Munro. agency

A MUNRO AGENCY GUIDE

# Webinar marketing *plan.*

Your guide to building, promoting and presenting high-converting webinar campaigns in your business.

THE MUNRO AGENCY LIMITED · GLASGOW

# Table of contents


Overview Attracting participants · Registration page · Pre-webinar engagement · Webinar structure · Post-webinar follow-up · Conversion and tracking

The funnel — Workflow and checklist

Attracting customers — LinkedIn · Facebook · X · Google Ads · Blog · Email · Influencers

Registration page — Ten tips and checklist

Pre-webinar engagement — Reminders · Interaction · Bonus · Countdown

Webinar structure — Fifteen-step running order

Post-webinar follow-up — Thank-you · Offer · Feedback · Segmentation

Conversion tracking and monitoring — Tracking · Metrics · Benchmarks · Refinement

Your set-up — Equipment checklist

Let's get started — Key takeaways

# Overview

By adopting this comprehensive webinar marketing strategy, you're set to effectively captivate your target audience, showcase the value of your offering, and drive meaningful engagement and conversions.

## Attracting participants

- Utilise social media platforms (LinkedIn, Facebook, X) to raise awareness by sharing engaging content relevant to the webinar's topic.
- Execute targeted ads on Google and social media platforms for the target audience.
- Publish insightful articles and blog posts that highlight the significance of the webinar's subject and its impact on the industry.
- Partner with industry influencers and thought leaders to amplify the webinar's reach.
- Send customised email campaigns to your existing client base and newsletter subscribers to foster interest.

## Registration page

- Craft an inviting, user-friendly registration page that outlines the key takeaways of attending the webinar.
- Showcase testimonials and endorsements from reputable clients to enhance trust.
- Clearly detail the webinar's date, time and expected duration.
- Motivate registrants to spread the word about the webinar within their networks.

## Pre-webinar engagement

- Dispatch reminder emails as the webinar date approaches, including insightful content related to the webinar's theme.
- Urge registrants to submit their queries or topics of interest prior to the webinar.
- Provide an exclusive pre-webinar incentive, like an eBook or whitepaper, related to the webinar's content for early registrants.

## Webinar structure

- **Introduction (5 mins):** hosts introduce themselves and outline the webinar's agenda.
- **Problem identification (10 mins):** discuss prevalent industry challenges, highlighting the need for the solutions the webinar will propose.
- **Solution presentation (20 mins):** present your unique approach or solution, showcasing how it tackles the discussed challenges. Include case studies or success stories.
- **Live Q&A session (15 mins):** address pre-submitted and live questions, showcasing the practicality and effectiveness of your solutions.
- **Call to action (5 mins):** introduce an exclusive offer for webinar attendees to encourage immediate action.

## Post-webinar follow-up

- Send a gratitude email to all participants, including a link to the webinar replay and any discussed resources.

- Reiterate the special offer, emphasising its time-sensitive nature.
- Gather feedback through surveys to understand the participants' challenges and improve future webinars.
- Segment the audience based on engagement levels and tailor follow-up communications to guide them through the decision-making process.

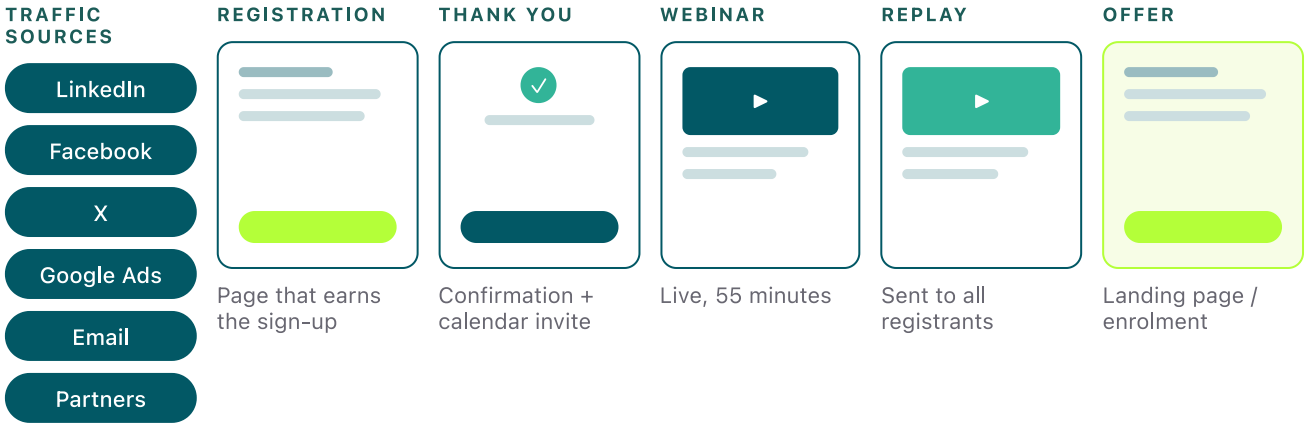
## Conversion and tracking

- Monitor key metrics such as registration rates, attendance rates and conversion rates to gauge the funnel's performance.
- Leverage data to continuously refine and enhance the marketing strategy.
- Implement ongoing optimisations based on analytical insights to ensure the marketing approach remains effective and efficient.

| ITEM NO. | ITEM | ACTION | CHECK |
|---|---|---|---|
| 1 | Attracting customers | Implement multi-channel marketing strategy | |
| 2 | Registration page | Design an attractive and informative page | |
| 3 | Pre-webinar engagement | Send reminder emails and collect questions | |
| 4 | Webinar structure | Plan a well-structured and engaging webinar | |
| 5 | Post-webinar follow-up | Execute follow-up strategy and nurturing | |
| 6 | Conversion and tracking | Monitor, analyse and optimise marketing funnel | |

# The funnel

The end-to-end workflow. Traffic enters from the left; every registrant is carried through confirmation, the live webinar, the replay and a close-down sequence, all of which point at the offer.




**CONFIRMATION & REMINDER SEQUENCE**

✉ 1 day → ✉ 3 days → ✉ 7 days

After thank-you page → drives attendance at the webinar

**CLOSE-DOWN SEQUENCE**

✉ Email 1 → ✉ Email 2 → ✉ Email 3

After replay → every email points at the offer and its deadline

| STEP | STAGE | WHAT HAPPENS | CHECK |
|---|---|---|---|
| 1 | Traffic sources | Social, paid, email and partner content sends people to the registration page | |
| 2 | Registration | Visitor registers; details captured in CRM | |
| 3 | Thank-you page | Confirmation, calendar invite and pre-webinar bonus | |
| 4 | Reminder sequence | Emails at 1, 3 and 7 days with content related to the theme | |
| 5 | Webinar | Live session with Q&A and offer | |
| 6 | Replay | Recording sent to attendees and no-shows | |
| 7 | Close-down sequence | Three emails restating the offer and deadline | |
| 8 | Offer | Landing page or enrolment form; conversions tracked | |

## Notes

# Attracting customers

To effectively attract customers, create and share engaging content across various marketing channels that cater to your target audience's interests and preferences. Here are specific content examples and subject titles tailored to different social media and marketing channels:

### LinkedIn

- **Content type:** long-form articles, thought-leadership pieces and infographics.
- **Subject title prompts:**
  1. "X Essential Traits of Successful Leaders in [Industry/Field]"
  2. "The Role of Emotional Intelligence in [Specific Aspect of Industry/Field]"
  3. "Strategies for Navigating [Specific Challenge] in [Industry/Field]"

### Facebook

- **Content type:** short articles, impactful quotes, videos and interactive polls.
- **Subject title prompts:**
  1. "Real-life Success Stories: How [Specific Strategy] Transformed [Industry/Company]"
  2. "Overcoming [Common Challenge]: A Comprehensive Guide for [Target Audience]"
  3. "Motivational Insights: Quotes from Leading Figures in [Industry/Field]"

### X (Twitter)

- **Content type:** brief tips, news, facts, statistics and engaging questions.
- **Subject title prompts:**
  1. "Top X Tips for [Specific Skill/Strategy] in [Industry/Field]"
  2. "Did you know? [Interesting Statistic] about [Industry/Field]"
  3. "Engage Your Audience: pose a question related to a common challenge or hot topic in your industry."

### Google Ads

- **Content type:** targeted ad campaigns with meticulous keyword research.
- **Subject title prompts:**
  1. "Master [Specific Skill/Field]: Transform Your [Aspect of Business] with Our [Product/Service]"
  2. "Unlock the Secrets of [Specific Skill/Field]: Exclusive Access to Our [Product/Service/Webinar]"
  3. "Become a Pro at [Specific Skill/Field]: Learn from the Best [Industry/Field] Experts"

### Blog posts

- **Content type:** in-depth articles, case studies and interviews.
- **Subject title prompts:**
  1. "The Impact of [Specific Strategy/Technology] in [Industry/Field]: A Comprehensive Case Study"
  2. "Exclusive Interview: [Expert's Name] Shares Insights on [Specific Topic/Strategy]"
  3. "Step-by-Step Guide: Building a [Specific Attribute] in [Industry/Field]"

## Email campaigns

- **Content type:** personalised email invitations, follow-ups and newsletter updates.
- **Subject title prompts:**
    1. "Unlock the Potential of [Specific Skill/Field]: Exclusive Invitation to Our [Event/Webinar]"
    2. "Last Chance: Transform Your [Aspect of Business] with Our [Product/Service/Webinar]"
    3. "Stay Ahead: Discover the Latest in [Industry/Field] with Our [Product/Service/Programme]"

## Collaborations with industry influencers

- **Content type:** podcasts, webinars, guest blog posts and co-hosted events.
- **Subject title prompts:**
    1. "In-Depth Discussion: [Influencer Name] on [Specific Topic/Strategy] in [Industry/Field]"
    2. "[Industry/Field] Masterclass: Exclusive Insights from Top [Industry] Leaders"
    3. "Expert's Corner: [Influencer Name] on Mastering [Specific Skill/Strategy] in [Industry/Field]"

# Registration page

To create a high-converting and valuable registration page for your customers, follow these top tips and implement the following actions to ensure an effective campaign:

1. **Compelling headline:** craft a captivating headline that clearly communicates the main benefit or value proposition of attending the webinar. This should resonate with your target audience and encourage them to register.
2. **Engaging subheadline:** provide a subheadline that further elaborates on the key takeaways, insights or skills that participants will gain from the webinar. This will help reinforce the value of attending and motivate users to sign up.
3. **Visually appealing design:** use a clean, professional and visually appealing design that reflects your brand identity. Make sure the page layout is user-friendly, with a logical flow of information and a clear call to action (CTA).
4. **Trust indicators:** include testimonials from past attendees, endorsements from industry experts, and logos of well-known clients or partners to build credibility and trust.
5. **Key details:** clearly mention essential information such as the date, time and duration of the webinar, as well as any important joining instructions. Make sure this information is easily visible and accessible.
6. **Presenter bio:** include a brief bio of the presenter(s) with relevant credentials, expertise and experience to establish their authority on the subject matter.
7. **Mobile responsiveness:** ensure the registration page is mobile-responsive and optimised for various devices, as many users will be accessing the page on smartphones or tablets.
8. **Social sharing:** encourage registrants to share the webinar with their networks by including social sharing buttons or pre-written social media posts they can easily share.
9. **Limited-time incentives:** offer early-bird discounts, exclusive bonuses or time-sensitive promotions to create urgency and encourage immediate registration.
10. **Follow-up communication:** after a user registers, send a confirmation email with all the necessary details, along with calendar invites and reminders closer to the event date.

| ITEM NO. | TITLE | SHORT ACTION | CHECK |
|---|---|---|---|
| 1 | Compelling headline | Craft a captivating headline showcasing the webinar's main benefit | |
| 2 | Engaging subheadline | Provide a subheadline elaborating on key takeaways | |
| 3 | Visually appealing design | Use a clean, user-friendly and visually appealing design | |
| 4 | Trust indicators | Include testimonials, endorsements and client logos | |
| 5 | Key details | Clearly mention the date, time and duration of the webinar | |
| 6 | Presenter bio | Include a brief bio of the presenter(s) | |

| ITEM NO. | TITLE | SHORT ACTION | CHECK |
|---|---|---|---|
| 7 | Mobile responsiveness | Ensure the registration page is mobile-responsive | |
| 8 | Social sharing | Encourage registrants to share the webinar with their networks | |
| 9 | Limited-time incentives | Offer early-bird discounts, exclusive bonuses or promotions | |
| 10 | Follow-up communication | Send confirmation emails, calendar invites and reminders | |

# Pre-webinar engagement

By implementing these strategies, you'll not only maintain the interest of your registrants but also reinforce the value of your webinar, encouraging participation and fostering a sense of community around your brand and event.

## Reminder emails

- Schedule a sequence of reminder emails as the webinar approaches, each packed with insightful content or practical tips relevant to your webinar's theme.
- Develop a content calendar detailing the topics and dispatch dates for each email.
- Ensure each email features an attention-grabbing subject line and enticing preview text.
- **Email topic examples:** a) "X Key Strategies for [Webinar Topic]" b) "Overcoming [Common Challenge] in [Industry/Field]" c) "The Impact of [Specific Skill/Aspect] in [Industry/Field]"

## Interactive engagement

- Invite registrants to pose their questions or express their challenges regarding the webinar's subject through social media or a dedicated section on your website.
- Highlight some of the most intriguing or frequent questions on your social media platforms or in your pre-webinar communications to fuel interest and discussion.
- Craft a series of social media posts leading up to the webinar, addressing some of these questions and demonstrating your expertise.

## Pre-webinar bonus

- Provide an enticing pre-webinar incentive, like an eBook or whitepaper, centred around your webinar's topic, for early registrants.
- **Bonus content examples:** a) "[Comprehensive/In-depth] Guide to [Webinar Topic]" b) "[Industry/Field] Success Stories: Navigating [Specific Challenge or Change]" c) "[Navigating/Managing] [Specific Challenge]: A [Industry/Field] Leader's Toolkit"
- Promote this pre-webinar bonus on your registration page, within your social media campaigns and throughout your reminder emails.

## Social media countdown

- Initiate a social media countdown as the webinar date nears, sharing intriguing facts, tips or quotes pertinent to your webinar's theme each day.
- Utilise striking visuals and compelling captions to foster sharing and engagement.

| ITEM NO. | ITEM | ACTION | CHECK |
|---|---|---|---|
| 1 | Reminder emails | Content calendar written; 1-, 3- and 7-day emails scheduled | |
| 2 | Interactive engagement | Question form live; best questions shared on social | |
| 3 | Pre-webinar bonus | Bonus asset ready and promoted on page, social and email | |
| 4 | Social media countdown | Daily posts scheduled for the final week | |

## Notes

# Webinar structure

1. **Welcome & introduction (5 minutes):**
   - Host warmly greets attendees, introduces the speakers and briefly outlines their expertise in the relevant field.
2. **Webinar theme & relevance:**
   - Present a compelling title and explain why the topic is crucial for the target audience (e.g. "Mastering [Key Skill/Strategy]: Transform Your [Aspect of Business/Industry]").
3. **Target audience clarification:**
   - Clearly define who will benefit most from the webinar (e.g. "Ideal for [Specific Roles/Professionals] seeking to enhance [Specific Skills/Strategies]").
4. **Learning objectives:**
   - Outline what attendees will learn or discover (e.g. "Discover the key components of [Topic], how to overcome [Common Challenges], and practical strategies to [Achieve Specific Goals]").
5. **Vision casting:**
   - Paint a vivid picture of the transformation and success attendees can achieve by applying the knowledge shared (e.g. "Imagine leading a [More Efficient/Innovative/Profitable] [Team/Organisation]").
6. **Consequences of inaction:**
   - Highlight the risks of not adopting the strategies or insights shared (e.g. "Avoid the pitfalls of [Common Mistakes/Challenges] that lead to [Negative Outcomes]").
7. **Expertise & personal insights:**
   - Speakers share personal experiences, success stories or case studies to establish credibility and connect with the audience (e.g. "How I/We navigated [Specific Challenge] and achieved [Specific Success]").
8. **Content overview:**
   - Introduce the main content sections or key topics (e.g. "We'll explore [Topic 1], [Topic 2] and [Topic 3], each providing you with actionable insights").
9. **Deep dive into content:**
   - Present the core content with relevant examples and case studies, and encourage interactive discussion (e.g. "Let's delve into [Topic], discussing [Key Element] and how it can be applied in [Real-World Scenarios]").
10. **Transition & recap:**
    - Summarise key points and reinforce the importance of the topic in the current context (e.g. "Recapping the essential strategies for [Achieving Specific Outcome] in today's [Market/Industry]").
11. **Solution or programme introduction:**
    - Introduce your service, product or programme as a solution, detailing how it addresses the needs and challenges discussed (e.g. "Our [Programme/Service/Product] is designed to equip you with [Tools/Resources/Skills] to excel in [Specific Area]").
12. **Exclusivity & outcome:**

- Detail who the programme is for, the benefits of participation, and any exclusive offers for attendees (e.g. "This is perfect for [Specific Audience], and by joining, you'll achieve [Specific Benefits/Outcomes]").

13. **Pricing, guarantee & bonuses:**
    - Clearly present the investment required, any satisfaction guarantees, and additional bonuses for immediate action (e.g. "With your investment, you'll receive [Product/Service], our [Satisfaction Guarantee], and these exclusive bonuses...").
14. **Call to action:**
    - Direct attendees towards the next steps with a clear, compelling call to action (e.g. "Don't miss this opportunity to [Achieve Desired Outcome], click [Link/Button] to [Register/Sign Up] now!").
15. **Offer recap & final call to action:**
    - Briefly reiterate the value of the offer and encourage immediate action (e.g. "Remember, [Recap of Offer]. Act now to ensure you don't miss out on [Benefit/Opportunity]!").

Remember to incorporate engaging visuals, interactive elements (like polls or Q&A sessions) and real-life examples throughout the webinar to keep the audience engaged and facilitate an effective learning environment.

| PART | SEGMENT | STEPS | TIMING |
|---|---|---|---|
| 1 | Introduction | Steps 1–4: welcome, theme, audience, objectives | 5 mins |
| 2 | Problem identification | Steps 5–8: vision, consequences, insight, overview | 10 mins |
| 3 | Solution presentation | Steps 9–10: deep dive and recap | 20 mins |
| 4 | Live Q&A | Pre-submitted and live questions | 15 mins |
| 5 | Call to action | Steps 11–15: solution, offer, price, CTA, final call | 5 mins |

## Notes

# Post-webinar follow-up

By personalising your post-webinar interactions and providing valuable content and offers, you'll enhance attendee experience, gather useful feedback, and effectively nurture leads, guiding them further down your sales funnel.

## Thank-you email

- Promptly send a gratitude email to all participants within a few hours post-webinar.
- **Inclusions:**
  - Express thanks for their time and engagement.
  - Provide a replay link for revisiting or sharing the webinar.
  - Attach useful resources from the webinar, like presentations, additional reading materials or exclusive content.

## Promotional offer reminder

- Reintroduce your exclusive offer related to the webinar's topic.
- **Strategies:**
  - Highlight the offer's time sensitivity to encourage prompt action.
  - Include a straightforward call to action, directing attendees to a landing page or enrolment form.
  - Set a clear deadline to leverage urgency.

## Soliciting feedback

- Request feedback to gauge the webinar's success and gather insights for future improvements.
- **Implementation:**
  - Use a straightforward survey tool for ease of response.
  - Ask targeted questions about the webinar's content, delivery and overall experience.
  - Optionally, offer an incentive for completing the survey, enhancing response rates.

## Lead segmentation & nurturing

- Categorise attendees based on their engagement level and tailor follow-up communications accordingly.
- **Segmentation examples:**
  - **Highly engaged:** offer more in-depth content or a personal consultation to address their specific interests or challenges.
  - **Moderately engaged:** share testimonials or case studies demonstrating the benefits and successes of your service/product.
  - **Less engaged:** provide educational content like blog posts or articles to gradually build interest and showcase the value of your offering.

| ITEM NO. | ITEM | ACTION | CHECK |
|---|---|---|---|
| 1 | Thank-you email | Send a thank-you email with webinar replay link | |
| 2 | Promotional offer reminder | Share the promotional offer in the email | |
| 3 | Attendee feedback | Survey attendees for feedback | |
| 4 | Lead segmentation | Segment & tailor email campaigns | |

## Notes

# Conversion tracking and monitoring

To effectively track and monitor the performance of the marketing funnel for your programme, follow these steps:

## Set up conversion tracking before the webinar starts

- Utilise tools like Google Analytics, Meta Pixel or other platform-specific tracking tools to monitor registrations, attendance and conversions.
- Set up goal tracking in Google Analytics to track webinar registration and post-webinar conversions (e.g. enrolment in the programme).
- Install the Meta Pixel on your registration and thank-you pages to track ad-driven conversions and optimise your ad campaigns.
- SharpSpring remarketing pixel: set up audiences for the various pages receiving traffic.
- Set up audiences in Google Ads for retargeting.
- LinkedIn remarketing pixel set up.
- X remarketing pixel set up.

## Identify key performance metrics

- **Registration rate:** the number of registrations divided by the number of unique visitors to the registration page.
- **Attendance rate:** the number of attendees divided by the number of registrants.
- **Conversion rate:** the number of people who enrol in your programme divided by the number of webinar attendees.
- **Return on ad spend (ROAS):** the revenue generated from ad campaigns divided by the amount spent on ads.

## Establish industry benchmarks

- **Registration rate:** aim for 30–40% in the leadership development industry.
- **Attendance rate:** strive for 40–60%, with higher rates being more favourable.
- **Conversion rate:** 5–20% is typical for high-quality webinars in this industry, depending on the offer and audience engagement.

## Analyse performance and refine the funnel

- Evaluate the data collected from your tracking tools to identify areas of the funnel that can be improved.
- Monitor the performance of your ad campaigns and adjust targeting, creative and budget to maximise ROAS.
- Use feedback from attendees to enhance the webinar content, format and promotional strategies.
- Conduct A/B testing on the registration page, email campaigns and ad creatives to optimise conversion rates.

| ITEM | ITEM | ACTION | CHECK |
|---|---|---|---|
| 1 | Google Analytics | Set up goal tracking to track webinar registration and post-webinar conversions (e.g. enrolment in the programme). | |
| 2 | Meta Pixel | Install on your registration and thank-you pages to track ad-driven conversions and optimise your ad campaigns. | |
| 3 | SharpSpring remarketing pixel | Set up the pixel and create audiences for the pages receiving traffic. | |
| 4 | Google Ads audiences | Set up audiences in Google Ads for retargeting purposes. | |
| 5 | LinkedIn remarketing pixel | Ensure the LinkedIn remarketing pixel is set up and functioning correctly. | |
| 6 | X remarketing pixel | Ensure the X remarketing pixel is set up and functioning correctly. | |
| 7 | Monitor registrations, attendance and conversions | Use Google Analytics, Meta Pixel or other platform-specific tools to monitor the funnel throughout. | |
| 8 | Analyse and optimise | Continuously analyse performance data from the tracking tools and use the insights to optimise the funnel. | |

# Your set-up

To help you make this transition, we have put together a brief that outlines the necessary set-up for hosting professional and engaging webinars. By following these recommendations, you can create an online experience that rivals the quality and personal touch of your offline events.

1. **Reliable internet connection:** just as you would ensure a suitable venue for your offline events, a stable, high-speed connection is crucial for seamless webinar hosting.
2. **Webinar platform:** choose a reliable, user-friendly platform (e.g. Zoom, Webex, GoToWebinar or Microsoft Teams) to serve as your virtual event space.
3. **High-quality webcam:** a good webcam, such as the Logitech C920 or Razer Kiyo, provides clear video, mimicking the visual connection you would have with attendees in person.
4. **Microphone:** invest in a professional-quality microphone like the Blue Yeti or Audio-Technica AT2020USB+ for clear audio, just as you would use a reliable PA system at a physical event.
5. **Lighting:** proper lighting, using a ring light or softbox, is essential for a professional appearance, similar to the well-lit environment of your offline events.
6. **Background:** maintain a clean, professional background, either by designating a specific space or using a green screen with custom virtual backgrounds.
7. **Dual monitors:** a second monitor allows better management of your presentation and audience interaction, akin to having an assistant or visual aids at an offline event.
8. **Presentation software:** use PowerPoint, Keynote or Google Slides to create visually appealing slides that support your webinar content.
9. **Test runs:** conduct test runs to ensure all equipment and software are working properly, and familiarise yourself with the platform features, much like rehearsing for an offline event.

| ITEM NO. | ITEM | ACTION | CHECK |
|---|---|---|---|
| 1 | Reliable internet connection | Ensure a stable and high-speed internet connection for seamless webinar hosting. | |
| 2 | Webinar platform | Choose a reliable and user-friendly platform (e.g. Zoom, Webex, GoToWebinar or Microsoft Teams). | |
| 3 | High-quality webcam | Invest in a good quality webcam, such as the Logitech C920 or Razer Kiyo. | |
| 4 | Microphone | Purchase a professional-quality microphone like the Blue Yeti or Audio-Technica AT2020USB+. | |
| 5 | Lighting | Set up proper lighting, using a ring light or softbox. | |
| 6 | Background | Maintain a clean, professional background or a green screen with custom virtual backgrounds. | |

| ITEM NO. | ITEM | ACTION | CHECK |
|---|---|---|---|
| 7 | Dual monitors | Set up a second monitor for better management of presentation and audience interaction. | |
| 8 | Presentation software | Use PowerPoint, Keynote or Google Slides to create slides that support your content. | |
| 9 | Test runs | Conduct test runs to check equipment and software and familiarise yourself with the platform. | |

LET'S GET STARTED

# You now have a framework. The next step is a *date*.

In wrapping up this guide, we trust that you're now equipped with a robust framework to craft, promote and execute high-converting webinars that resonate with your audience and bolster your business objectives. As you embark on this journey, remember these key takeaways:

### Engage authentically

From the initial promotional content to the post-webinar follow-up, ensure every interaction is meaningful and adds value to your audience's experience.

### Leverage segmentation

Tailor your communications based on attendee engagement levels to deliver personalised, relevant content that nurtures leads effectively.

### Act on feedback

Continuously refine your approach by soliciting and acting on attendee feedback, turning insights into improvements for future webinars.

With these strategies in hand and a commitment to delivering quality and value at every stage, you're well on your way to hosting successful, high-converting webinars. Best of luck, and here's to your success in transforming prospects into engaged customers and advocates for your brand.

## Need a hand with any stage? Get in touch with the Munro Agency team.

www.munro.agency →

Munro. agency