



NAMS

Novice to Advanced Marketing System

GET MORE PEOPLE ON YOUR WEBINARS

IDEA GENERATOR



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Introduction

When it comes to setting up and promoting your webinar, you need to create engagement with your ideal audience. These ideas will help you come up with ways to get more people to your webinar.

Create a Posting Schedule

Your marketing efforts begin with creating a schedule for posting information about your webinar on social media, groups, forums, and your website. Every day leading up to your webinar should have some type of a post made about it.

Bonus Tip: Have all of the announcement posts pre-written and have your VA load and schedule them for your blog and social media.

Promo CTA Prompts

If you don't have a file for pre-written calls to action, create one. Keep it handy and refer to it to easily add calls to action for emails, blog posts, social posts, or any other announcements. This will help you save time and get in the habit of using calls to action.

Know the Best Days to Host a Webinar

The most popular days for hosting webinars are Tuesday, Wednesday and Thursday with the weekend the least preferred by audiences, according to Hubspot. Keep these stats in mind when you determine the day you will hold your webinar.

Pay Attention to Your Competitors' Webinars

It's always a smart idea to pay attention to what your niche mates are doing in their businesses. Avoid holding webinars the same day they are.

Appeal to Your Audience's Emotions

Powerful words and images that can trigger associations, memories, visions, dreams speak to your ideal audiences' emotions, which can entice them to attend.

Have a Valuable Takeaway in Your Webinar

Not every attendee will sign up for your offer at the end. You want to leave an impression, so be sure you have some immediate, actionable piece of information that the attendee can benefit from. If it is transformative and they can get a step closer to what they want or need, you will be memorable. Just because they did not purchase at the end of the webinar doesn't mean they won't buy at all.

Set a Clear Simple Goal

Do not overwhelm your audience with information. Focus on ONE primary task for your attendees to accomplish, show them how to execute it and lead to your offer.

Document Your Webinar Ideas

You never know when inspiration will hit, so have a file that you can keep all of your ideas for future webinar topics.

Use Note Cards

Instead of writing a long script for your webinar, use note cards instead. Have the key points in bullet format. They are short and organized, so you can easily stay on track when you need a nudge.

They remain out of sight of the camera and keep the flow of the webinar natural and seamless.

Ask a Question

Determine what your ideal attendee is asking herself. Ask it on your landing page – then promise the answer on the webinar. Make sure you deliver it on your webinar.

Practice Your Webinar

Do you know what the biggest mistake you can make with your webinar?

Going overtime.

Regardless of how much people are enjoying the webinar and asking tons of questions, you don't want to run overtime. You don't want people blocking an hour on their schedule, then run well beyond that.

If they need to leave after the hour they expected, they will miss your offer and you will lose potential sales. Do practice runs to keep you within the promised time frame.

Use Visual Elements on Your Landing Pages

Use slides, mini-videos, images and other graphics to enhance your presentation. Take screenshots of some of your slides to us on your landing page.

Provide Promo Materials for Your Affiliates & Co-Hosts

Go above and beyond of sending promotional emails to your list to announce your webinar – provided promo emails for your affiliates, joint-ventures and co-hosts.

Make it easy for them to promote your webinar with their audience. Go one more step and give them social media posts too.

Use the Best Webinar Format for Your Audience

Do you know your audience's preferred learning format? Promote the webinar with video, podcasts, blogs, and audio and pay attention to which formats got the most response.

Provide a Sample of Your Webinar

Suppose you are using a different software platform for your webinar, practice by recording a mini-webinar. Share one tip or technique and share it with your list. Pay attention to their responses. If it is well received, you can add it to your registration page.

Use Others to Promote Your Webinar

Ask people you already know and follow. If you are new or just starting to build your list, having a recognized niche leader as your co-host is an excellent way to boost your webinar attendance. Plus, you have the attention of an audience that is in your niche and already trusts you by the association of the co-host.

Give a Freebie for What Others Charge For

Chances are you can easily find among your niche-mates and competitors charging high-end prices for something that is a hot topic right now. Offer a free webinar that shows a portion of what is being taught in the high-end prices. Use it as a promo for promoting one of the high-end courses as an affiliate.

Be Creative Attracting Co-hosts and Guests

Why wait for people to approach you – seek them out. Find who is about to launch a program or product and offer to interview them on your webinar.

Look for those who co-hosts with others and offer to be one of their presenters.

Always pay attention to what the big hitters are doing and learn.

Be Consistent

Have you considered hosting webinars as a regular feature held at the same time on the same day weekly or monthly?

This creates a consistency that can grow your viewing audience while building your brand.

Looking for Guests? Let People Know

An excellent way to get new guests for your webinars, put a section on your website specifically to solicit guests. Create an Application Form that is convenient and easy to use. Be sure to include a 'Time Frame Available,' 'Do you have a launch happening soon?' and 'Topic (specifically).'

Create Evergreen Promo Material for Your Regular Webinar Series

Creating your landing page for your webinar is only one part of promoting your webinar. Create a newsletter sign up, an updated schedule of upcoming guests, an archive of past webinars, promo emails for affiliates and evergreen resources. Promote each guest through email, social media and an interview – which can be audio, video, or written format.