



REAL MAGNET

Attract. Engage. Deliver.



4 Steps

to Promoting
Your Webinar



ABOUT REAL MAGNET

Real Magnet is a leading marketing automation platform that helps businesses attract, engage and deliver better email, marketing, social and mobile campaigns. Real Magnet simplifies marketing automation with its intuitive design, seamless integration with leading CRMs and dedicated consultative team that ensures smarter engagement.

Real Magnet's easy to use platform, intelligent productive analytics and exceptional email deliverability helps the modern marketer navigate and succeed in a complex digital marketing landscape.

Real Magnet serves a wide breadth of customers including some of the largest associations, media companies and the most innovative technology companies, including the American Red Cross, Arnold & Porter, IBM, Kiplinger's, MIT Technology Review, and Viacom.

4 STEPS TO PROMOTING YOUR WEBINAR

Webinars can build your reputation as a leader in your field and keep audiences engaged and moving through your sales pipeline. They won't do any good, however, if no one registers and attends. How can you bolster registrations and turnout for your upcoming webinar? One of the best ways is with email marketing.

Studies show that email marketing is the most effective marketing tactic for promoting webinars. But email marketing takes many forms, and advice varies on how to do it well. Below, we distill the research and draw from years of experience to break down the process into eight essential steps.

1. Start early.

Remember: you're not the only busy person in the world. Everyone is busy, so don't wait until the last minute to promote your webinar. Launch your registration landing page and send your first email two to three weeks before your webinar. As a rule of thumb, start two weeks out on free webinars and three weeks on paid webinars.

To hit these marks, factor in time to craft a polished landing page and create your chain of emails. Chances are, multiple people within your organization will need to review the content before it goes live. If you're working with outside partners, the review process will take even longer—so plan accordingly by starting four to six weeks out.

2. Nail the number and spacing.

Send too many messages, and risk coming across as a spammer. Send too few, however, and no one will register for and attend your event. What's the right number of emails to send prior to your webinar? We recommend a chain of four emails for free webinars and five emails for paid webinars, starting with your initial invite and followed by reminders and a last chance to register.

Free webinar model:

EMAIL #	SEND DATE	CONTENT
Email 1	2 weeks before webinar	Initial invite
Email 2	1 week before webinar	Reminder to register
Email 3	24 hours before webinar	Reminder to register
Email 4	2 hours before webinar	Last chance to register

Paid webinar model:

EMAIL #	SEND DATE	CONTENT
Email 1	3 weeks before webinar	Initial invite
Email 2	2 weeks before webinar	Reminder to register
Email 3	1 week hours before webinar	Reminder to register
Email 4	48 hours before webinar	Reminder to register
Email 5	2 hours before webinar	Last chance to register

Use Abandonment

Make sure you identify people who have abandoned the registration process (clicked the link to register, but did NOT register) and send them a separate, targeted series of emails. All studies indicate that conversion rates from abandoned prospects can be vastly higher. Consider some of the following tactics for abandonment emails:

- Use different subject lines to highlight key benefits of the program
- For paid webinars, consider offering a discount
- Create a sense of “urgency” (e.g. space is limited)
- If you have detailed data on your prospects, consider sending a hyper-targeted email with content that is specific to the interests of that prospect.

3. Don't repeat yourself.

While you want each message to entice people to sign up, don't repeat yourself verbatim in every email you send. Keep your messaging brief, but vary your angle. For instance, you might start one email with a compelling statistic; another with a quote; and still another with a direct invitation to join you for the webinar. Relate the event to your audience's needs, focusing on the value it will give them. Avoid sounding like a sales pitch.

4. Tailor your messages.

There's nothing more annoying than receiving an invitation to sign up for something you've registered for already. To prevent that, use your email platform to create a second group (and a separate set of messages) for those who register. Start with a "thank you" note sent immediately upon registering. From there, mix in one or two of the following:

- Share a relevant blog post or article written by your team or an outside organization.
- Provide a sneak peek into some part of your webinar.
- Pique their interest with thought-provoking questions that relate to the webinar.
- Offer an incentive.
- Invite them to share the invite with friends and colleagues.

Given that an estimated 40 percent of registrants don't actually attend the event, make sure you send two reminder emails—one 24 hours out and another two hours before the live event. Include a log-in link and any instructions for audio and video, which your audiences will no doubt appreciate having on hand.

Webinars are an awesome marketing tool that are not only fun to create and deliver but also a great way to generate and nurture leads—and even close deals. Want to learn more about what they can do for your business? Download our white paper, "[Webinars: A Sales and Marketing Must-Have](#)" or contact@realmagnet.com or speak to one of our subject matter experts at 240-743-2941.

