

13


Simple and Surprisingly Effective Ways to Promote Your Next Webinar


In 2014, 62 percent of B2B content marketers used webinars and webcasting to promote their brands.


It's true that webinars are a great way to generate leads, launch products and interact with prospects. Yet, when it comes to attendance, less than half of those who register actually join most webinars. *The point is, that regardless of how great the content is in your webinar or webcast, it doesn't have much meaning if no one's attending!*





There are plenty of effective ways to promote your event and up your attendance rate. Check out these 13 simple and surprisingly effective ways to make sure you not only make people aware of your webinar or webcast, but you get them excited to attend:

1  **Landing page:** First things first: build a landing page for your webinar. The page should have a preview of the webinar's benefits accompanied with a registration form. Consider using bullet points for 3 things you'll learn for easy reading, and make sure you keep the registration form short and to the point. Don't forget to include share links to make your webinar easy for people to post to social media outlets.

2  **Website:** After you've built an eye-catching landing page, make sure you promote it on your website's high-traffic areas. There's no reason you shouldn't leverage your website relevant content or videos for free advertisement.

3  **Paid Advertising:** Don't be afraid to put forth a little money for paid advertising. Pay-per-click (PPC) ads and paid social media promotion are a great way to get the word out about your event at a price you control. Make sure the ads are clean and have a clear call-to-action about registration.

4  **Social media:** Another easy and free way to advertise your webinar is through all of your social media channels. Consider LinkedIn, Twitter and Facebook and leverage each of these platforms to generate excitement and buzz prior to your event. You can also continue the discussion online during and after your webinar or webcast by using hashtags specific to your event.

5  **Email campaigns:** Let your current prospects and customers know that you're hosting an event with a simple email campaign deployed through your marketing automation. To make the most of your campaign, make sure your webinar platform integrates with your marketing automation system. Send the invites out at least three weeks in advance so they have time to add the event to their calendars.

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- 6**  **Event listings:** There are websites dedicated to listing your webinar on their homepage for maximum exposure. The more places you're posting the event the more attention you'll draw.
- 7**  **Sales outreach:** Have your sales teams spread the word through personal invites. They can utilize their contacts to help increase the attendance of your webinar or webcast.
- 8**  **Email signature:** Add a link to the registration landing page to your employees' signatures. As employees email their contacts, their contact's curiosity will be piqued by the new addition in their signature.
- 9**  **Speaker support:** Ask your speakers to promote the webinar among their contacts or social media accounts. Even if the speakers are self-promoting, they're still giving your event the exposure it needs to be successful.
- 10**  **Blogger outreach:** Look for bloggers who are trusted voices in your industry and ask if they wouldn't mind writing up a short piece about your upcoming webinar. This is also a great way to build relationships for future events or collaborations.
- 11**  **Guest promote:** Don't be shy when it comes to connecting with guests who have registered for your event. You'll be able to make a personal connection with these guests while promoting your webinar and gaining data on your audience before the event.
- 12**  **Partners and affiliates:** If your company has a great working relationship with affiliates in the same industry, there's no harm in asking them to promote your event. Consider asking them to speak during the event if applicable.
- 13**  **Video:** Finally, utilize one of marketing's best tools to create a visual teaser to your webinar or webcast. The video, like your landing page, will give your employees an opportunity to share with their contacts and on their social media platforms.

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