# Fractional CMO

# CHECKLIST ON
# HOW TO CONDUCT A SUCCESSFUL WEBINAR
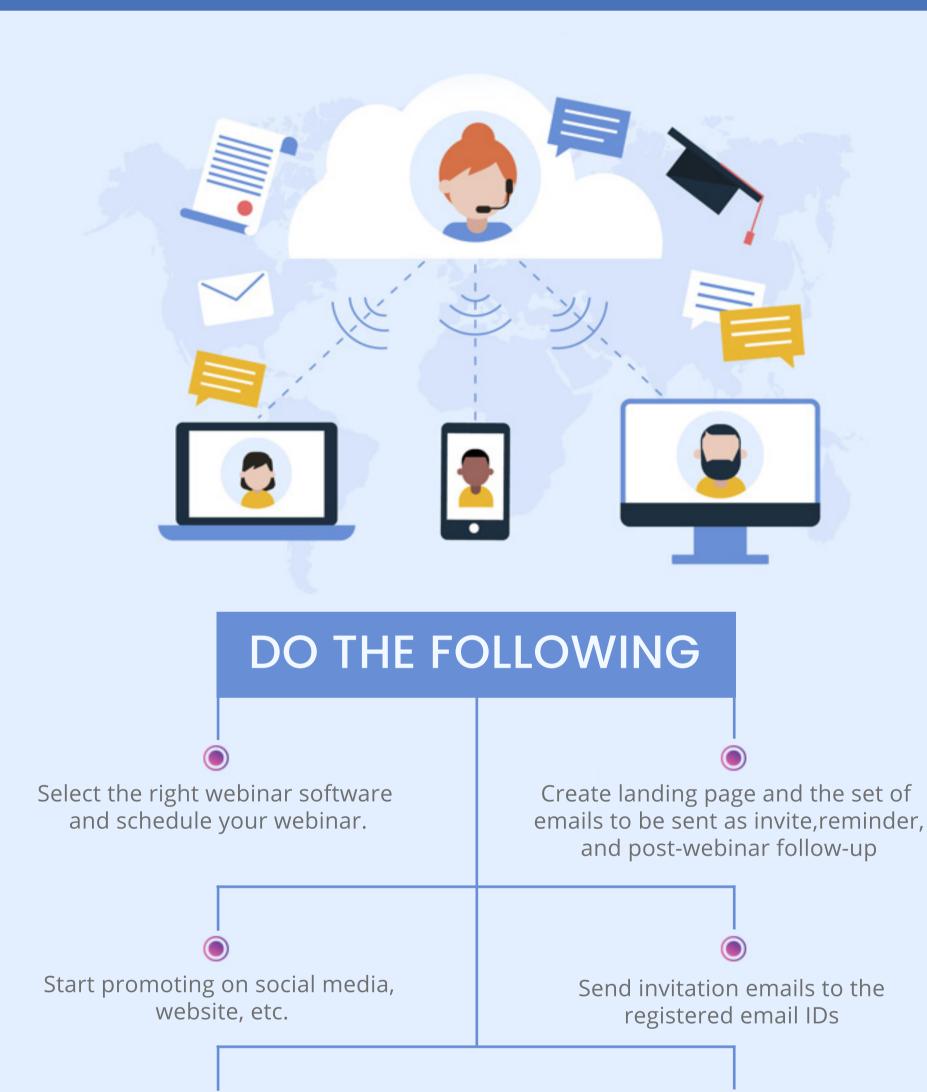
## PLAN THE WEBINAR

### Brainstorm on these questions with your team

1. What is your objective?
2. Who is your audience?
3. What topic to choose?
4. Who will be the speaker?
5. What time works for all?

## PROMOTE THE WEBINAR

### DO THE FOLLOWING

- Select the right webinar software and schedule your webinar.
- Create landing page and the set of emails to be sent as invite, reminder, and post-webinar follow-up
- Start promoting on social media, website, etc.
- Send invitation emails to the registered email IDs
- Monitor the metrics to ensure that people are receiving your email and registering to the webinar.
- Fix the glitches if any

## BE PREPARED FOR THE D-DAY

- Do a dress rehearsal 2-3 days before the webinar to ensure that there are no technical issues or problem in thecontent and visuals.
- Fix the problems before the webinar, if any.
- Login 30 minutes before the webinar and do a final sound check to ensure that there is no delay in starting the webinar.
- Start the record button when you begin.
- Keep your IT team on the firefighting mode so they can rectify the problem immediately.

WEBINAR

## POST-WEBINAR ENGAGEMENT

- Send thank you e-mail to participants with the recording of the webinar.
- Send the recording of the webinar through email to those who registered but could not attend the webinar.
- Segregate the participants into lead and lead nurturing buckets depending upon how they respond to your offer.