Your network offers great potential for promoting your event.

**Tip:** if you've invited an influencer to present your webinar, they can use the techniques below on their social media channels to help you spread the word.

### A. Facebook

Start by creating a Facebook event. This will be the focal point of all your Facebook promotion, the place for updates on your upcoming webinar.

Describe the topic of your event, explain the value it will deliver to the attendees, and provide an agenda and info about the presenter. Include your video invitation. Encourage visitors to go to the registration form and sign up for the webinar. And to keep your Facebook audience engaged, remember to post regular updates 2-3 times a week.



This should bring some organic traffic to your Facebook profile. But if you have budget funds available, go for Facebook Ads to give your event greater exposure. But make sure your ads are about quality, not the quantity. Please check section 6 for tips on creating Facebook remarketing ads.

Target the relevant audience for your webinar topic using criteria such as age, job role, industry they work in, and interests. A 20-year-old student who is interested in fantasy books and video games probably won't be interested in your webinar on how to convert leads into satisfied customers. Spend some time on accurate targeting to make sure your money is well spent and your webinar a success.



Consider targeting a Facebook Lookalike Audience that is similar to your best customers — those who registered for your previous webinars or signed up for your webinar newsletter. This is a way to reach new people who are likely to be interested in your business. This option is a bit costly, but it's well worth the money.

### B. Twitter

There are several ways to take advantage of this huge network. But you need to be persistent. A tweet lives for 18 seconds, so keep reminding your followers about your event.



Think about using a hashtag for your webinars. It's an easy way to promote your event. Use it to encourage discussion, ask questions, and create buzz around your brand. It's free and effective, so make the most of it.

# #ClickMeetingWebinars

And just like on Facebook, set aside some funds for a paid campaign. Target your ads at an audience that will find your webinar relevant. Check section 6 for tips on creating Twitter remarketing ads.

Remember to monitor your campaign constantly. If your results are unsatisfactory, something may need to be improved. Double check your:

- **Targeted audience** – Maybe the people you chose for your campaign don't find the topic relevant.
- **Targeted demographics/locations** – Due to different time zones, some parts of the world may not be interested in a webinar hosted at 7:00 AM their local time.

Also, remember that targeting **@usernames** allows you to reach users with interests similar to followers of any of those accounts. For example, enter **@TwitterAds** to target people who are interested in advertising on Twitter.

If your event will be presented by an external expert, ask them to join your efforts on Twitter. If possible, have a team of influencers on board. They have a huge base of followers to increase your chances of your event getting noticed. Ask your influencers to tweet or retweet your tweets about your webinar a few times a week and watch your sign-ups grow.

But to stay credible, engage influencers who are related to the industry your webinar is aimed at. So if you host a webinar about a new feature in your software, don't invite a fashion blogger to help you promote.

### C. LinkedIn

This network gives you an opportunity to connect with professionals who may be interested in your webinar.

If you've created a Company Page on LinkedIn, you've probably gathered a community around it. So keep them posted about your upcoming event – and do it regularly. Here's an example of a post about an upcoming webinar:



Join our free 60-minute webinar and learn a better way to score webinar leads.  
Register now!  
<https://lnkd.in/eN7xhc6>



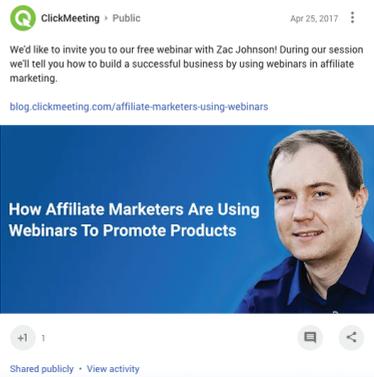
You're probably a member of at least one LinkedIn Group. Use it to spread the word about your webinar. Bear in mind that the LinkedIn community is different from Facebook, so keep your messages professional in style and tone, and post only in groups that directly relate to your webinar topic.

Promoting your webinar on LinkedIn will not only increase the number of registrants, but will also grow your professional network.

#### D. Google+

Google+ may not be the most popular social media channel, but it has many users, so take advantage of that. Let your audience know what you're doing, to build excitement around your webinar. Here's an example of a post about an upcoming webinar:

Remember that your Google+ activity helps your SEO.



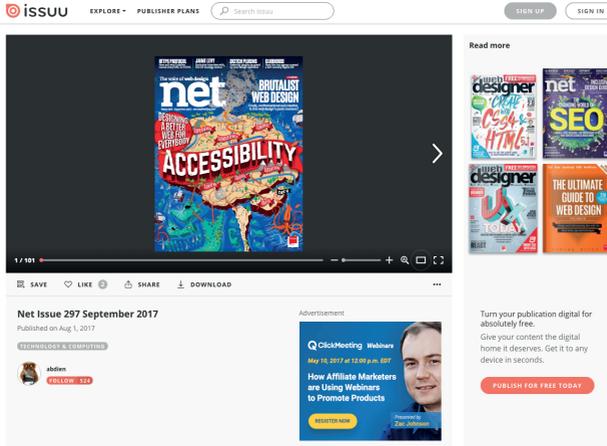
## 6. Launch an AdWords campaign.

Google AdWords is an advertising platform that allows you to show your ad to a large number of Google Search users. It is also connected to the Google Display Network and YouTube. The key to success is to choose the right keywords for your ad and target the right audience. You can adopt either or both of the following approaches:

**A. Create a remarketing campaign targeted** at specific groups, such as:

**Your website visitors** - If they visited your website, they are probably interested in your product, service, or company. Take advantage of that and show them an ad for your upcoming webinar. Who knows, maybe they'll find it useful?

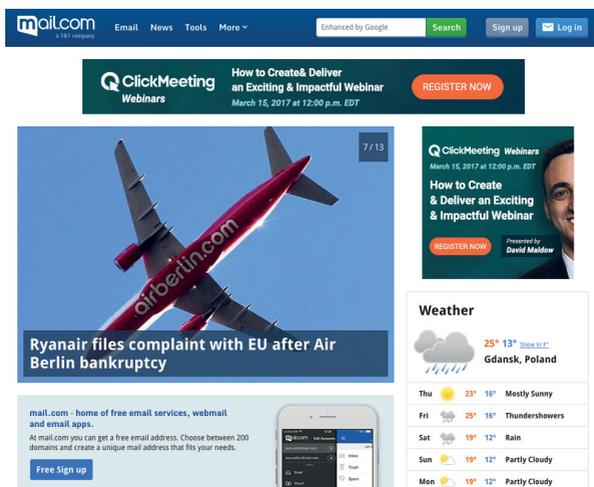
**Your customer base** - This feeds off an established relationship. You know each other, so why not inform them about your event? Let them take advantage of the knowledge you want to share.



Once you've created the ad, include Google AdWords tracking codes (or social media tracking codes such as Facebook and Twitter) to your blog post about the upcoming webinar. These codes collect data about your website visitors, so you can create a remarketing audience based on your website traffic. If you use the URL of your blog post, you'll create an audience that may be interested in your webinar topic. When prior visitors use Google or log into Facebook or Twitter, they'll see your sponsored content with a webinar invitation.

**B. Create a prospecting campaign** for those who've never heard of your brand. Choose keywords that match your webinar topic: sales, marketing, content, webinar (whatever your webinar is about) and let people who search using those keywords see your ad in Google Search. Bear in mind that Google processes over 40,000 search queries per second on average\*, so there's a good chance that someone is searching for exactly what your webinar has to offer.

Depending on your webinar topic and its targeted industry, you can expand your reach using the Google Display Network to place your ad in related services.



The screenshot shows a search results page for the query "How to Create & Deliver an Exciting & Impactful Webinar". At the top is the mail.com header with navigation links (Email, News, Tools, More) and a search bar. Below the header is a ClickMeeting banner for a webinar titled "How to Create & Deliver an Exciting & Impactful Webinar" on March 15, 2017, with a "REGISTER NOW" button. The main search result is a video thumbnail for the same webinar, featuring a red airplane with "airbetin.com" on its fuselage. Below the video is a news snippet titled "Ryanair files complaint with EU after Air Berlin bankruptcy". To the right of the video is a weather widget for Gdansk, Poland, showing a high of 25°C and a low of 13°C. Below the weather widget is a table of daily weather forecasts.

Day	Weather	High	Low	Conditions
Thu	Sunny	23°	16°	Mostly Sunny
Fri	Thunderstorms	25°	16°	Thundershowers
Sat	Rain	19°	12°	Rain
Sun	Partly Cloudy	19°	12°	Partly Cloudy
Mon	Partly Cloudy	19°	12°	Partly Cloudy

Another approach is to target your ad at an audience with a particular interest. For example, if your webinar is about affiliate marketing, target people who are interested in that niche or directly involved in it.

Do the same with the video invitation you post on your YouTube channel.

Take some time to plan your Google AdWords campaign and keep an eye on it. If you're not seeing the results you want, modify your targeted group, change the locations where your ad is displayed, or rephrase the ad. Test different ideas and observe the effect on performance.

\* source: <http://www.internetlivestats.com/google-search-statistics/#trend>

## 7. Write a blog post

If you write for your company's blog, publish a post about your upcoming event. Include info about the webinar (topic, date and time, presenter info) with a list of things to learn from it and the benefits for the attendees. Include additional material, such as the video invitation.

Remember that you already have most of this stuff. It's a matter of repurposing it for your blog. Make sure it's sharable and that it encourages an action.

Don't forget about SEO. Use relevant keywords and phrases in your post to attract traffic from search engines.

Here are two examples of a blog post:

**[Free Webinar]: How Affiliate Marketers Are Using Webinars To Promote Products**

If you're an affiliate marketer, you've probably heard that webinars are effective for boosting conversions and commissions. Why? Webinars enable you to reach audiences on a level unavailable for blogging or email campaigns.

But more important, webinars enable you to educate your audience about the benefits of using the products you're promoting.

We thought you'd like to learn more about this subject, so we asked Zac Johnson, CEO of MoneyReign, to run a webinar about how to grow a business online and convert your website audience into high-value leads and customers.

What will you learn from the webinar?



The webinar is scheduled for Wednesday, May 10, 2017 at 12:00 noon EDT.

Book your seat now!

Hurry, limited availability!

**[Free Webinar]: How to Create and Deliver an Exciting and Impactful Webinar**

Today's webinar platforms are more affordable and easy to use than ever, so more and more of us present over the internet. But even if you love presenting, it's not much fun to speak in front of an audience that isn't responsive.

As a webinar host, you should look at specific ways to better engage your webinar audience. In fact, with forethought and planning, it is not difficult to keep your audience engrossed in your presentation for its duration.

To help you achieve that, we'll be hosting a live webinar with David Maldow, Founder & CEO of Let's Do Video.

ClickMeeting webinar: How to Create and Deliver an Exciting and Impactful Webinar



The webinar will take place on Wednesday, March 15, 2017 at 12:00 p.m. EDT. Book your seat now!

Register now!

Hurry, limited availability!

## 8. Send email invitations

You probably have your own contact list – email addresses of people who signed up for your newsletter, blog updates, etc., people who are interested in what you do and what you offer. You may store that list in SalesForce or a similar CRM platform. This audience is likely to sign-up for your event, so make sure you send them an email invitation for your webinar.

Keep your message simple – including simple design and copy. Don't overload it with pictures. Provide key information and a list of the benefits of attending. Include a link to the registration form.

Here are two examples:



**In this webinar, you'll learn:**

- ✓ Why traditional lead scoring questions backfire
- ✓ How to analyze webinar reports to identify interested leads
- ✓ How to structure presentation content to uncover sales leads
- ✓ Ways to let leads identify themselves
- ✓ Best practices for polls and surveys
- ✓ The number one technique for benefitting from a webinar lead



*Ken Molay is president of Webinar Success and a former director of product marketing for a major software manufacturer. Take advantage of his long experience with web seminars as a lead generation channel and use this live, interactive session to have him answer your questions.*

Tuesday, October 11, 2016 at 12:00 p.m. EDT

Register now

Limited availability!



What does it take to grow a real business online? How can you build a solid following and community around your personal brand in the process? In this free webinar, we'll cover the best marketing methods to achieve just that.

But that's not all!

During our webinar you'll also learn:

- ✓ How to structure a webinar for value and monetization
- ✓ What affiliate marketing is and how it works
- ✓ How affiliate marketers are becoming their own brands
- ✓ What advertising methods you can use during webinars

*Zac Johnson is an entrepreneur who specializes in online marketing, branding, and blogging. Through his blog at [ZacJohnson.com](http://ZacJohnson.com), Zac has not only built a successful business for himself, but he's also helped thousands of others discover how to do the same.*

Wednesday, May 10, 2017 at 12:00 noon EDT

Register now

Limited availability!

Have two reminders ready: send them two weeks before the event and one week before the event. Consider an additional reminder the day before the event. Build excitement around the upcoming webinar and create a sense of urgency, using phrases such as *Last chance to register!* or *Only 9 seats left, so you better hurry!*

If your webinar will be presented by a guest speaker, consider sending one of those emails on their behalf. It can be a plain text message. It's a great way to put a face on your brand, build credibility, and strengthen the message.



Hi,

Have you ever wondered how to develop your online business? Or establish a solid community and push your personal brand further? I'll bet you have. That's why I'd like to invite you to our upcoming live webinar with Zac Johnson from MoneyReign: [How Affiliate Marketers Are Using Webinars to Promote Products](#).

During our free session, we'll tell you about marketing methods that can help you get more high-value leads and customers.

Join us on **May 10 at 12:00 noon EST** and find out how to:

- Make your webinar profitable
- Benefit from affiliate marketing
- Promote and become your own brand
- Choose the best products to sell through webinars
- Generate leads that are a perfect match for your business

I'll be your moderator during the webinar. If you have any questions, you'll have a chance to ask them during our live Q&A. So don't forget to [REGISTER!](#)

I hope to see you there!

Best regards,  
Oskar Jasniewski  
Outreach Specialist  
[ClickMeeting](#)

This message was sent by ClickMeeting Sp. z o.o., ul. Arkońska 6/A4, 80-387 Gdańsk. [Unsubscribe](#).

## 9. Join forces with your guest speaker.

If you've invited an external expert to present your webinar, then you both want the webinar to succeed, not only in registration numbers but also in attendance, engagement and feedback. So why not join forces to make sure it happens?

Ask your guest speaker to join your promotional efforts using his or her social media channels, blog, website, YouTube channel, etc. In this way, you expand your reach by penetrating your guest speaker's audience. And since you have the content ready, it's just a matter of providing it to them, so your communication is consistent.

## Webinar Promotion Checklist

Create registration form.	<input type="checkbox"/>
Create a set of images and banners for your digital channels.	<input type="checkbox"/>
Promote on your website.	<input type="checkbox"/>
Create a video invitation.	<input type="checkbox"/>
Social Media: FB, Tw, LI, G+	<input type="checkbox"/>
Launch AdWords campaigns: remarketing and prospecting.	<input type="checkbox"/>
Write a blog post.	<input type="checkbox"/>
Send email invitations.	<input type="checkbox"/>
Join forces with your guest speaker.*	<input type="checkbox"/>

## Conclusion

It's not the topic, the presentation, or the guest speaker that determines whether your webinar succeeds or not. It's up to your audience – its quantity and quality. So make sure you reach out to them with your invitation. The more formats and channels you use, the more likely you are to succeed.

The techniques described above are based on our practices and they work perfectly for us. But bear in mind that every webinar is different. So use these practices consciously and be flexible.

**Good luck!**