Promoting your webinar step by step

A HOST GUIDE

ClickMeeting

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Promoting your webinar step by step. A host guide

Hi!

In the previous guide, we showed you how to prepare for a webinar and make sure everything goes your way. But that's not all! You definitely want your events to be enjoyed by as many attendees as possible and to create an engaged community. To this end, you need to take care of their promotion. Contrary to appearances, this does not always have to involve buying additional tools or investing money in advertising campaigns. Instead, you will gain many opportunities by the skillful use of our platform's features.

We have prepared a complete set of tips to help you reach a larger audience. ClickMeeting's marketing experts have shared, first of all, proven strategies that are successfully applied in campaigns supporting our events.

Among other things, you will learn how to:

- choose webinar topics that will immediately interest your audience,
- automate sending mailings and additional materials using ClickMeeting,
- prepare video invitations and creatively use your event recordings on social media,
- rank higher in search engines thanks to your profile page,
- set up the first advertising campaigns of your webinars,
- make marketing use of your live event recordings and build your attendee base.

And at the end, you'll find a short checklist to help you plan your promotion and ensure you're leveraging all the opportunities.

I wish you a pleasant reading, lots of inspiration, and, most importantly, an event room always filled to the brim!

Grzegorz Węglarz
Marketing Director at ClickMeeting

Tomasz Bołcun
Brand Manager at ClickMeeting

01 How do you find a webinar topic that is interesting to your audience?

Even the best advertising won't attract attendees to a webinar if the event's topic doesn't capture their attention. So before you start planning your promotion, learn to find inspiration and hit the issues that appeal to them.

First of all, get to know your customers well

Whether running a company that wants to attract new customers or you're in the education business, your audience has to remain at the heart of your efforts. If **you don't know who you're talking to, you won't know what to talk about or how to talk about it either!**
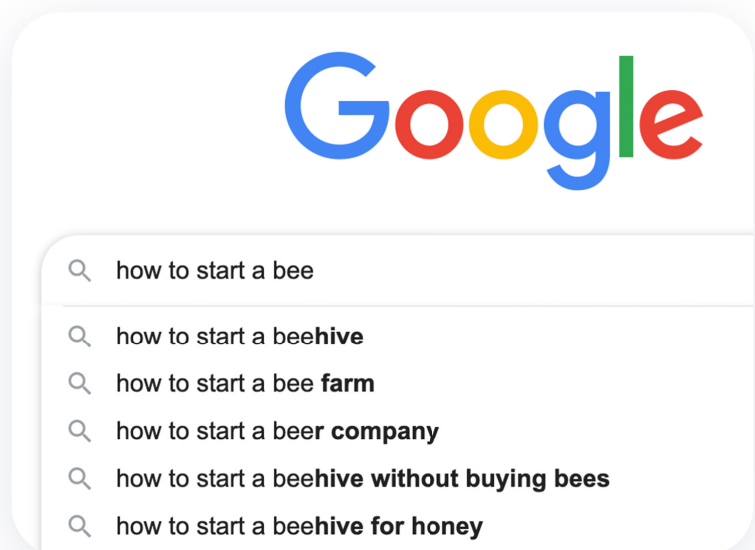
A webinar must include more than just a marketing and sales presentation. Present yourself as an expert and share your knowledge and experience with others. The best way to win a loyal audience is to solve the problems troubling them.

If your webinar includes elements of promotion, try to find a topic that:

- Will address situations your potential audience is facing.
- Will offer advice to solve their problems and benefit them.
- Will indicate why you and your product or service will solve these problems.

So start with a solid recognition of who your customers are, what their ACTUAL problems are, what questions they are asking and what they are looking for. You won't need any additional tools at first. What should you do?

01 **Review reports** that present current data and trends for your industry.

02 **Review the comments and questions** that have appeared on your social media over the past 2-3 months. If there is not much going on there (which you need to work on!), look at your competitors.

03 **Check the portals with customer ratings and reviews.** You will find their up-to-date expectations and suggestions made by your target audience.

04 **Go to YouTube and start typing in queries** related to your industry. If you're finding a lot of content for a particular phrase, and it's recorded in the last 3-6 months, that might be a good lead. If you're typing in a question that customers often ask you, but fail to find any videos, then you've probably discovered a niche!

05 **Use Google Search Console** - and be sure to do so! Find out what keywords bring users to your website or blog and what pages they visit. Yes, we did a webinar at ClickMeeting on choosing and testing a camera for online events.

Google

how to start a bee
how to start a bee**hive**
how to start a bee **farm**
how to start a bee**r company**
how to start a bee**hive without buying bees**
how to start a bee**hive for honey**

06 **Identify what content engaged your site users the most.** With the help of free Google Analytics, you will check which blog post was the most popular and held the readers' attention for the longest time. Of course, you will also find out which sites or articles were not so warmly received - a treasured piece of information!

07 **Talk to salespeople and those working in customer service.** If there is no time for this, look, for example, at the CRM system you use. The more information, the better: analyze the records of chat conversations or emails received. If a specific topic or query overlaps with what users type in search engines, it's worth following that lead.

08 Yes, only now is the time to check **what webinars your competitors do.** Take a look at their YouTube channel or website, where they publish webinar recordings. See what they're covering, what kind of questions their users ask, and which videos get the most views.

Prepare a topic list

If you want webinars to work and help you grow your business, you need to be consistent and follow a specific, repeatable plan.

You will certainly be able to find a great deal of inspiration. But this is just the beginning. First of all, write down all ideas for event topics, even those that seem less interesting at first glance. Then group them. Arranging them thematically will be a good starting point.

Remember that your audience chooses webinars for the comfort they offer. So it is your responsibility to make them as convenient as possible. Above all, **you must manage your time well.** Webinar attendees will maintain attention for 45-60 minutes. For young people and children, this time is even shorter. If your list of topics includes an extended issue, think about dividing it into several events. This will allow you to prepare even more expert content and reach a wider audience.

Segment the topics

Consider whether the topics on your list are of interest to all your customers. There is no point in sending an invitation to an "introductory webinar" to people who have been using your product for a long time. But it could also happen that a topic will be too advanced from the perspective of newbies to your service or a specific topic.

Verify your ideas

List of ideas is ready? Great! Before proceeding, you still need to see if they will interest your audience. How to do that? Again, the best way is to talk to your customers. You can ask them if they would be interested in the chosen topic and request suggestions. How?

Send a survey to your mailing base, allowing customers to vote on the suggested topics. You can also display such a poll to the attendees of a webinar you are hosting already. The best time to do this is during the final part of the event.

Collecting questions you may answer during the event is also a good practice. You can use, for example, your social media to do so.

Sometimes the best results come from verifying the content directly. For example, before you host a live webinar, prepare a webinar available in an on-demand format (or even several webinars of this type!). Enable questions to stay in touch with your audience, and see which content will be most popular.

Also, check if someone (for example, your competitor) has not prepared a webinar on the same or similar topic earlier. Watch it and analyze it. This way, you will find new inspiration and avoid mistakes that others have made. You can do it better!

Expertise matters

Of course, you can skip all the above points every time. If you find a topic that suits your audience's expectations, proceed. Look for inspiration, review what your competitors are doing, and be inspired by them, but don't copy their actions. Your customers are unique.

Finally, I have a very important piece of advice for you that will help you create even more interesting webinars and increase your reach without additional costs: do webinars with partners. Two experts are better than one. Do you collaborate with an expert who excels in a particular field? Do you enjoy the services of a company that is recognized in the industry and has a good reputation? Invite them to attend your event as a presenter or additional expert. This is an easy way to increase the event's attractiveness and reach an audience following not only you and your business but also the other specialist.

**Olga Oleksa**

Online Marketing Manager at ClickMeeting

02

Take advantage of ClickMeeting's marketing tools

Worried that promoting your webinar will be expensive and time-consuming? It doesn't have to be that way at all. To increase your reach and stay in touch with your attendees, you can use the builders included in your ClickMeeting account. In addition, you'll gain even more options with the automation available in all Automated plans. So check out how to do it!

Prepare personalized invitations

An expert image requires not only high-quality content but also a consistent style. At ClickMeeting, you can easily customize all your content to fit your brand and ensure that you achieve some additional value.

Start with personalized invitations for your attendees. **In ClickMeeting, you can customize invitations according to your branding and the webinar theme.** You can find this option in the Appearance Settings in your account. You'll customize the email layout, presenter's profile, links, or event schedule. Feel free to add images, text, or downloadable files. Remember to save your changes. Everything is ready to go!
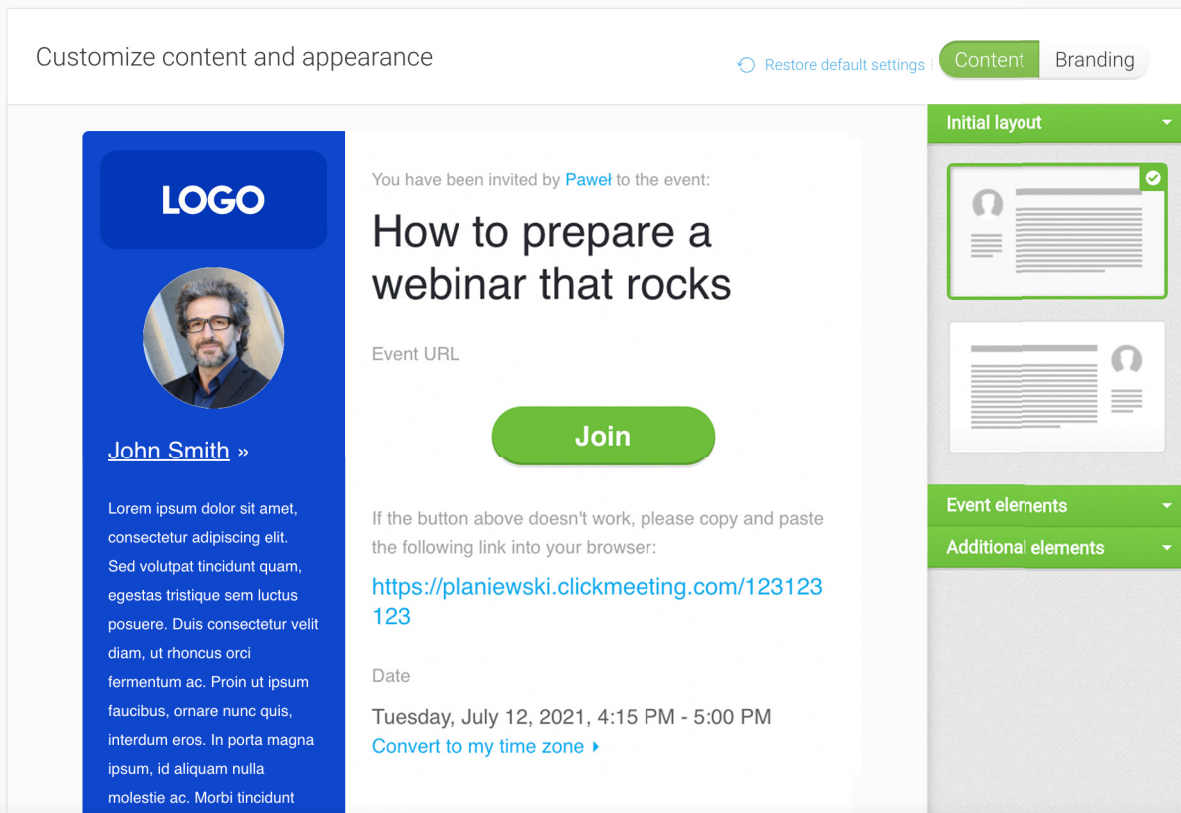
In the same section, you will also change the appearance settings of the event room and profile page.

Prepare an attractive registration page

The event registration page is another piece of content you should customize. It's unique for each of your webinars, and it's the place that every attendee will see regardless of whether you send direct invitations or promote sign-ups through a separate landing page.

On the registration page, start by customizing the required and optional fields. This is an important step, as it will determine what data you collect on attendees (and, for example, export to your CRM system if you use integration). With the registration form, you can create a contacts database that will allow you to reach people interested in your brand with your communications (including those regarding future events).
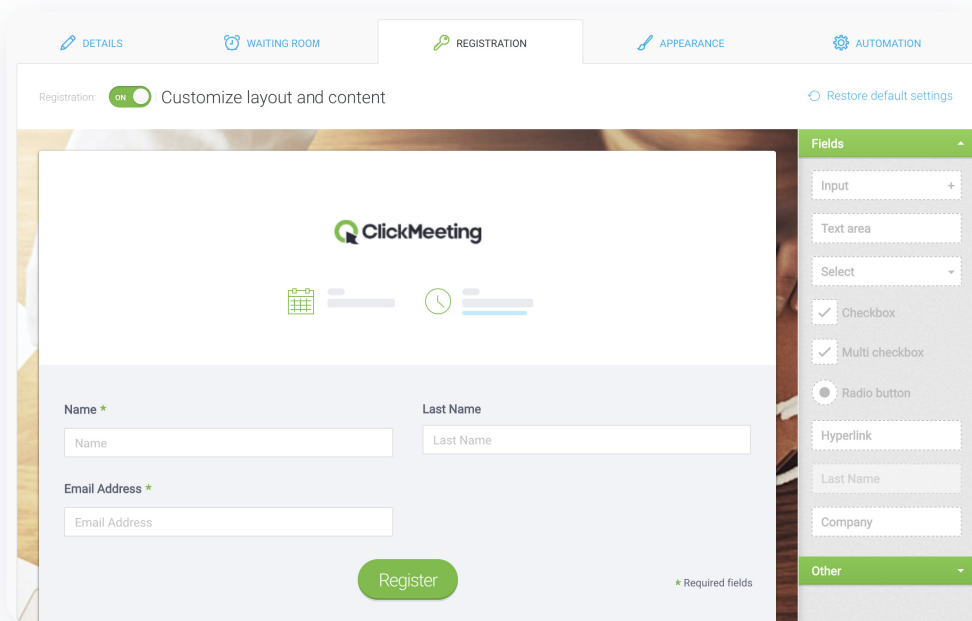
In the end, **you can look at the additional options** at the bottom of the page. Here you will set, for example, redirection of attendees to a website of your choice.
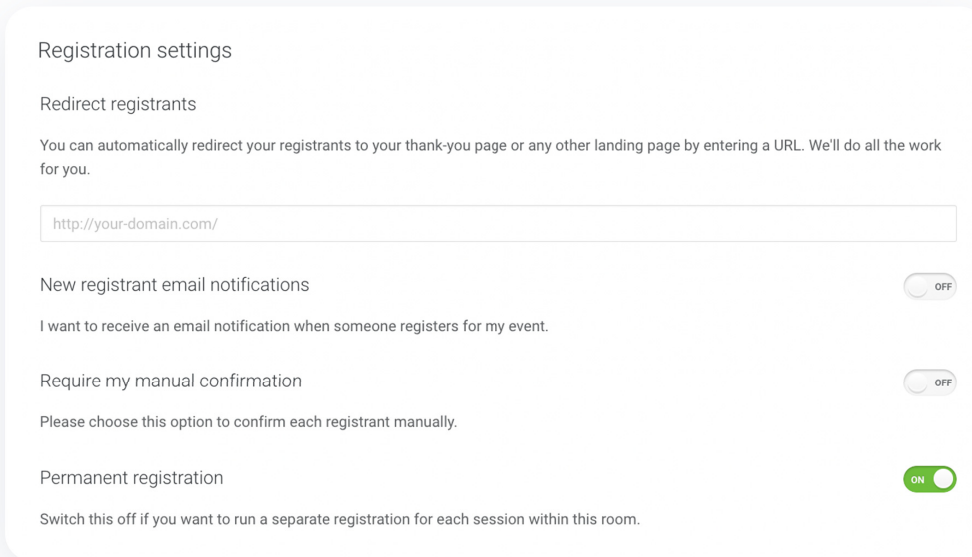
Using this option, you can convince your audience to take an action you are interested in. For example: during a webinar, you encourage attendees to register for a language class. You display a CTA button with a link to the registration page.

In addition, by adding a redirect, you can display a page with a list of other language classes they can sign up for at your school.

In the **event registration section,** you can also enable notifications for each registered attendee or activate a manual confirmation. It's a helpful safety feature to verify each attendee and ensure that only a selected group shows up for your webinar. For example, no one with an email on a competitor's domain will drop by.

## Manage your contacts in your address book

If you don't already have an address book, it's worth learning about its benefits. The book's purpose is not just to import contacts and catalog them. **It primarily allows you to invite people to your events and then send them follow-up messages or other communications.** Each of these contacts comes with key data, such as email or location. Based on these, you can create groups and run personalized events. Use the Export option if you want to transfer the data, for example, to your CRM platform, where your sales team will take care of warming up your leads.

Automate email communications

Emails are still one of the most important communication channels in digital marketing. They will also help you communicate with your attendees and people who might be interested in your webinar. Go to the automation section to learn about the available options.
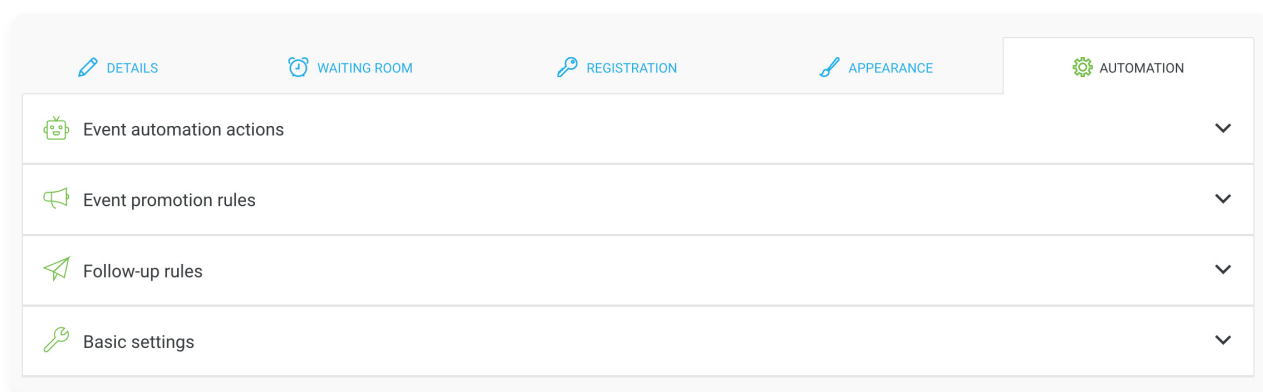
When planning an event, don't forget about promotion and follow-up activities. The first ones will help to ensure that attendees remember exactly when the webinar is taking place and what the topic is. Using Automated Event Reminders will help you increase the percentage of webinar attendance and, consequently, conversion. In ClickMeeting, you can specify when attendees should receive a reminder to their email inbox and how many reminders should be sent.
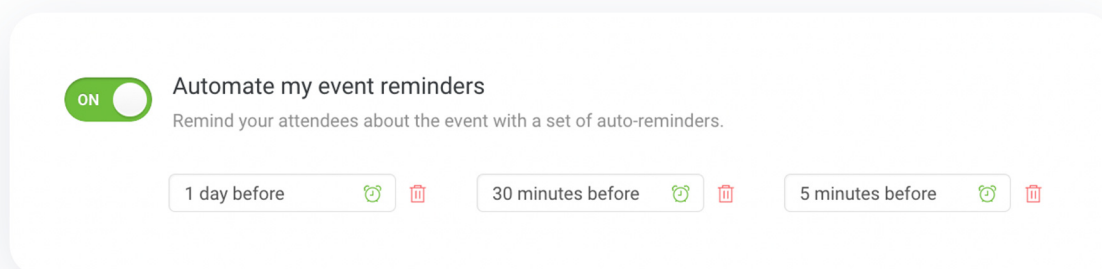
After the event, it's a good idea to use several **follow-up options.** First, you can set up a **thank you page with your URL.** It will be displayed to everyone at the webinar right after the event. This is a great way to redirect attendees to a landing page with a call-to-action button.

For example, if you had a webinar urging people to sign up for an online birthing school, it's a great idea to display a page to sign up right after the event. Attendees are much more likely to sign up immediately after the webinar rather than several hours or days after the event.

Another important step is an **Automated Thank You message** to those who attended the event. This is a step that attendees expect and a place where you may include some valuable materials. For example, in ClickMeeting, you can add a link to your profile page, a certificate of attendance, a recording of the event (or other files from your file library), and a button asking for feedback.

A certificate can also be an important part of your marketing plan. After all, everyone likes to receive confirmation of learning something valuable. At ClickMeeting, the process of issuing certificates is simple and fully automated. All you have to do is check the appropriate box in the thank you message section.

An equally important step in webinar promotion is the Follow-up Message. Attendees interested in the event's content will be eager to look at the follow-up materials, increasing the chance that they will complete the action you expect – such as visiting your website or signing up for future webinars.

You can also contact people who didn't attend the webinar despite being registered. In the content, it's worth reminding them about the event's topic and encouraging them, for example, to watch the recording (which you can attach to the message automatically). This way, even though the attendee didn't actively participate in the webinar, they still have a chance to learn about the content and get closer to your company.

The last follow-up step can be an Automated invitation to the next event. If you are hosting a series of webinars, inviting people who have registered for one of them will increase the number of attendees and allow you to succeed!

Want wider reach? Broadcast on YT or FB!

If you're wondering what else you can do to promote your webinar, one more option will come in handy. **Engage your community, that you've already gathered on Facebook or YouTube.** You can set up ClickMeeting to auto-stream your event on social media. This will allow fans from these channels to view live webinars, react, and tag other people potentially interested in the content. It will expand your reach and enhance your image as a specialist among your fans.

By the way, you can also automatically post your webinar recording on YouTube after the event.

Looking for more? Benefit from the integration

You can take a few more steps to promote your events effectively. If you already have customer relationship management tools in your company, you can integrate them with ClickMeeting and enjoy an automated data flow. Using integration with Zapier, for example, you can link ClickMeeting to more than 1,500 applications. In addition, you will automatically connect with tools such as GetResponse and Pipedrive. This will make it easier for you and your employees to work with customers and create a single marketing space to manage the webinars and conversions they provide you with.
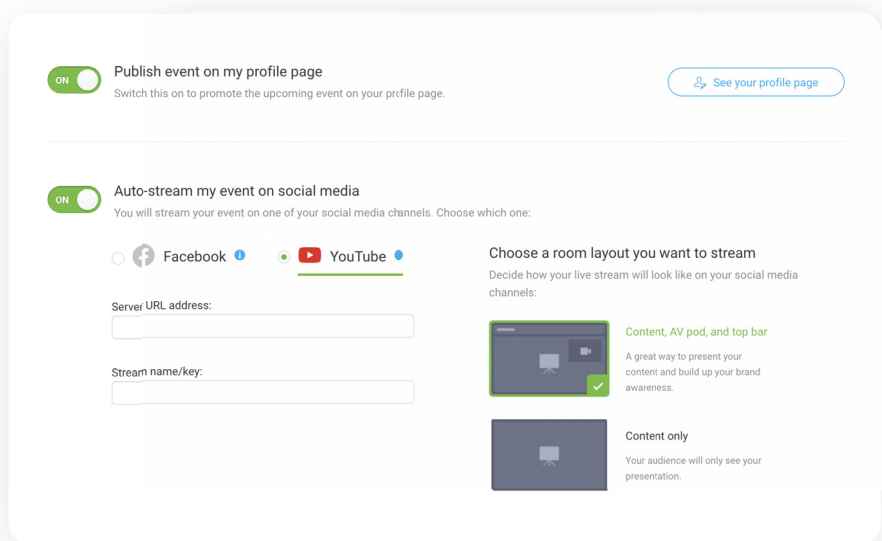
Dominik Balicki
Senior Video Producer at ClickMeeting

03 How to create a promo video easily and cost-effectively?

Are you planning your webinar and want to attract the maximum number of people? In social media, video is more powerful than static banners or text. So creating a video invitation sounds like a good idea. But how to do it? You don't need any video editing or post-production! All you need is a smartphone and good lighting.

The future undeniably belongs to video marketing. According to Wyzowl, up to 88% of viewers expect more video content from the brands they follow (and this percentage is growing every year!). Of course, the webinar itself already fits into this category, and in practice, it's one of the easiest and cheapest ways to prepare compelling video content. However, if you can have even more video material without spending too much, why give it up? Below I will show you how to do it!

What do you need? You have it in your pocket!

Many people give up on preparing their own videos due to the lack of professional equipment. However, you do not need any!

Do you have a camera with video recording capabilities? Great! If not, nothing is lost. **Most modern smartphones are completely sufficient for this task.** Try to place your phone stably and securely. If you don't have a tripod, improvise. You're sure to find something that will hold and stabilize your phone at the right height. Be careful - silicon is still not cheap! If you predict that most of your audience will watch the video on mobile devices, shoot it vertically. This will help Facebook's algorithms increase the visibility of your video. If you are targeting viewers on computers - shoot the video in a traditional way - horizontally.

First impressions matter

If you already have your equipment ready, move on to content issues. **First, prepare a catchy opening sentence that will grab your viewers' attention and keep them in front of the screen.** Later, remember to introduce yourself, describe what your webinar will be about, when it will take place, and ways to register to attend. Already have your text ready and rehearsed? It's time to take care of what will appear in the background.

Think about the recording location and what would be visible behind you. Do you have an idea for a setting that correlates with the webinar topic? How about using some props? Great! Either way, try to make the location visually pleasing. You can also be more extravagant, which will attract your audience's attention. Our Click colleague Tomek Bołcun did just that: he recorded his invitation to a webinar on the five steps to higher conversion while walking in the woods (for, is there a better place to take steps?).
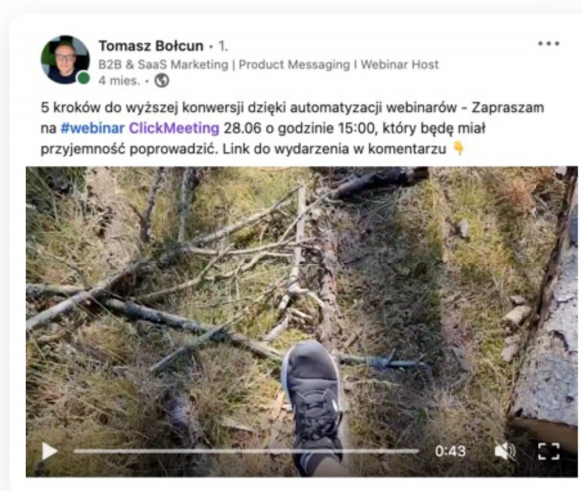
Of course, you can also prepare appealing content in your office or at home. This will be much easier, as you will gain full control over the lighting and background sounds (as long as you are not disturbed by, for example, a neighbor drilling holes in your wall).

If you work with an expert who is going to share their knowledge and experience during the webinar, ask them to prepare a video and publish it on their social media as well. This will increase your reach.

Final adjustments and... action!

There needs to be more than an attractive venue. To make sure you get the desired effect, it also needs to be well-lighted. The light should fall on your face from the front or the side. Also, try to make sure there are no windows in the frame behind you.

Before recording, make sure the set is light enough and the frame is not overexposed. Of course, it is not only the picture that matters but also the sound. Relax. You do not need to reach for a professional microphone. If you're capturing sound with a smartphone, make sure you don't cover the built-in microphone. Also, choose a quiet location. If you're recording outdoors, pay attention to the wind.

If all is well, record several takes and choose the best one. Then, trim the redundant beginning and ending using the editor available on any smartphone. Done!

Publish the video on your social media!

What's next? Just go to your social media and include the video in the post. Of course, you can also promote this content to reach an even larger audience and use the video in ads. Remember to paste the registration link under the video!

The various platforms differ in many ways. Expectations for video content also vary. Take them into account when creating your strategy and scripts.

How long should the video be?

Why does your audience appreciate video formats? Because they allow them to access information that is relevant to them in a simple, quick, and attractive way.

The Internet loves short forms. A video that is too long is likely to be turned off quickly. How long should it be, therefore? It all depends on where it will be published:
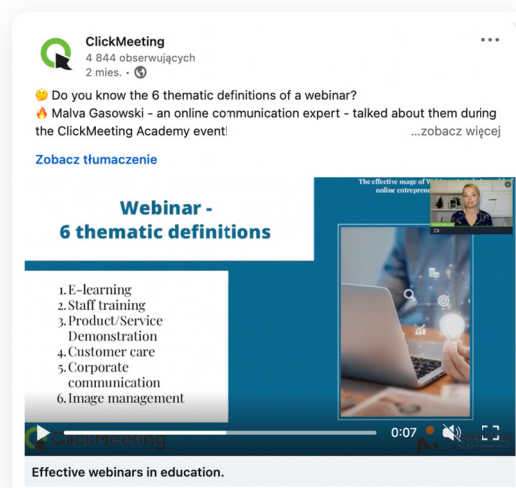
- **YouTube** is undoubtedly the most popular platform for publishing video content. You can even post material lasting 12 hours there. However, a 1-2 minute video will work best for content such as webinar invitations. If you decide to create shorts, they should last a maximum of 30 seconds and be recorded vertically.
- **For Facebook,** the maximum video duration is... as much as 240 minutes. If you want big outreach, a video lasting a maximum of 60 seconds will work best. And if you want to publish stories, limit yourself to 20 seconds.
- **LinkedIn** is a giant network of experts. This will make it much easier to reach potential customers. If you want to post a video invitation there, it should last about 30 seconds.
- Are you posting a video on **Twitter?** Aim for about 45 seconds.
- **A video on Instagram** can last 60 seconds (well - you can extend it to 15 minutes if your user feels like clicking through more slides).
- **One "slide" of stories on Instagram lasts 15 seconds.** According to Hootsuite's "Digital 2022" report, this format generates 72.6% of advertising reach on this platform. Of course, you can record longer material, but remember that it will then be divided between slides, which also affects the reception.
- **Reels on Instagram** are a new formula that is gaining in popularity. You decide for yourself how long it will last. You can choose from 15, 30, 45, or 60 seconds.
- Do you want to promote yourself on **TikTok?** This is one of the latest trends in marketing. The video should be 20-30 seconds long.

Use the webinar recording!

A successful live webinar is behind you? Congratulations! Has everyone seen it yet? Or are you a little sad that it's over? If you have its recording, I have a few ideas to help you get the most out of it.

01 **Send the recording to those who registered but didn't make it to the webinar.** Not everyone interested had time to join you live. That doesn't mean they won't find it later. Edit the recording, trimming the beginning or end if necessary. You can email it to a selected group of people. If you want to save time, use the automation described extensively by Olga in the chapter Take advantage of ClickMeeting's marketing tools.

02 **Download the recording and select the best parts of it.** If any moments of the webinar were particularly impressive and you think they might catch attention, make a short video and use it on social media. Include a link to the entire webinar recording below the video. While planning the webinar, it's a good idea to think about such excerpts. Take a few seconds pause before and after them, and make sure you have the right slides. This will make it easier for you to cut them out smoothly afterward.

03 **Use an on-demand webinar** to generate leads and build your audience base. If your webinar was designed to gain new leads, then this option is for you. Create an on-demand webinar and include the webinar recording as the main content. If you want, add a survey or CTA. Post a link to the recording on social media, for example. This way, you will also build an audience base that might be invited to your future events.

04 Webinar went so well that it's worth running it a few more times? **Use an automated webinar**, so you can avoid repeating everything over and over again. Add the recording as the main content of the automated webinar, include a survey and a CTA. If you care about interacting with participants, you can still attend the event, but this time fully focus on chatting and answering questions.

Mateusz Iwanowski

SEO/SEM Specialist at ClickMeeting

04

Increase online visibility with a profile page

The principle behind the Internet is simple: the more visibility, the better. To build it, you can also leverage your profile page on ClickMeeting, especially since you get it at no extra charge with your plan!

You certainly use Google daily to get the information you are interested in. That's exactly what your attendees do when they search for webinars, courses, or training. If you rank high on Google, your event room will burst at the seams. So how do you do it? It won't always be necessary to invest a lot of money in the services of SEO specialists or set up a separate website. Below I will show you how to get the most out of your profile page.

Profile page: your webinars library

If you create many online events, it's good to have everything in one place. However, you don't need to create a separate site that would work as an archive of your past webinars and a calendar to sign up for upcoming events. A profile page provides these functions (and many more!).

Note that information about your events will not automatically appear on the profile page due to security issues. To change this, go to advanced settings and select the appropriate option.

✓ **Events on your profile page**

Switch this on to promote the upcoming event on your profile page.

You can also select this in the automation window when creating a new event:

Slightly below, you can set automated publication of webinar recordings on your profile page:

What does this look like in practice? In one place, your attendees will be able to:

- Register for scheduled events,
- Join webinars on demand,
- View recordings of events that have already taken place.

Remember that **you have full control over what goes on your profile page.** You also have a huge influence on how it will be displayed and whether the search engine algorithm will appreciate it.

Your webinar landing page

If you use the builder available in your account, your profile page can act as a full-fledged landing page. Google's search engine also indexes it, so nothing is holding it back from appearing in search results for the keywords you're interested in. For this to happen, you need to work on it a bit.

You can find everything you need in the settings section.
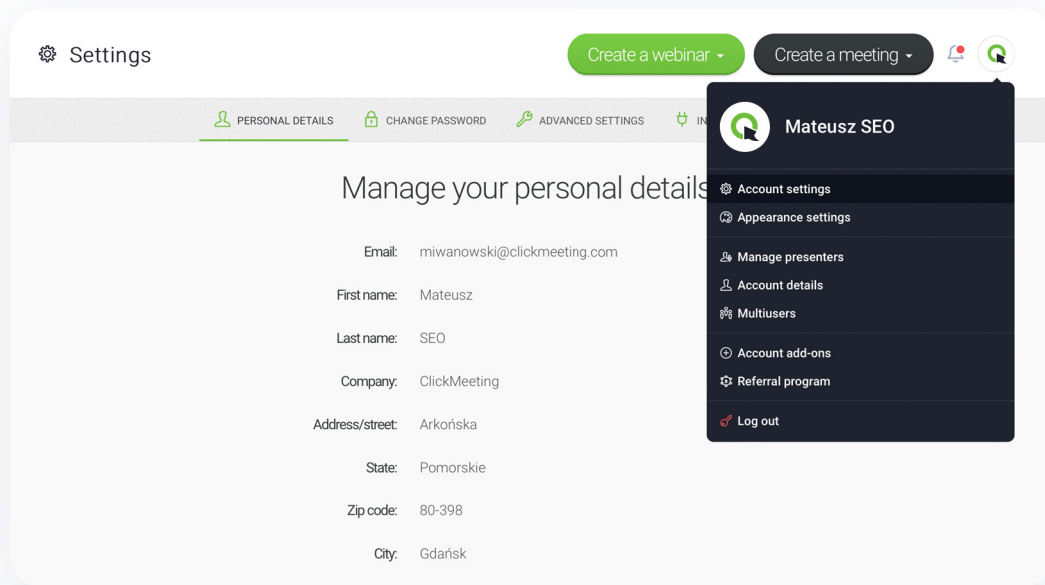
Start with editing the presenter's profile. Completing all the fields will enrich your profile page with relevant content to the search engine and build an expert image. For example, **add your photo or the logo of the brand you are promoting.** You can also enter your brand name in the Name field. This way, there is a good chance that the profile page will appear in search results along with your website.

To edit the profile page itself, go to the appearance settings.

As you can see, you can include more than just a record block and a calendar of upcoming events within the page. For example, a custom text box is at your disposal. This will allow you to present information about your events or company and work on relevance from a search engine perspective.
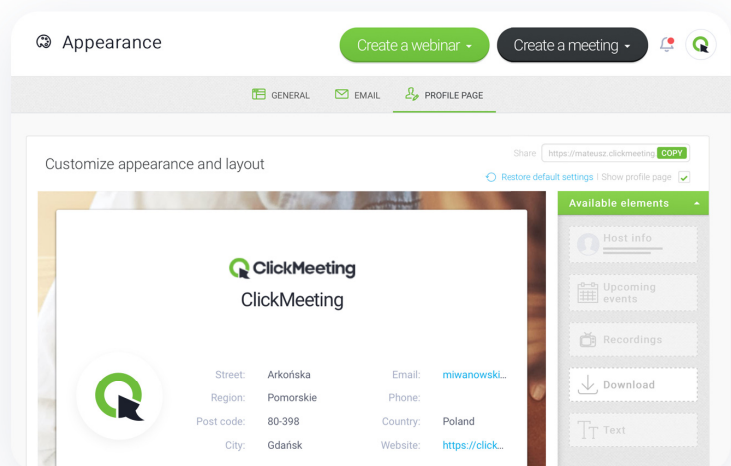
Optimize the description on your profile page

Prepare a detailed description of your webinars and presentation of your brand. You can use headings, bullet points, and various formatting, among other things, so effortlessly take care of the proper organization of the text and its visual aspect.

For best results, prepare a text of at least 2,500 characters and use at least three H2 headings. Make sure that your brand name and keywords referring to your business appear in the text (and in the headings). However, stay natural: be sure to follow the rules of grammar and avoid too much density of similar phrases.

How do you find the keywords that your potential audience is typing into the search engine? For this purpose, you can use many paid tools. However, you don't have to, especially if it's just one of your marketing channels. There are two free solutions that are completely sufficient.

The first is the Keyword Planner provided by Google. https://ads.google.com/intl/en_en/home/tools/keyword-planner/ It is used to design Google Ads campaigns (which, of course, you can also use!), but it will work well for getting organic traffic, i.e., coming from the search engine.

To see how popular a particular keyword is and to discover similar ones, type the phrase you are interested in into the search engine. For example, let's say you specialize in online tailoring courses:

AnswerThePublic (https://answerthepublic.com/) is also a good source of inspiration. It works on a similar principle: type a phrase (e.g., "online tailoring course") into a search engine and see an extensive list of similar keywords in an attractive graphical format.
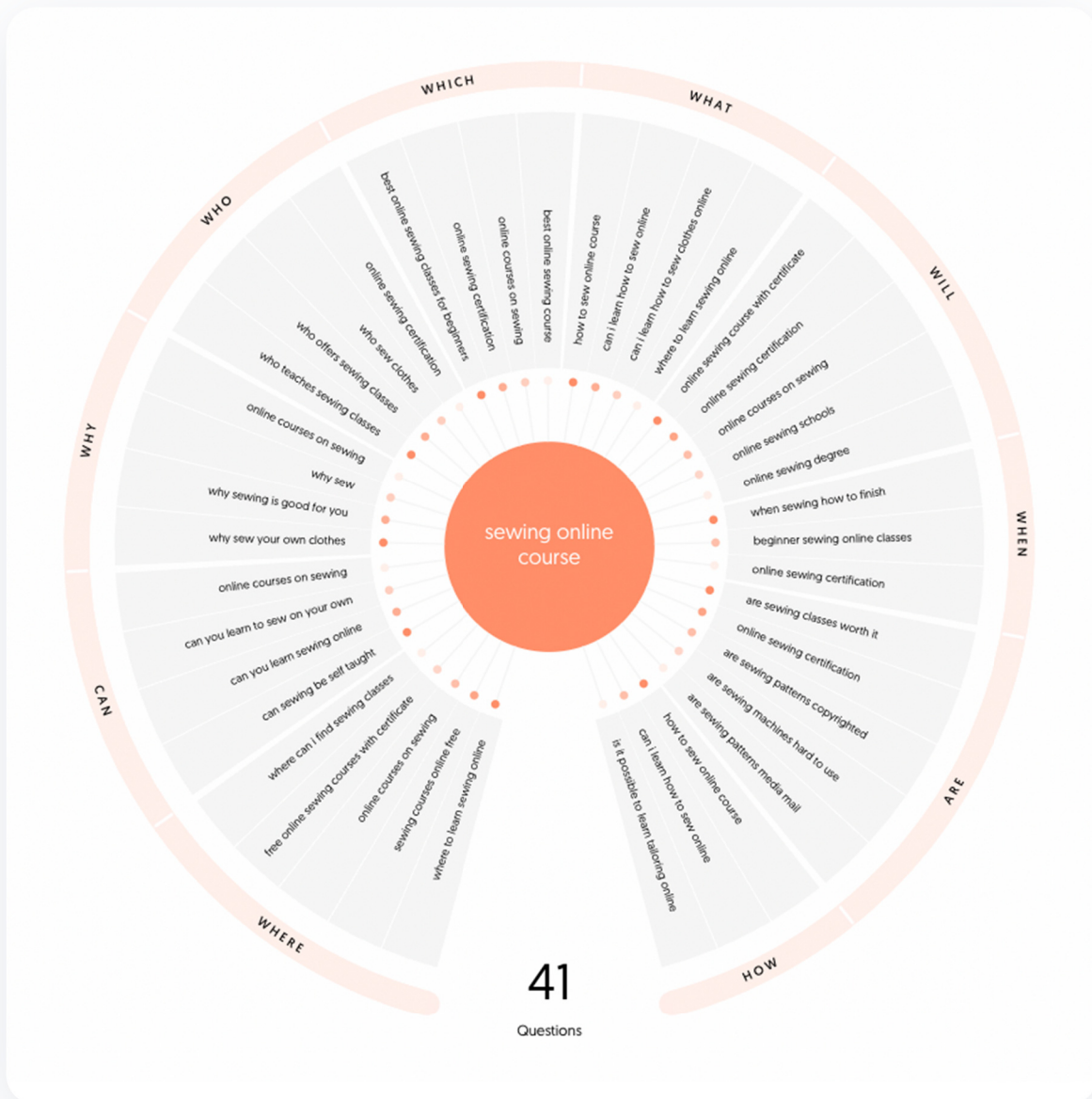
Kamil Gaworski

SEO/SEM Specialist at ClickMeeting

05

Paid webinar promotion

Advertisements are everywhere. This is especially true in the virtual space. Of course, you can also use them to promote your events. Below I will show you how to do it.

If you want to promote your webinar effectively, you need to take care of audience acquisition. If you feel that more than your own contact base and promotion on your social media profiles are needed, think about paid advertisement. A good solution is to reach for one of the popular advertising channels. Setting up your first campaign can be easy and inexpensive.

Which advertising channel should you choose?

There are several platforms available that will allow your ads to be displayed in different places. Here are the most common options you can use:

- **Meta** - reaching your audience on Facebook and Instagram can bring in a lot of new registrations. You don't need to plan a high budget to see new registrants.

- **Google Ads – GDN (Google Display Network)** - want information about your event to appear in banners on various websites? Google Ads campaigns allow you to achieve high reach.
- **Google Ads – search results** - your webinar ad can also appear when a specific phrase is typed into a search engine, such as "marketing webinar" or "online sewing course."
- **Google Ads – YouTube** - do you have an exciting video promoting your event? Including the promotion will help increase your reach.
- **LinkedIn** is the largest social network for experts on the web. You may consider placing ads promoting your events there.
- **Twitter** - if your audience uses this portal, consider advertising there. Especially since it allows you to get relatively cheap clicks.

When and how long to promote an event?

You may find different approaches to how long to promote an event. **The best results can be achieved by starting a paid promotion about 14 days before the event.** This time allows undecided people to make up their minds. You can also start the promotion earlier (be sure to send regular webinar reminders to registered people!). Much also depends on the budget you want to spend on paid advertising. Low daily budgets will translate into lower reach if it is divided into too many days.

A good approach is to keep the promotion until the event starts. Who knows, you may be able to convince your audience at the very last minute. However, keep an eye on the campaign's progress all the time. If it doesn't bring the expected results, it may be better to lower the budget, wait out the downturn and increase spending when it improves.

How much money should you spend on your ads?

The time has come for the toughest question. Unfortunately, as you probably expect, **there is no universal answer.** However, after a few campaigns, you will be able to evaluate budgets on your own. For example: if you find that it costs an average of 5 euros to acquire one registrant, you will be able to accurately determine expenses depending on the number of registrants you want to acquire with the support of this channel.

What is the approximate cost of acquiring a registrant for a webinar? It depends on many variables, primarily the topic of the event. In Poland, on average, this costs about $2.5 - $11, but you may be able to reduce it even to $1 per registrant. Of course, the costs will look different in different channels. For example, LinkedIn advertising may be up to 3 times the price of a Meta platform.

How to plan the budget?

What matters is not only how much, but also how you will spend the money assigned for advertising. You primarily have four simple models available:

01 **Fixed spending throughout the entire duration of the promotion:** this is the simplest solution, which does not require additional work. If you are starting to create your own campaigns, it may turn out to be the best solution.

02 **Expenses increasing linearly:** if you observe that your attendees are more likely to register for an event just before it starts, this may yield better results.

03 **U-shaped budget:** you will spend the most money on promotion at the beginning and at the end.

04 **A "right-shaped" budget** - at the beginning you set the level of spending as you would with fixed spending, then for about a third of the time of the promotion you reduce it by 40%, then increase it, and allocate the largest funds at the very end - even more than 100% comparing to the campaign launch.

Where should the ad lead?

If you want to increase the number of attendees, **refer them directly to the registration form.** This will help them make a quick decision and simply sign up for your webinar.

You can also use an indirect page, such as a dedicated blog article in which you include a wider push to sign up or a dedicated video posted on YouTube. Remember, however, that each additional step increases the drop-off rate of the registration path.

What should be included in the webinar ad?

The effectiveness of your advertisement depends on many factors. One of the most important is the creative that your audience will interact with. It must not only be visually appealing and substantive but also encourage them to take a certain action. Here are the most important elements of the creative:

- The topic of your webinar,
- Presenter details,
- Date of the event,
- Information about payment
- Information about the time limit,
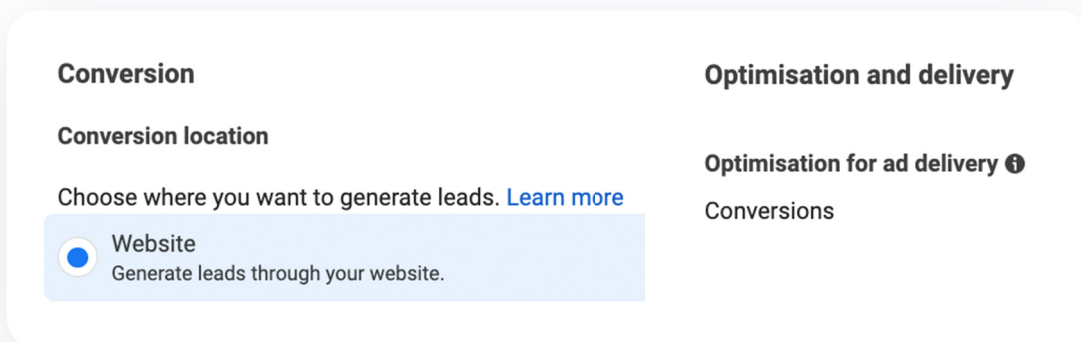- CTA (call to action, e.g., "Register!").

Remember that you can use graphics and text, including a title, description, and a caption, to display on the button that allows your users to take action.
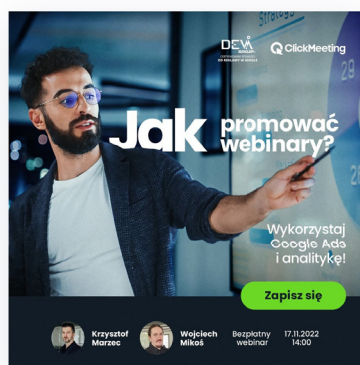
How to set up a campaign simply and quickly?

It's time to move on to practice! Below you will learn how to set up your first ad within the Meta environment.

- Make sure the Meta pixel (that's what the tracking code is called) is implemented on the site the ad leads to.
- Go to the Meta Business Manager. In the Event Manager, set a custom conversion: point to the registration page URL if that's where you want to redirect ad viewers.
- In the Business Manager, go to the Audience section. Define a group of registered users (as in the step above).
- Create a campaign with the ad target "Contacts."
- In the ad set, select the conversion location "website" and the conversion event for custom registration conversion. Optimization for ad impressions should be set to conversions.

Conversion

Conversion location

Choose where you want to generate leads. Learn more

● **Website**
Generate leads through your website.

Optimisation and delivery

Optimisation for ad delivery ⓘ

Conversions

- Choose the longest possible post-click attribution settings (maximum 7 days), and minimize post-display attribution (minimum one day). It is essential from your perspective to monitor the people who clicked on the ad, went to the registration page, and registered.

- Set the display type of the promoted content to standard so that the system adjusts the display evenly. Otherwise (accelerated display type), the system will aim to quickly click the budget to meet the target as soon as possible, which may end the promotion after a few hours.

Attribution setting ⓘ
7 days after clicking or 1 day after viewing

When you are charged ⓘ
Impression

Delivery type ⓘ
Standard

- After entering the budget and promotion dates, set the audience group. The basic criteria are the user's location, age, gender, and profile language. Here, for example, you can set remarketing (in the audience tab will determine that these are visitors to your Meta company profile, company website, or a part of it, such as a blog or price list).

- When you are targeting new users, define the profile of the ideal webinar attendee as narrowly as possible. Refer to the "Detailed targeting options" tab for your targeting criteria selection options.

- You cannot select more targeting criteria in an ad than 100. This is a limitation of advertising tools, not just Meta. It won't be easy to specify too diverse audience. Determine who your audience is or what they are interested in, and adjust this according to the possibilities offered by the system. I suggest considering the following hierarchy:
  - Professional position
  - Employers
  - Subject groups
  - Skills
  - Interests

- **Remember about exclusions!** Immediately exclude a predefined audience registered for a webinar, and supplement it with groups you consider undesirable (e.g., interns, people interested in free services). It is a good practice to exclude remarketing in prospecting, and vice versa, uploading email lists of people who have registered to exclude (remember, you must get the appropriate marketing consents to do this in accordance with GDPR regulations!).

- You can leave the default placement settings. This way, you will include all devices and advertising sub-platforms. If you notice that one of the platforms is not delivering the expected results, you can uncheck it.

- Evaluate the "Estimated Daily Results" from the ad manager's hints, change the targeting criteria and observe if you find satisfactory results. However, treat the numerical information provided with caution. The best benchmark will be the mid-range value.

Estimated daily results
Based on 7-day click and 1-day view conversion window

Reach ⓘ
20K-57K

Conversions ⓘ
42-120

The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

⌇ **Estimates may vary significantly as people opt out of tracking on iOS 14.5 or use other data controls on Facebook.**

What mistakes should you avoid in paid webinar promotion?

It is better to learn from other's mistakes than your own. Here are some of the most common mistakes

01 Before and after publishing, check for communication errors. They can involve spelling as well as facts. For example, it's easy to make a typo or indicate the wrong time to start the webinar.

02 Set the end date/time of the webinar promotion (some tools do not provide an option to set the time). You will avoid a mistake that can generate financial losses.

03 Promote conversions, not reach or awareness, which generates a lot of ineffective impressions.

04 Don't use hashtags in promoted creatives. Their clicks take the user to a list of posts containing the tag instead of a landing page with the webinar. So you make it difficult for the viewer to reach the destination, and the advertising budget is spent irrationally.

Paweł Łaniewski
Content Expert at ClickMeeting

06

# Give a second life to your webinar

Your live event is over? That doesn't mean you can just forget about it. Quite the contrary. If you use the webinar recording well, you will succeed in promoting your business and future projects.

Do you associate webinar promotion with spending time that would be better spent on what is important from the perspective of your business? It doesn't have to be that way at all. Content repurposing is extremely popular in the digital marketing world. Why is that? It allows you to achieve great results and, most importantly, save time. Below I'll show you how to use a recording of a webinar that has already taken place to build an audience base and create compelling content to promote your upcoming events.

Automate your contact acquisition

To increase the number of attendees who will regularly visit your events, it's not enough to reach out to them with your messages. It won't be useful if they aren't interested in your offerings or the topics most often covered at your events. On the other hand, if a specific issue is relevant to them, they will definitely be more likely to attend future webinars and take advantage of your company's offerings. **The best way to promote your webinars is to build a contact list** containing the details of people who have already visited or registered for your webinars.

You can do this with ClickMeeting. Your attendees' data will automatically appear in your address book. It also allows you to manage groups of attendees and invite them to upcoming events. Of course, you can also do this when creating a new webinar.
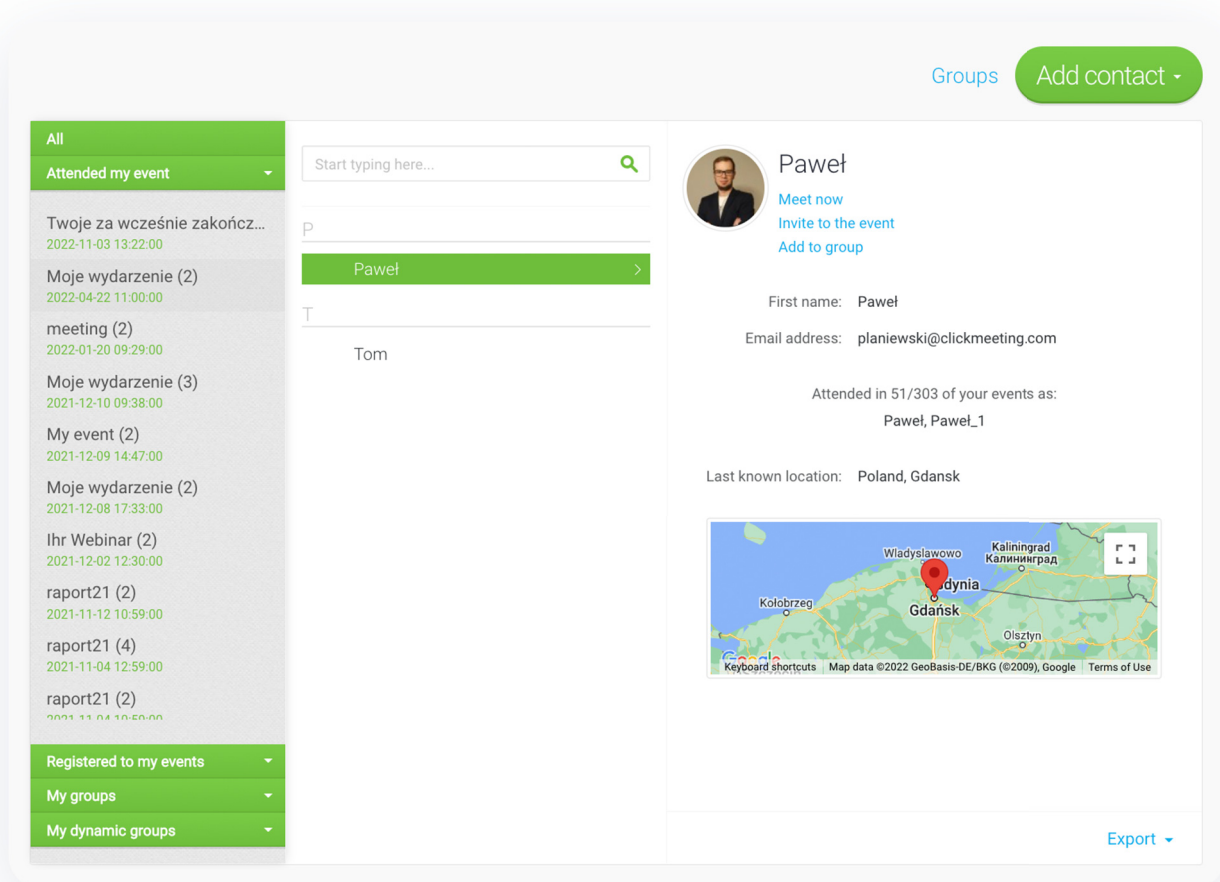
It's more than just the live event that allows you to acquire valuable contact data. In the automated plan, you can also create the following:

- **Automated webinar:** You can set up events that will take place on autopilot based on the recording. From the attendee's perspective, everything looks just like a live webinar: they register for the event (which means more leads), get a link to the room, log in and participate in the webinar. They can even chat with you and use other interactive features if you feel like it.

- **On-demand webinar:** you can also offer attendees access to content anytime. This is a great way to get leads and provide interactivity, too.

The easiest way to prepare them would be to use a pre-prepared live webinar recording.
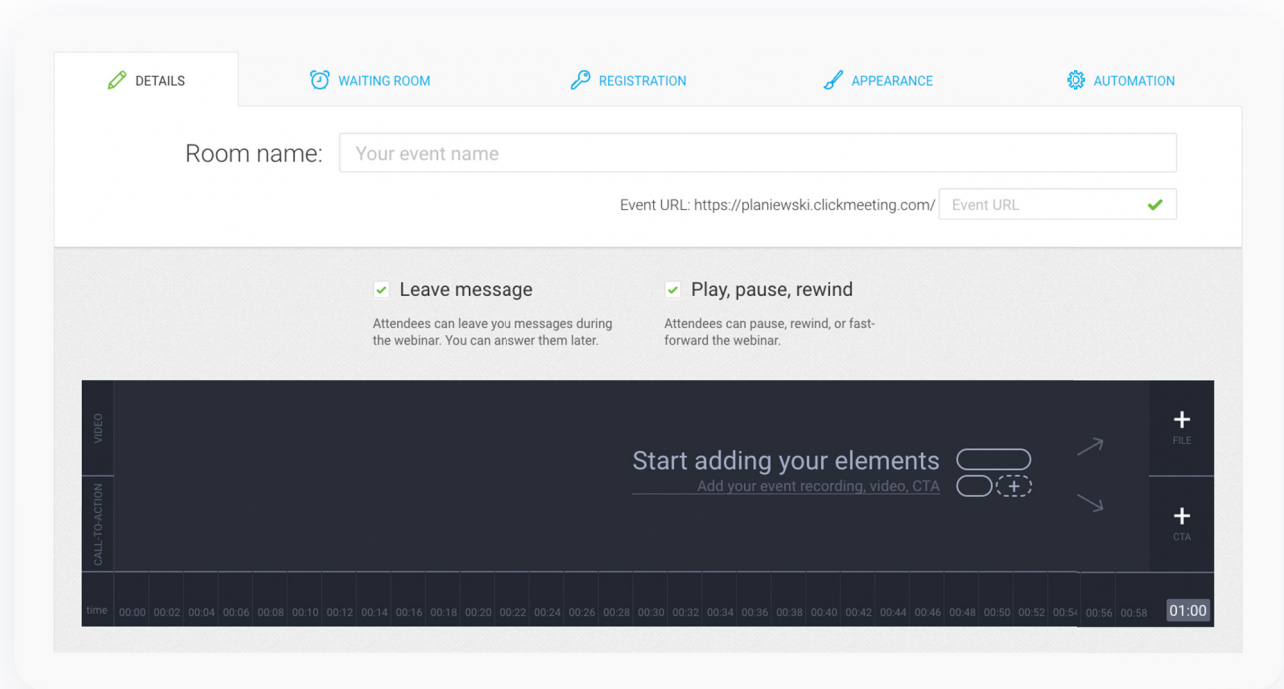
To do this, select the "Add file" option and choose a specific recording.
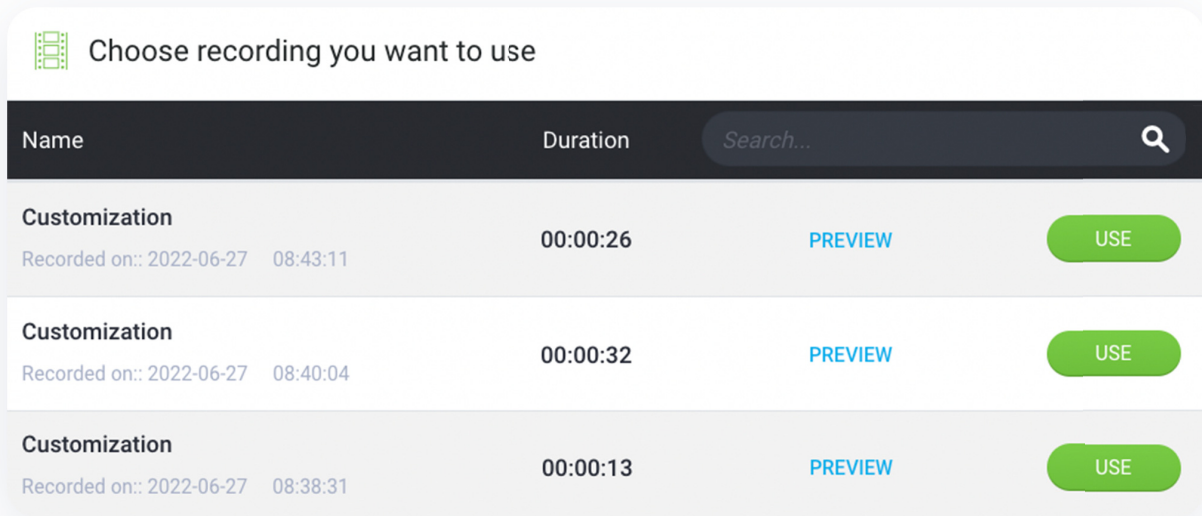
To acquire data, prepare the registration form the same way as for the live webinar. Remember to include fields allowing you to process registrants' data for marketing purposes. This will give you an easy and legal way to, among other things, invite them to your future events.
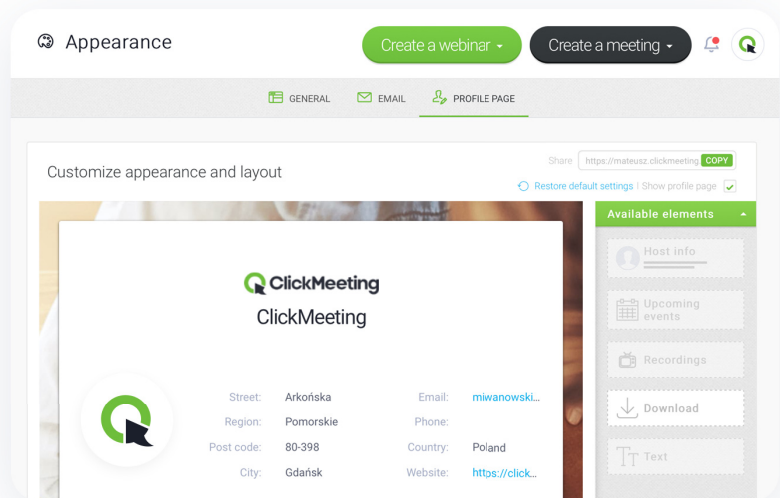

Then you can promote an on-demand event or an automated webinar the same way as your live webinars. You can also send a link to your registration form to interested people, such as potential customers who message you on social media. This way, your contact base will grow without your direct participation.

Create new content with a recording

Preparing a live or automated webinar is just one of many possibilities. If you have a recording of the event, you can also quickly create a lot of new content to promote your business and upcoming events. Above all, this is a great way to save time, increase your reach and engage your audience.

Publish a recording on YouTube and create a library of webinars

The future of marketing undoubtedly belongs to video formats. However, preparing recordings is associated with high costs and the need for professional tools and skills. If you are hosting webinars, it will be easier.
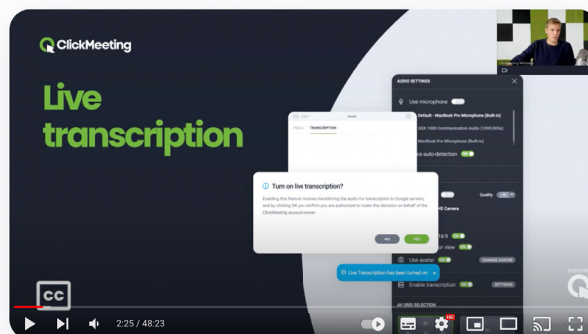
First of all, **remember to publish your recordings on YouTube.** With the available integration, you can fully automate this process.
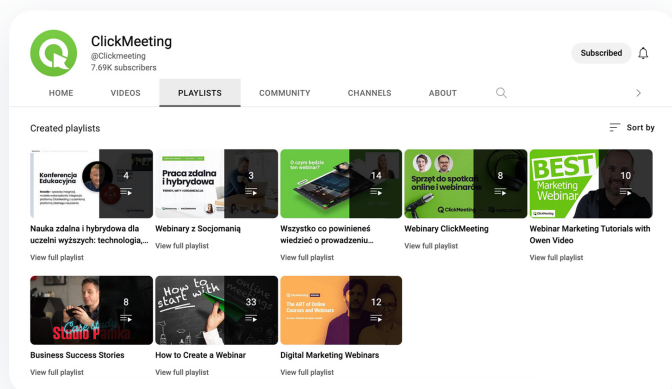
Collecting more recordings will help you create a library filled with expert knowledge. In addition, you can compile thematic playlists, create your own knowledge zone and offer your audience convenient access to content. And all this within the YouTube platform.

Prepare other video formats

In modern video marketing, short forms are becoming increasingly popular. They are favored by social media and are also eagerly used in the advertisement.

If you have a webinar recording, you can easily and quickly prepare shorts or reels available on Instagram. All you have to do is fish out the most exciting parts. This way, you will gain a lot of video content that can engage your audience and encourage them to take a specific action, including participating in the next events you hold.

Prepare a text report on the webinar

Looking for inspiration for your next company blog article? Prepare a text report from the webinar! You can include a recording and a transcription of the event (you will undoubtedly find the transcription history download function available in ClickMeeting helpful). You can simply describe the issues presented and offer your readers a webinar summary. Of course, this is an excellent way to share your expertise and subsequent materials.
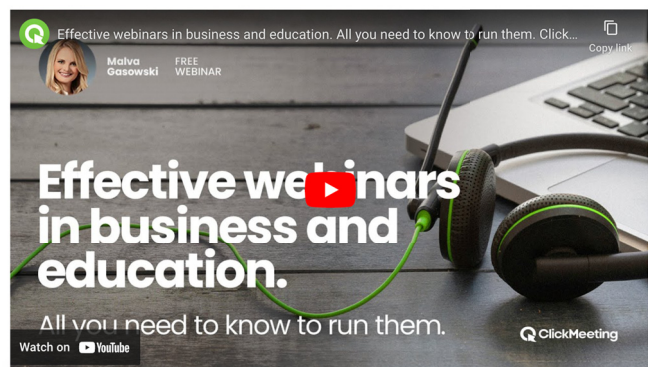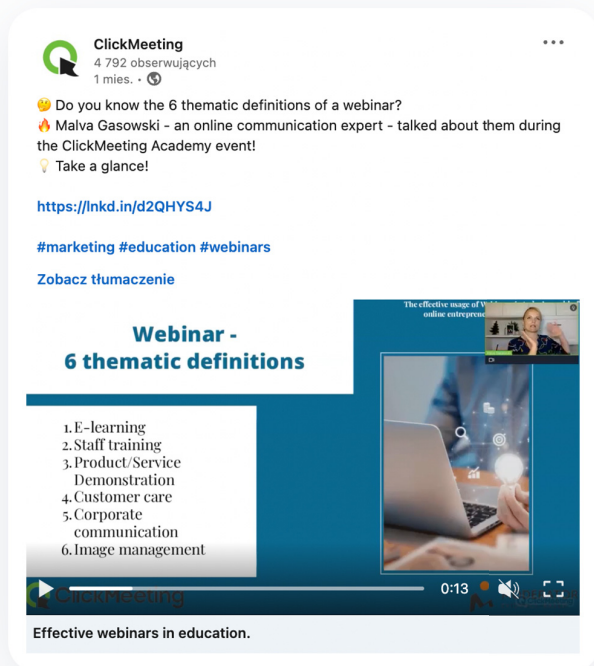
Create even more content

A webinar, first and foremost, means sharing knowledge. In the process, there are often issues that require a broader analysis. In addition to a blog post, you should prepare a guide in the form of an e-book. With it, you can attract even more leads and establish an expert position in your industry.
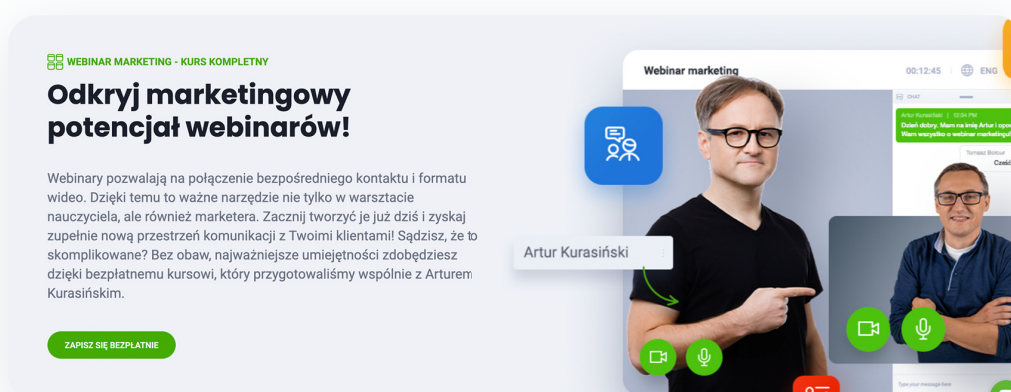

Social media posts almost ready

Based on the abovementioned content, you also gain solid material to use on social media. Especially those that reward expertise. Inviting industry-recognized people to your webinars will further increase the reach of both the posts and the events themselves.

Podcast based on a webinar

A webinar allows you to spin fantastic stories. However, many users prefer to interact with them in the form of a podcast. **Basic technical skills are enough to turn your event into an audio recording.** You can then post them on popular streaming platforms. This is an additional channel that gives you, even more, reach and your audience more opportunities to experience the content.

A course with a certificate for attendees

Organizing online courses is extremely easy. **The webinar format works just perfectly in this context.** Using recordings, you can quickly prepare a complete course that will be followed by an automatically issued certificate. Registration, of course, means more contacts interested in the topics you cover during your events.

Plan your activities before the start of the webinar

As you can see, recording a webinar gives you a lot of additional opportunities. Therefore, remember to record your events. **Even before you start them, it's a good idea to develop a well-thought-out plan of action.** Think about how you will use the materials and adapt the format to the expectations of your audience. This will save you a lot of work and give you the best result.

Martyna Grzegorczyk
Communications and Outreach Manager ClickMeeting

07 Checklist for the organizer

The best results will be achieved if you use the right promo plan. This will help you organize the tasks to be done and remember each important element. Below you will find an activity schedule that works for ClickMeeting. You can use it for your events as well!

Before the webinar

Prepare:

- ☑ An attractive webinar topic
- ☑ An event in your ClickMeeting account panel
- ☑ The content of your emails to attendees
- ☑ Information for event partners
- ☑ Social media posts and ads content
- ☑ Event landing page / dedicated blog article
- ☑ A video to promote the webinar

14 days before the event

☑ Turn on social media advertising campaigns

10 days before the event

☑ Publish a blog post and send an email invitation to your base

5 days before the event

☑ Send a mailing to registered people with a reminder about the event

On the day of the webinar

☑ Send a reminder about the event

☑ Don't forget to record the webinar

☑ Send a follow-up message

After the event

☑ Send recordings to all people who registered for the webinar

☑ Publish the recording on your YouTube channel

☑ Prepare a text report of the webinar and post it, for example, on your company blog

☑ Use parts of the webinar recording e.g. in your social media.

ClickMeeting