ClickMeeting

Promoting Paid Online Events

Everything a host needs to know

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Promoting your paid webinar step by step

Hi!

The principle is simple: to maximize earnings from paid webinars, you need to reach the widest possible audience. To achieve this, you must focus on event promotion. Contrary to what you might think, this doesn't always require purchasing additional tools or investing in advertising budgets. You'll gain many opportunities by skillfully utilizing our platform's features.

We've prepared a complete set of tips that will help you reach a larger audience. ClickMeeting marketing experts have shared proven strategies that we successfully use in campaigns promoting our own events.

You'll learn how to:

- Select webinar topics that immediately interest your audience
- Increase sales through ticket pools and discount codes
- Promote paid webinars with free events
- Automate email sending and additional materials distribution using ClickMeeting
- Prepare video invitations and creatively use recordings of your events on social media
- Achieve higher search engine rankings through your profile page
- Configure your first webinar advertising campaigns
- Utilize live event recordings and build a participant database
- Earn money through on-demand paid webinars

At the end, you'll find a short checklist to help you plan your promotion and ensure you're using all available opportunities.

I wish you enjoyable reading, lots of inspiration, and most importantly - always fully booked event rooms and high profits!

Grzegorz Węglarz
Marketing Director at ClickMeeting

ClickMeeting

Paweł Łaniewski
Content Marketing Expert, ClickMeeting

01 Create a Money-Making Machine with Webinars!

What if I told you that one of the best ways to promote paid webinars... is through free webinars?

Below, I'll show you how to create a genuine money-making machine without ever leaving ClickMeeting. First, we'll reach the largest possible audience interested in your content, then establish contact and build a closer relationship with them, and finally encourage them to purchase tickets for your paid event.

Sounds simple? This mechanism truly is. Let's get to work!

Ready-to-Use Schema for Your Webinar Money-Making Machine

Let's get to specifics. The scenario looks like this:

- **You create a free webinar.** Through the registration form, you collect contact information from people interested in your content

- **During the free webinar**, you encourage participants to join your paid event. The CTA button available in ClickMeeting will be particularly useful here
- **After the webinar ends, you send follow-up emails to participants.** This is an excellent opportunity to persuade them to make a purchase. You can also include a discount code as additional motivation for decision-making

I won't hide it: this scheme isn't any secret, and the best creators of paid events on ClickMeeting are already using it. That's the best confirmation of its effectiveness.

> *Some of the webinars I create are free 50-60 minute content. There's 100% substance, no scams, just 100% solid content. However, this free content has a specific purpose, because during these trainings, I advertise my paid trainings through the call-to-action function.*
>
> **Samir Kayyali**
> Tax Advisor, Training Creator on ClickMeeting

Simple, right? Let's look at each stage of this process in more detail.

What Should a Free Promotional Webinar Look Like?

Remember that a free webinar is often the first contact potential clients have with your personal brand. That's why it plays a key role in the entire process, and it's worth planning it well while adhering to two values:

- **Offer real value:** Your free webinar should provide specific, practical knowledge that participants can use immediately. Don't treat it as a long advertisement: that's the fastest way to discourage your audience. Instead, demonstrate your expert knowledge by solving real problems for your target group.
- **Leave them wanting more:** The webinar should be complete in itself, but simultaneously signal the existence of deeper levels of knowledge that will be available in paid training sessions. For example, you might discuss one strategy in detail, mentioning the existence of five others that you present in your paid event.

Finding the perfect balance isn't easy, but you'll certainly be able to develop effective compromises. After all, you're the expert in your field and know best where the boundary lies between different "levels of initiation."

We'll look at ways to determine topics that interest your audience in the next chapter.

Webinar Structure That Sells

If you already know what you'll talk about during your free webinar, it's time to think about its structure. You need to reconcile two perspectives here: substance and sales. Much depends on your audience's expectations, what stage of the funnel they're at, and your industry characteristics. Below you'll find a sample webinar scenario, but don't be afraid to experiment!

01 **Strong opening (10 minutes):** Present the problem and build tension around its solution. Show participants that you understand their pain points perfectly. Of course, don't forget to introduce yourself.

02 **Main content section (30-35 minutes):** Deliver the promised value. Share specific knowledge, show examples, and respond to what's happening in the chat, for instance.

03 **Smooth transition to your offer (5 minutes):** Show how the presented knowledge connects with your paid training. Emphasize that today's event is just the tip of the iceberg. It's worth using sales techniques that will encourage recipients to buy as quickly as possible (e.g., a time-limited discount for webinar participants).

04 **Q&A session (10 minutes):** Don't avoid interaction. A short Q&A session at the end of the event is a great way to prove you're an expert in your field. It will also allow you to emphasize once again that during the paid webinar, you'll look at the discussed issues in much more detail.

As you can see, just one hour is enough to achieve several marketing and sales goals. That's why webinars are such an effective promotional tool!

Engage Participants From the First Minute

Another advantage of webinars: they let you engage participants and interact with them. Several functions in ClickMeeting will help you with this:

- **Use polls to better understand your audience**, including their concerns and expectations
- **Encourage asking questions via chat** – you'll answer them during the Q&A session. You can also invite participants to speak
- **Use the whiteboard, presentations, and screen sharing** to effectively convey knowledge
- **Don't forget about the CTA button**, which can be active throughout the event or part of it. This way, interested participants will buy tickets during the promotional webinar.

Remember that an engaged participant is more likely to purchase your paid training. That's why it's so important for the webinar to be not only substantive but also dynamic and interactive.

During the webinar and after it ends, it's also worth simply asking participants for their opinion and expectations. You can ask:

- Which topics were most valuable to them
- What topics were missing
- What would encourage participants to join paid training

The collected information will help you improve both free webinars and paid training. Additionally, you can use positive feedback as social proof in future promotional activities.

Build a Bridge Between Free and Paid Content

During the webinar, systematically build the conviction that paid training is a natural continuation of the development path just begun. You can do this by:

- Referencing more advanced techniques that you discuss in detail in paid training
- Showing how the presented basics connect with more advanced strategies
- Sharing brief case studies of clients who implemented the full range of knowledge from your training

What to Do After the Free Webinar Ends?

Ending a promotional webinar is just the beginning of building a long-term relationship. Well-planned communication after the event will significantly increase conversion to paid training. Let's look at what an effective strategy might look like.

Redirect to Your Page
Some participants will convert during the event. Some will still hesitate. In ClickMeeting, you can easily redirect them after the webinar to any page, such as a sales landing page. This significantly shortens the purchase path!

Recording is the First Step to Further Contact
Sending a webinar recording isn't just courtesy to participants - it's a strategic element of your communication. In the email with the recording, you should include:

- Thanks for participating and a brief summary of the webinar's key points
- A reminder of the main benefits of paid training
- A clear call to action encouraging ticket purchase, preferably with a special discount

In the following chapters of this guide, we'll show you how to create discount codes directly in ClickMeeting that will allow you to prepare special promotional conditions for free webinar participants. It's really very simple!

Follow-up Sequence That Sells

Plan a series of 3-4 follow-up emails to send in the days after the webinar. Each should have a different purpose and character. Here's a sample action scenario:

- **Email 1 (day after the webinar):** Focus on substantive value. Expand on one of the topics covered during the webinar, showing the deeper perspective available in paid training.
- **Email 2 (3-4 days after the webinar):** Share a case study of a client who implemented knowledge from your paid training. Show concrete results and the scale of transformation.
- **Email 3 (6-7 days after the webinar):** Answer the most frequently asked questions from the webinar, while indicating that in paid training, you'll explore these topics much more thoroughly.
- **Email 4 (last day of promotion):** Remind about the ending special offer. Emphasize the unique value of the training and the consequences of not taking advantage of the opportunity. Fear of missing out.

Harness the Potential of Social Media

Don't forget about content recycling (I write more about the possibilities webinars offer in this regard in one of the following chapters). Based on the event recording, you can:

- **Create short video clips** with the most interesting moments of the webinar and share them on social media as well as use them in advertising materials. This is a great way to reach new audiences and showcase the quality of your content.
- **Prepare an infographic or carousel** summarizing the main points of the webinar. Such material has great viral potential and can attract more people interested in your paid training.

- **You can of course place the free webinar recording on your YouTube channel**. This is another channel that will allow you to acquire valuable traffic and reach people potentially interested in your paid training offer.

One More Money-Making Machine: Use On-Demand Webinars!

Your money-making machine is ready. Let's recap: a free webinar allows you to reach people interested in your knowledge and generate leads. Then, skillful "nurturing" brings them closer to making a purchase decision. All that remains is to conduct the paid webinar and enjoy the money earned.

But should you simply close this chapter after the paid event ends and start constructing another machine? Not necessarily. There is one more proven way to multiply profits without additional work.

The secret lies in on-demand webinars, which can also be ticketed. You just need to sell access to the event recording. In fact, our clients are already doing this. Here's one example:

Conference for coaching experts	881 tickets €22,104
Live event	

Conference for coaching experts	350 tickets €8,783
On demand	

Of course, don't forget about proper promotion. You can use the same channels and tools as for live events. And then? You can focus on completely new projects, while that "old webinar" will bring you passive income.

Summary: Your Webinar Money-Making Machine

We've created a comprehensive scheme that will allow you to transform free webinars into an effective tool for promoting paid training. The most important elements of this process are:

01 A strategically planned free webinar that delivers real value but also whets the appetite for more.

02 An engaging event structure that smoothly leads from substance to sales offer.

03 Well-thought-out post-webinar communication consisting of a sequence of emails and social media activities.

04 A discount code system that increases conversion rates.

05 Continuous process optimization.

And on top of all this, there are on-demand webinars that will help you generate even greater profits.

Remember that success won't come overnight. Creating an effective "money-making machine" is a process that requires time, analysis, and adapting strategies to your target group's needs. However, consistent action according to the presented scheme will certainly bring results.

So – get to work! Your first "money-making machine" is waiting to be launched. Harness the potential of ClickMeeting and start building your expert brand today!

Tomasz Bołcun
Brand Manager at ClickMeeting

02 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

At the center of your interest must remain your audience. If you don't know who you're speaking to, you won't know what to say or how to say it! This applies to both paid and free webinars.

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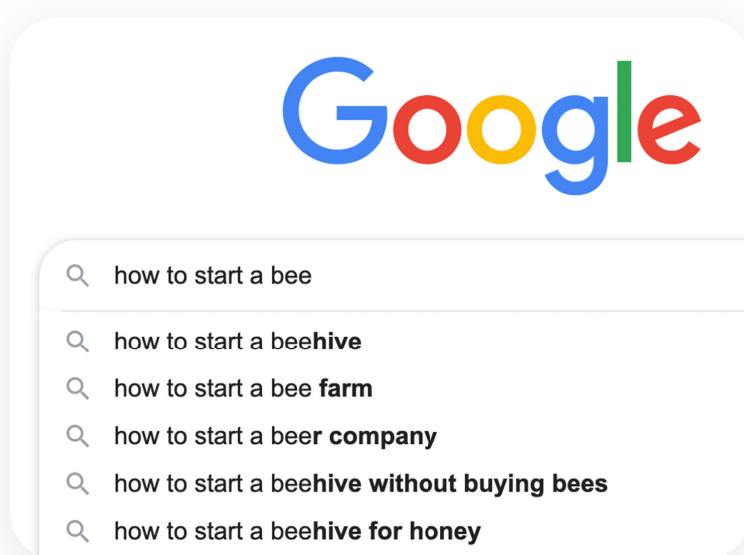
06   **Identify what content engaged your site users the most.** With the help of free Google Analytics, you will check which blog post was the most popular and held the readers' attention for the longest time. Of course, you will also find out which sites or articles were not so warmly received - a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

Judyta Białobrzewska

Performance Marketing Manager, ClickMeeting

03

How to Increase Ticket Sales for Paid Webinars? Activate Promotions and Codes!

Earning money from paid webinars is truly simple and can generate substantial profits. But to enjoy even greater sales, you need to find an effective way to encourage your audience to make purchases.

Of course, one of these ways is promotions.

In ClickMeeting, you can set them up in several ways, and additionally automate the entire process. You'll save yourself work and generate even higher profits.

Below, I'll show you which strategies are worth implementing to effectively stimulate sales. You'll also learn what needs to be done step by step.

Setting Up Promotions: Easier Than Ever Before

Why are webinars such a popular form of online earning? Undoubtedly, many people choose them because, unlike other solutions, they essentially don't require using many different tools. All you need is a proven webinar platform.

With ClickMeeting, you not only organize paid events that allow you to earn money thanks to integration with payment systems. You can also set up ticket promotions based on various criteria.

You'll find the module for setting up promotions directly in the window for creating a new event.

First, of course, you must select the access type as "Paid" and choose the payment system you want to use. As you can see, there are really many possibilities.

Then, just a small scroll is enough to go to the ticket settings.

There, you'll set the basic price for access to your event. A little lower is the "Promotional Tickets" option. After enabling it, you gain the ability to set promotional conditions.

An interesting way to increase sales will be setting up ticket pools. Each can be limited by time and/or quantity. To add more ticket pools, select "Add another ticket," and then enter the promotion conditions. Importantly: promotions can be activated automatically. For example, after pool A is exhausted or after its sales period expires, pool B will become available. After exhausting subsequent ticket pools, tickets at standard prices will be available for sale.

I'll write more broadly about how to effectively stimulate sales with this tool below.

Now, let's do one more short scroll down:

Here, you'll set up discount codes that you can use in your marketing communications or send to specific audience groups.

As you can see, the creator is really very simple, but don't worry: it allows for quite a lot. Let's see how it can be used in practice!

Start Sales with a Bang: Early Birds

Many paid event organizers worry that the beginning of sales will go poorly. Unfortunately, this is not only demotivating but often also determines the final results. The rule is simple: the faster you start selling, the better. And offering favorable conditions is the best way to encourage recipients to make quick decisions.

The early bird formula works perfectly in this case. As you can see, you can use a time limitation – for example, set a lower price in the first week of sales. You can also limit the promotion by the number of tickets available in it. But importantly: you can combine both limitations. In the above example, it will work so that 50 first tickets can be purchased on promotional terms, but this can be done at the latest by November 21.

The Later, the More Expensive: Setting Up Automation

The early bird formula can obviously be developed, and many organizers decide to do so. After all, even early birds sometimes oversleep, but that doesn't mean they immediately have to pay the full amount.

The depletion of subsequent ticket pools is a strong motivator for people interested in your webinar to make a purchase decision. The entire scheme can therefore be repeated several times, but of course, this requires planning further in advance.

It might look like this:

After the last pool is exhausted, tickets will be sold at the base price.

Discount Codes: For Promotional Actions and Loyal Customers

Promotional codes need no introduction to anyone. It's an excellent and simple way to offer recipients special purchase conditions. It will also work in the case of webinars!

Setting up a promotional code in ClickMeeting is very simple. You'll define the code name, its value (can be expressed both as an amount and as a percentage), as well as the rules of validity. As in previous cases, you can limit the number of available tickets, but also indicate the expiration date of the code. Both conditions can also be applied simultaneously.

This is what a code might look like that will allow your future viewers to get a discount for Black Week. And since the hot holiday season is shortly after, you can immediately set up another code. The promotion will start two weeks before Christmas.

Codes are also a great way to reward your loyal participants, for example, people who participated in previous webinars. You can create a special code for them that you'll send to a previously separated mailing list.

Or maybe you want to offer a discount to a group of employees from a specific company? Just create another code and share it with the recipients.

Codes for Your Partners

Finally, another interesting option. Affiliate marketing is a great way to increase ticket sales for virtual events. By building partnerships, you'll be able to achieve great results. But two challenges arise: first, you need to find a way to easily settle sales that partners contribute to. Second, you should offer their audiences attractive purchase conditions.

Promotional codes will help you take care of both issues.

Of course, nothing prevents you from running several campaigns simultaneously. Their skillful combination will allow you to achieve the best results.

Good luck!

Olga Oleksa
Online Marketing Manager at ClickMeeting

04

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!
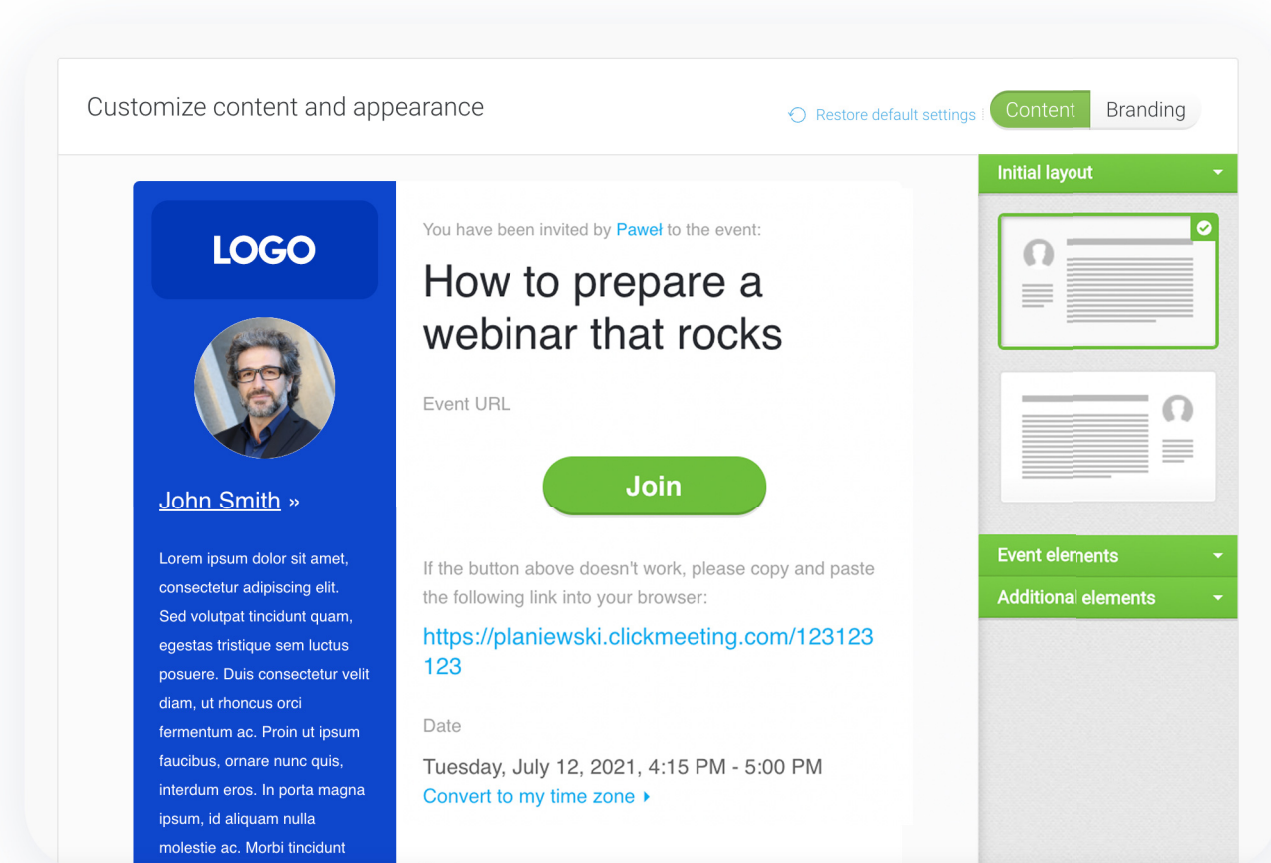
In the same section, you will also change the appearance settings of the event room and profile page.

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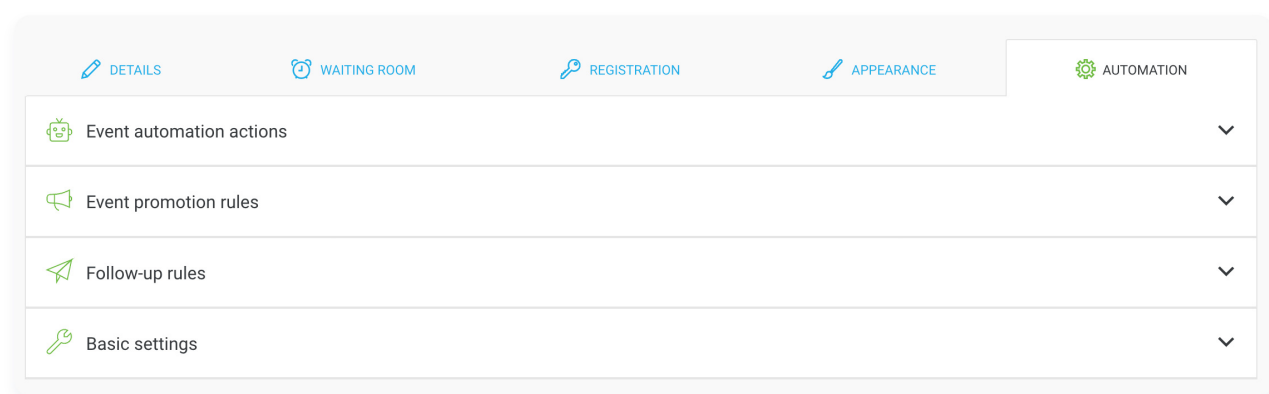
When planning an event, don't forget about promotion and follow-up activities. The first ones will help to ensure that attendees remember exactly when the webinar is taking place and what the topic is. Using Automated Event Reminders will help you increase the percentage of webinar attendance and, consequently,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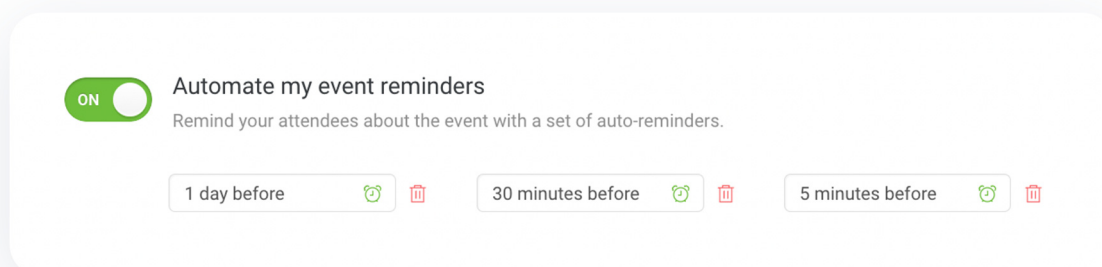
After the event, it's a good idea to use several **follow-up options.** First, you can set up a **thank you page with your URL.** It will be displayed to everyone at the webinar right after the event. This is a great way to redirect attendees to a landing page with a call-to-action button.

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.

Paweł Łaniewski

Content Marketing Expert, ClickMeeting

05 Reach Millions of Viewers with Multistreaming

Webinars help achieve a wide variety of goals. They also work perfectly if you want to reach the largest possible audience, for example to build your expert brand or promote your products, courses, or... paid webinars.

How can you most effectively reach even millions of people simultaneously? Of course, you need to be where your audience spends time. And they certainly use social media. But here's another problem: one person might be scrolling through Facebook, another catching up on news on X, a third browsing photos and reels on Instagram, a fourth following streams on Twitch, and someone else might prefer short video formats on TikTok.

How do you connect all of this? That's exactly why you have ClickMeeting! Below you'll read how to simultaneously broadcast your event on multiple social platforms to reach the largest possible audience. How many exactly? There really are no limits here!

How Does Multistreaming Work? Broadcast on Any Platform!

First, let's cover the most important information about this feature. Multistreaming allows you to broadcast an event simultaneously on up to five platforms. And essentially anywhere:

01	YouTube	06	Twitch
02	Facebook	07	TikTok
03	LinkedIn	08	Vimeo
04	Instagram	09	Telegram
05	X	10	Services not on the list via custom RTMP URL

As you can see, all popular social media platforms are available, which together have... over 11 billion users. Here's the proof:

2.7 billion YouTube + 2.958 billion Facebook + 1 billion LinkedIn + 2 billion Instagram + 0.45 billion X + 0.14 billion Twitch + 1 billion TikTok + 0.2 billion Vimeo + 0.7 billion Telegram

And if you want to broadcast elsewhere, you can always configure your own stream using a custom RTMP URL. So the possibilities are essentially unlimited.

How to Broadcast on Multiple Platforms Simultaneously?

Configuring multiple streams and reaching so many people worldwide must be difficult, right? Nothing could be further from the truth! See what you need to do.

Before your first stream, click this icon in the side menu of the event room.
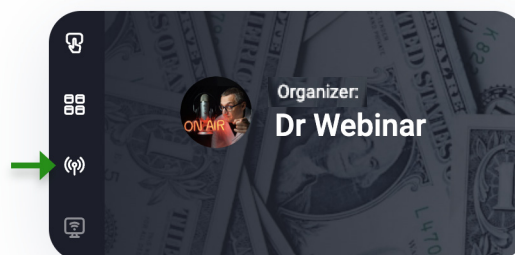
A window will appear where you can configure platforms.
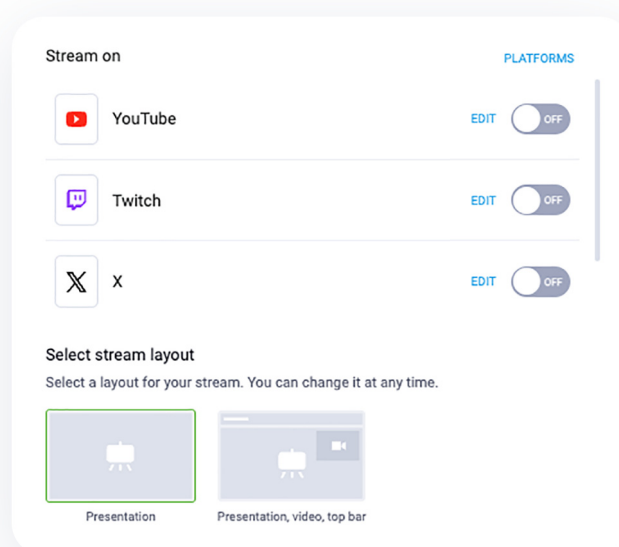
Click "Edit," and then enter the required data. To expand the full list of services, click on "Platforms."

Then simply mark where you want to broadcast using the appropriate switches. Of course, you can turn off specific streams in the same way at any time. Click the "Go Live!" button to start streaming. Done!

Marketing Event? Broadcast on Social Media!

Okay, now you know what multistreaming on social media is and how to enable it. It's time to look at scenarios where this feature will be particularly useful.

Certainly, social media are the natural ally of marketing events. And there are really quite a lot of these! According to our latest State of Online Events report, almost one in five events on ClickMeeting in 2024 had this character.

● Education	**55%**
● Marketing and sales	**18%**
● Meetings	**17%**
● Medicine	**10%**

When is it worth enabling broadcasting on as many social platforms as possible where your brand has a presence?

- **Building brand awareness:** you certainly want to increase your brand recognition, regardless of whether you're building a personal brand or developing a larger business. Broadcasting valuable content on multiple platforms simultaneously allows you to reach diverse audience groups and build a coherent image as an expert in your field. Regularly appearing on different social platforms makes your brand more effectively remembered by potential customers.

- **Product and service launches:** imagine you're introducing a new, innovative product to the market. Instead of organizing several separate presentations, you can conduct one dynamic event that reaches all interested people simultaneously. This not only saves time but also creates a consistent marketing message across all platforms.

- **Q&A sessions with experts:** your customers certainly have many questions about your products or services. By organizing a question and answer session with experts as a multistream, you give users of different social platforms the opportunity to familiarize themselves with the content. It's a great way to build an engaged community around your brand.
- **Training and educational workshops:** multistreaming allows you to reach a much wider audience with valuable knowledge. Remember that each platform has its own specifics – for example, LinkedIn users may be particularly interested in business content, while TikTok audiences prefer a more dynamic, condensed format. Take this into account when creating your strategy.
- **Industry events:** what about creating a large congress, summit, or other event where you invite experts to jointly examine important issues? It's a great way to build a professional image, and broadcasting in several places simultaneously will guarantee huge reach.

More Participants for Open Events

Of course, there are quite a few events that have one clearly defined goal, which is to reach as many viewers as possible. This includes charity webinars, during which foundations inform about their activities, reach potential donors, but also share important knowledge with all interested people.

By the way: now receiving donations is possible directly through ClickMeeting. Just use the donation function, which we described in more detail in this article.

How to Maximize the Effects of Multistreaming?

Broadcasting on multiple platforms is just the beginning. To fully leverage the potential of this feature, it's worth following a few proven practices:

- **Adapt communication to platform specifics:** Prepare different descriptions and hashtags tailored to the character of each platform. What works on LinkedIn may require a different approach on TikTok or Instagram.
- **Plan interactions with viewers:** Remember that each platform has its own tools for interacting with viewers. It's worth considering how to effectively respond to comments and questions appearing in different places. In ClickMeeting, you can monitor audience reactions in real-time and moderate the discussion accordingly.
- **Prepare additional materials:** Take advantage of the ability to share accompanying materials during the broadcast. These can be presentations, graphics, or documents that will enrich your message and increase viewer engagement.

Analysis of Effects and Optimization

Multistreaming is not only about wide reach but also a valuable source of data about your audience. After the event, it's worth analyzing:

- Which platforms attracted the most viewers?
- Where did the most valuable interactions appear?
- What content generated the most interest?

This information will help you optimize future broadcasts and reach your target group even better. Remember that effective multistreaming is not just a matter of technology, but above all a well-thought-out communication strategy. Thanks to ClickMeeting, you have a tool at your disposal that allows you to reach millions of potential viewers – use it wisely to build a strong position for your brand in the online world.

Dominik Balicki
Senior Video Producer at ClickMeeting

06 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?).
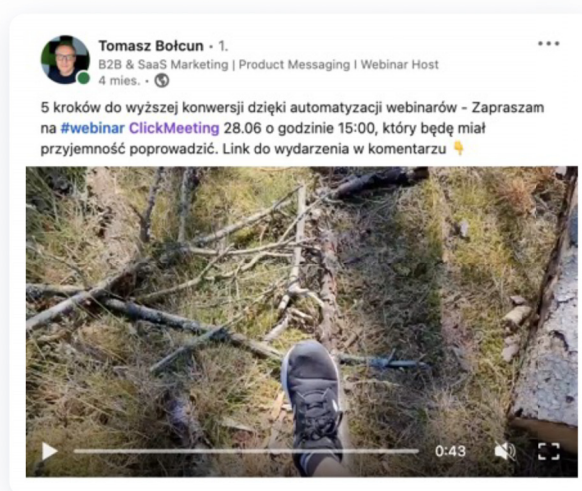
Of course, you can also prepare appealing content in your office or at home. This will be much easier, as you will gain full control over the lighting and background sounds (as long as you are not disturbed by, for example, a neighbor drilling holes in your wall).

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:
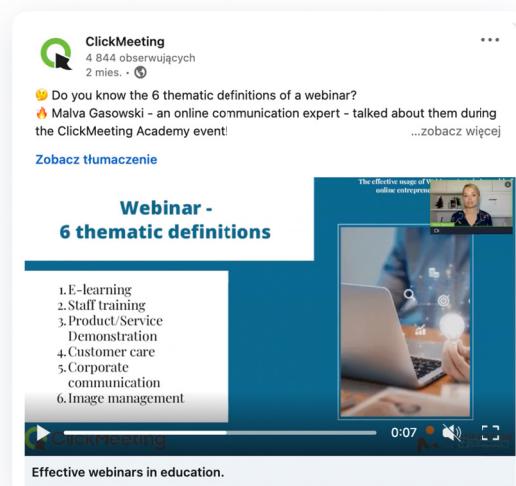
- **YouTube** is undoubtedly the most popular platform for publishing video content. You can even post material lasting 12 hours there. However, a 1-2 minute video will work best for content such as webinar invitations. If you decide to create shorts, they should last a maximum of 30 seconds and be recorded 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

07 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:

DETAILS   WAITING ROOM   REGISTRATION   APPEARANCE   AUTOMATION

Event automation actions

ON   Publish event on my profile page
Switch this on to promote the upcoming event on your profile page.
   See your profile page
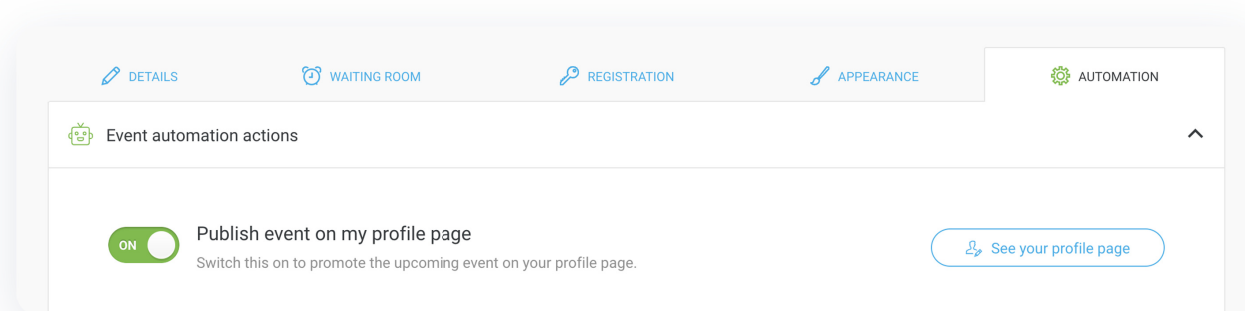
Slightly below, you can set automated publication of webinar recordings on your profile page:

ON   Publish the recording on my profile page
After your event is over, the recording will be available on your profile page.
   See your profile page
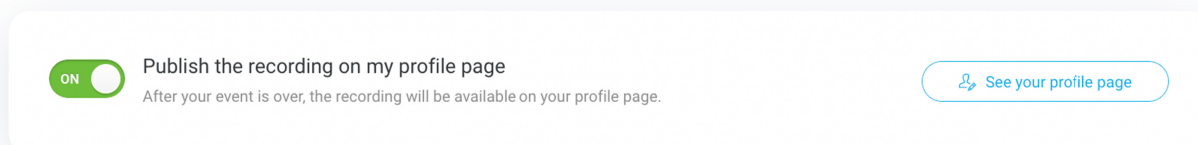
What does this look like in practice? In one place, your attendees will be able to:

- 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.
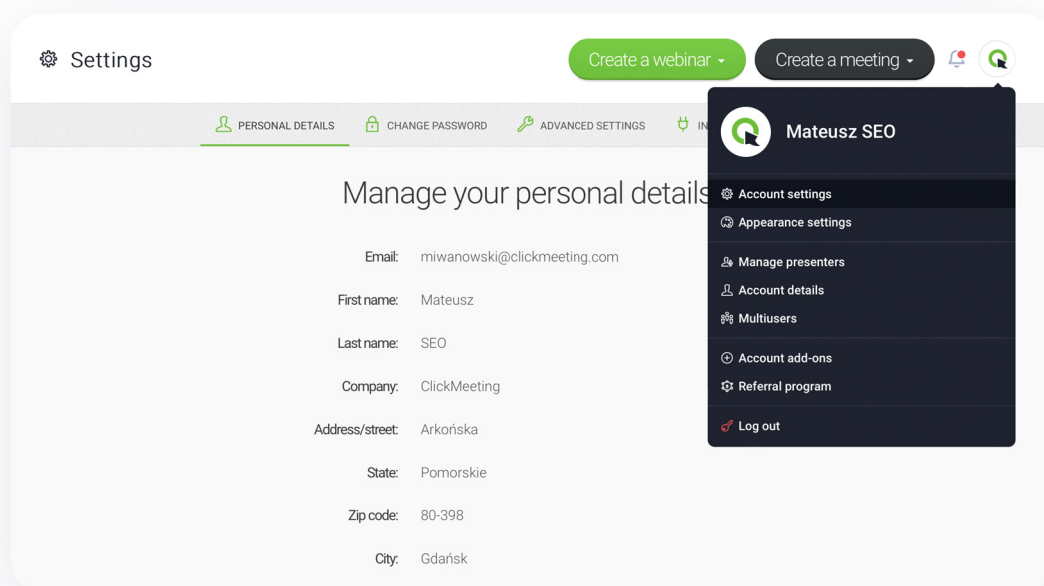
Start with editing the presenter's profile. Completing all the fields will enrich your profile page with relevant content to the search engine and build an expert image. For example, **add your photo or the logo of the brand you are promoting.** You can also enter your brand name in the Name field. This 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.
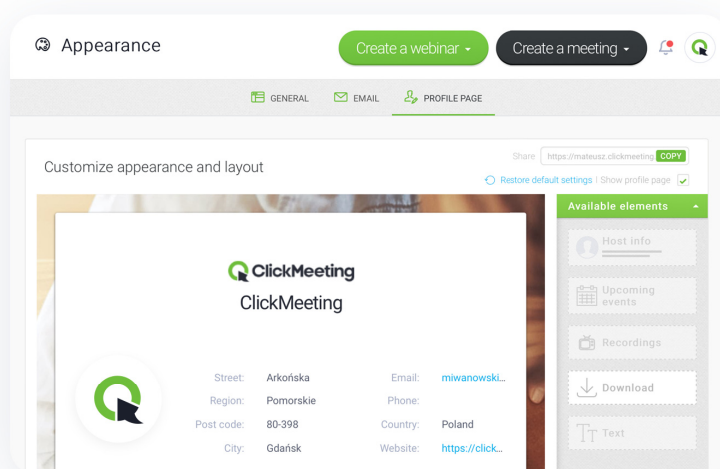
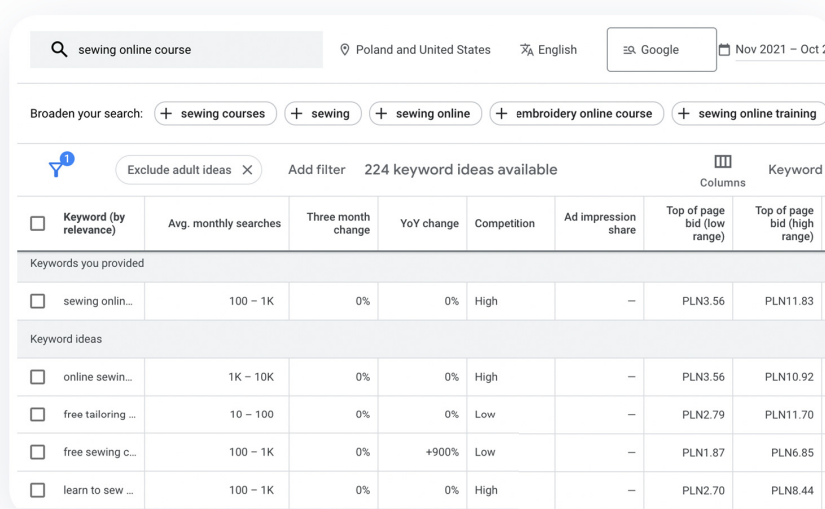# Optimize the description on your profile page

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.
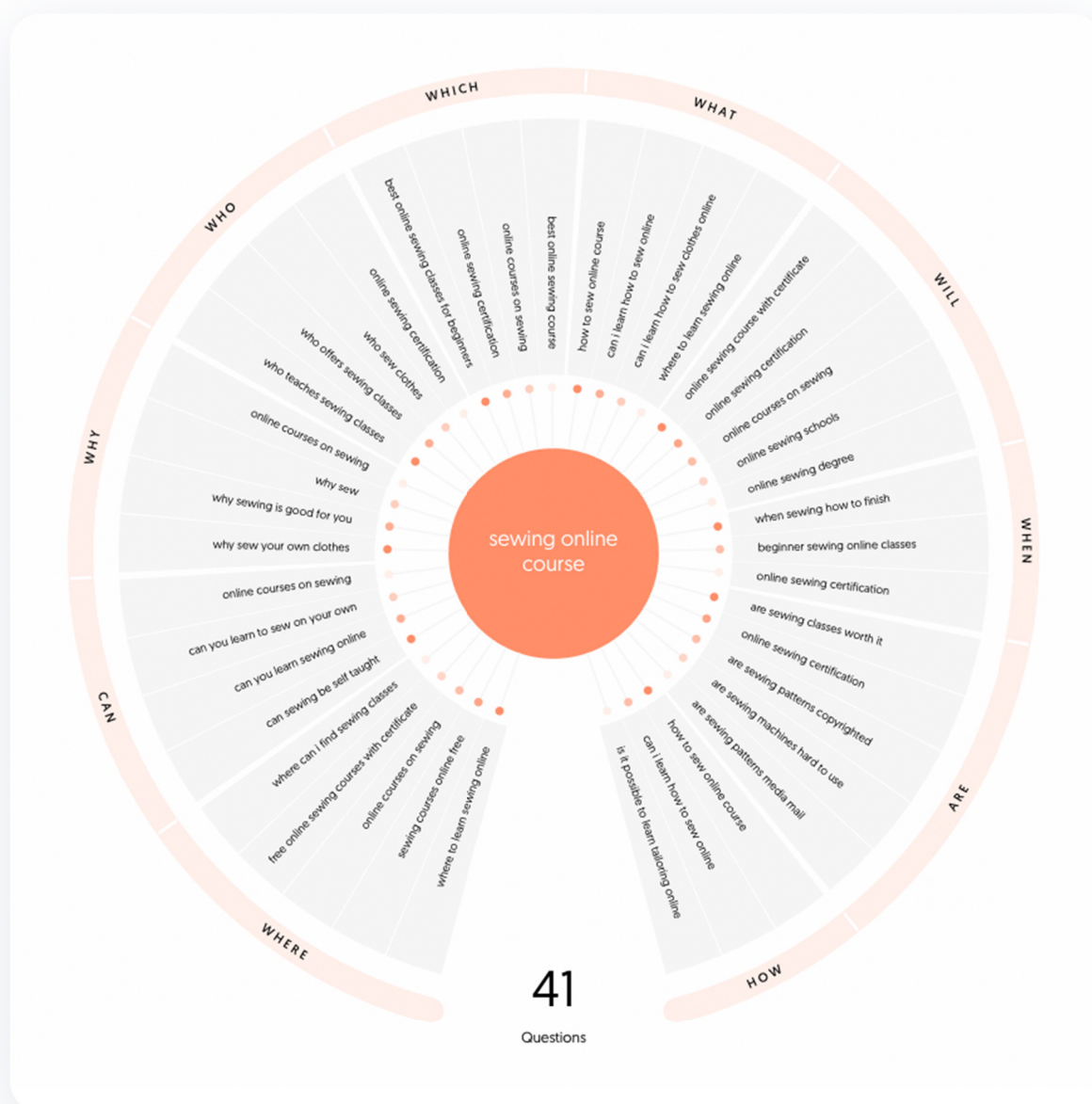
Katarzyna Kopacz
Performance Marketing Specialist, ClickMeeting

08

Paid Promotion for Paid Webinars

You already have a webinar topic. You know what you want to convey and to whom. But how do you attract the right audience to your event?

If you have the resources, paid advertising campaigns can help you.

Which Advertising Channel to Choose?

Simply put – the one your audience uses. The most universal options might be some of the larger channels: Google (search ads, banners on various websites, and YouTube) or Meta (Facebook and Instagram), but perhaps it's worth using more niche ones – LinkedIn, X, Reddit, or Quora.

Each of these systems has its advantages and disadvantages. It's entirely up to you which one you choose. Remember, however, that with more precise user targeting, the cost of such advertising will increase. So depending on the industry, on Meta or Google, you might get webinar registrations for about $3-8 each, while on LinkedIn it might be $15 or more. Remember to optimize campaigns specifically for the webinar registration event. If you don't know how to set up such an event, you'll find plenty of step-by-step instructions online, and some systems have easy and intuitive tools for creating events (e.g., Meta's event setup tool).

To start, it's worth beginning with Meta – it's an (moderately) user-friendly advertising system for beginners, and relatively inexpensive.

How to Determine the Budget?

Unfortunately, there's no clear answer to this question besides the universal "it depends."

If this is your first advertising campaign and you're not even sure if you'll continue this form of promotion, you can start with a daily budget of about $5. Assuming an optimal promotion time of about 2 weeks, this gives a total of just under $75. This amount shouldn't be too painful if the campaign doesn't succeed, but it will allow you to obtain initial data. Based on this data, you can decide to increase the budget further in this campaign, as well as in future ones.

For example, if you acquire 10 registrations for $75 ($7.50 per registration), then in the future, you can estimate that a webinar on a similar topic aimed at similar audiences will have a comparable cost per registration. So to acquire 100 people registered for a webinar, you'll need a budget of at least $750.

What Advertising Materials to Prepare?

Depending on the chosen channel, you'll need different ad creatives. For YouTube, video will be essential, for Google search ads – headlines and descriptions. However, if you decide to advertise on Meta, I suggest these materials:

01 **Landing page:** the absolute basics, you need to collect event registrations after all. Using the ClickMeeting registration page, you have the option to add an event agenda and a short presenter bio. Use this space to convince the user to register. Don't forget to integrate with the analytical tools of the advertising channel you're using!

02 **Static graphic containing essential information:** title, date and time of the event, ticket price, and a photo of the webinar presenter. It's also worth including a CTA – call to action. Let the user know immediately what they should do. Naturally, we pay more attention to creatives that show other people, and the presence of the most important details will allow the user to decide whether they're interested in the event or not. "Hiding" some details might seem tempting as it would prompt the user to search for this information, but in my experience, such messages are often ignored. Everything according to the principle "don't make me think!"

03 **Video where the presenter invites people to the webinar:** a short teaser presenting a potential client's problem that will be addressed during the webinar. This way, the user can assess whether they like this presenter (which, contrary to appearances, is hugely important – you can't fast-forward a live webinar ;)).

04 **Ad text:** should grab attention from the first words so that the user wants to click "see more." Include the title, date and time of the webinar, a brief description of what will be discussed, and the ticket price. Remember that the text should be clear and easy to scan visually – you can create, for example, a list of the three most important points you'll discuss at the event or use emoticons to anchor the eye on the date. As with graphics – don't forget the CTA.

How to Choose the Right Target Group in the Advertising System?

You've already determined your budget and prepared advertising materials. You know who you want to reach, but how exactly do you do it?

01 **Most advertising systems offer various ad targeting options** – by age, gender, geographic location, interests, or even visited websites. Usually, this is when I encounter two extremely different reactions: either enthusiasm and a desire to try absolutely all matching options, or feeling overwhelmed and decision paralysis. Just stay calm and remember a few important rules.

02 **Exclude those already registered**

It's a waste of budget to target people who have already signed up for your event. Prepare an audience list that will collect registered people and exclude them from each ad set. You can do this based on URL (e.g., the registration thank you page) or the registration event. This way, you ensure that you're reaching people who will perform the action you desire.

03 **Measure your strength against your intentions**

If you have a small budget, targeting groups of, for example, 10 million people misses the point. Also remember that your product probably isn't for everyone. Experiment with narrowing groups by adding new criteria. If you want to reach parents of high school seniors, don't just choose the "parents" option, but narrow it down to parents of teenagers (Meta has exactly such options, among others) and add interests like tutoring. Try to find a balance between too large and too small (and expensive!) target groups.

04 **[Meta] Interests are very loosely assigned to users**

Have you ever seen an ad on your feed so absurd that all you can say is "go home, algorithm, you're drunk"? I definitely have, more than once. Mainly because Meta has a very liberal approach to assigning interests to users. How else to explain that according to Facebook, I'm interested in "fences and gates" (I live in an apartment building), "medical clothing" (is it because of a friend working in marketing for a certain Well-Known Doctor company?) or "workwear" (thanks to ClickMeeting for having no dress code!)? I bet you have such quirks too – you'll find them in Facebook's privacy settings. Review them and always keep in mind – one interest doesn't make a customer. The more semantically similar interests you use, the greater the chance of a good match between the user and your event.

05 **Test, test, test!**

In theory, you can select all targeting options that match your customers in one ad set, but this isn't the best method. You won't learn this way exactly what type of client is more willing to sign up for a webinar or whether they prefer video or static ads. Try to divide your target groups into segments – for example, small business owners, marketers, parents of young children, people who like to travel – and verify how they're performing. Perhaps some group that was supposed to have potential isn't actually interested in the event you're organizing? You won't know if you don't segment your audience, so test and draw conclusions for the future.

Best Practices

What else is worth remembering?

01 **Divide ad sets into prospecting** (aimed at completely new audiences) and remarketing (aimed at users who know you) and remember to exclude remarketing from each prospecting set. Remarketing is often the cheapest group to reach, so systems may focus on it if you don't clearly forbid them from doing so. Why is it worth showing ads to people who already know you? Because in most cases, you don't reach 100% of the people who know you with your message. If you have 100 people on your mailing list or 1,000 followers on Instagram, not everyone will always open and read the email, just as algorithms won't always show your post to all followers.

02 **Don't use reach or awareness campaigns if you don't have experience with advertising campaigns.** It's very easy to burn through your budget on them and not get measurable results. Stick to conversion (contacts) and/or website traffic campaigns.

03 **Let the campaign be active even up to the hour the webinar begins.** Last-minute registrations happen, and the chance that such people will show up for the event is greater.

Paweł Łaniewski
Content Expert at ClickMeeting

09

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.
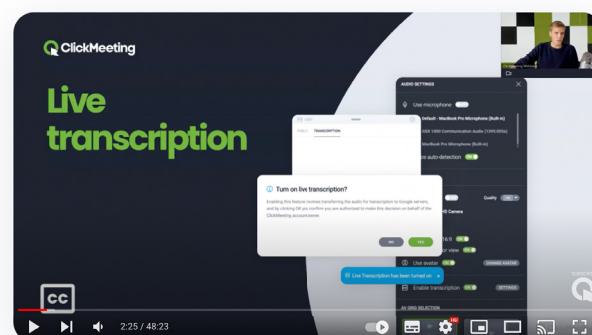
First of all, **remember to publish your recordings on YouTube.** With the available integration, you can fully automate this process.
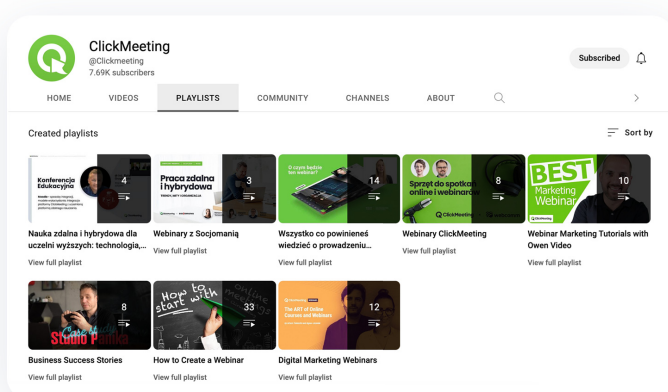
Collecting more recordings will help you create a library filled with expert knowledge. In addition, you can compile thematic playlists, create your own knowledge zone and offer your audience convenient access to content. And all this within the YouTube platform.

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.
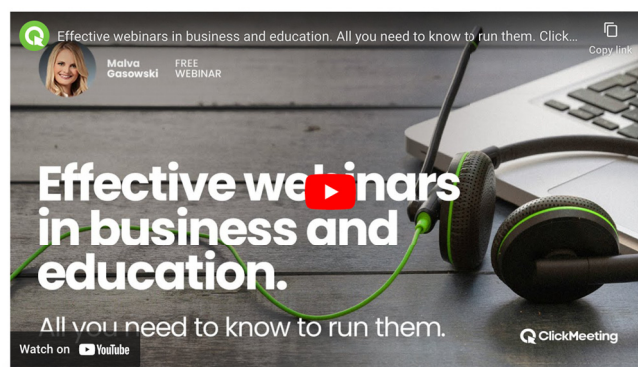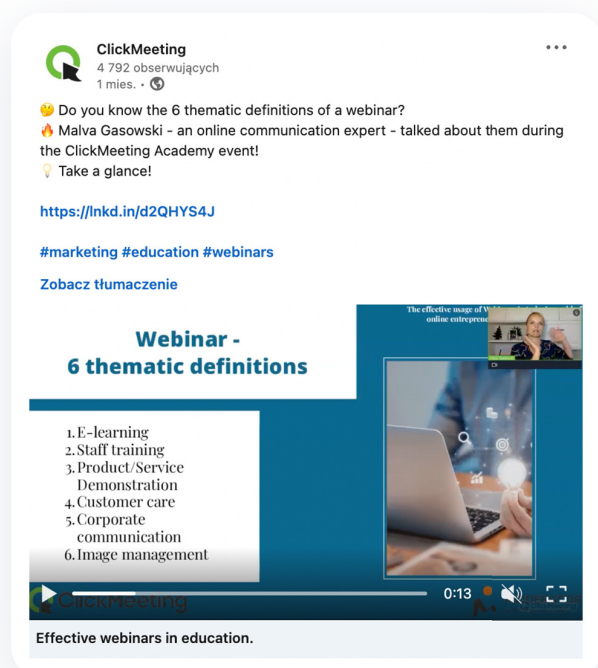
Create even more content

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.
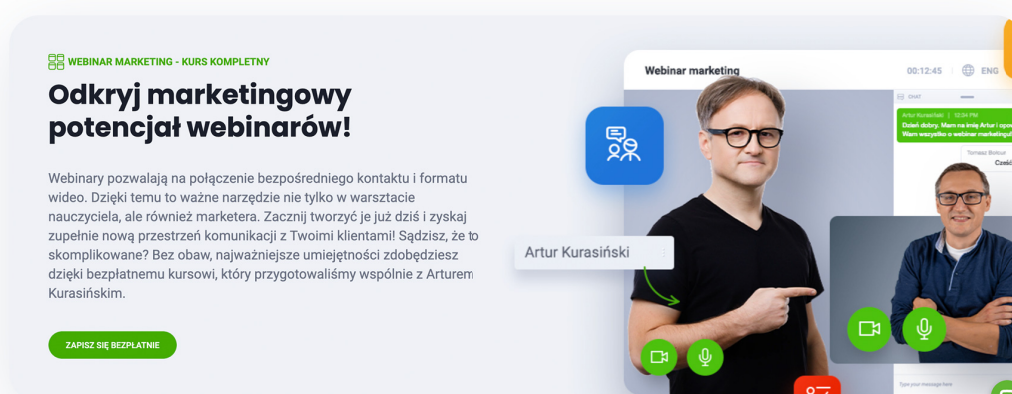
Plan your activities before the start of the webinar

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

10 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.

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