



# Webinar Playbook

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**At least  
four  
weeks  
out**

Agree with your subject matter experts on the timing, topic, and key takeaways.

Decide if you'll pull in any external speakers; proceed as needed.

Schedule the meeting to prep your presenters.

## **14 - 16 days out**

**Launch your CTAs.** In your product, on your website, in your knowledge base, and on the blog. Consider pop-ups, website events page listing, homepage feature, and feature in relevant blog posts and gated content thank-you pages.

**Launch daily social posts.** Use a bulk uploader. Post multiple times a day. Sprinkle relevant blog and gated content along with the webinar itself.

**Publish a blog post.** Yes, in addition to all of those CTAs, put up a blog post just about this webinar.

**12 - 14  
days out**

Launch your first email invite.

Email your whole list with a designed email.

Be consistent with your webinar invite design. Your design becomes visual cues to train your audience to know what to expect and respond to.

If your design doesn't work (low clicks), tweak it and test it. But don't do something completely different every campaign.

What I'm seeing work best right now is a CTA in your banner, closing with a CTA button. Of course, this will work until it doesn't.

<b>8 - 10 days out</b>	<p>The next round of invite emails, segmented by:</p> <ul style="list-style-type: none"><li>• Opened, not registered (send them a not-designed email -- just plain text that feels like a real email from you)</li><li>• Didn't open the previous invite (send them the designed one again -- they didn't see it)</li></ul>
<b>6 days out</b>	<p>Yet another round of emails, segmented by:</p> <ul style="list-style-type: none"><li>• opened either previous email, not registered (not designed)</li><li>• didn't open any previous invite (designed)</li></ul>
<b>4 days out</b>	<p>Launch your paid social -- sponsored posts, ads, or both.</p> <p>I've seen the most results from paid social on the day of the webinar. Ads need a few days to build momentum, show relevance, gather interactions, in order to get impressions on the day of.</p> <p>See above about how to run paid social that actually works for niche b2b. What I've found works is very different from what any agency has advised me to do.</p>
<b>1 day out</b>	<p>Last chance email goes out to anyone who hasn't registered.</p> <p>It should go without saying that you're excluding unengaged contacts from all of these emails.</p> <p>But if that's not what you've been doing up until now, definitely exclude them now.</p>

**Day of  
the event**

- *Last* last chance email three to five hours before you go live.

Sending this one is a judgment call. If you've already had strong opens and clicks, or you've seen a steady drop-off in email engagement, you've probably exhausted your list. Don't pester them.

But if your instincts tell you there's a bit of juice left here, don't miss out. Send a *last* invite, but exclude either *anyone* who's opened the previous ones or the last two.

- Send reminders to registrants 15 minutes before the webinar starts, set Zoom to send other reminders one hour, one day, and one week before.

Remind them that they're registered, encourage them to send you their questions, and tell them to email you if they didn't get the Zoom link. There will be people who respond. And this will boost your attendance rate.

Zoom only lets you send webinars one hour, one day, and one week before. And Zoom emails can get caught in spam filters. The extra 15-minute warning email is worth it.

- Immediately before webinar starts, take down all pop-ups
- Post the recording, transcript, and slides to the TYP; update the LP. Yes, *the transcript, too*. It's an accessibility thing. And it's easy with [Temi](#). Just do it.
- Make sure social ads are turned off. Yes, you scheduled them right. Just be sure.

**1 day after**

- Update all of your various CTAs, pop-ups, landing pages, knowledge base and blog posts, to push the replay, not live event registration
- Schedule webinar replay social posts
- Send replay email to registrants
- Add to your website resources library

**5 days  
after**

Send another follow-up to registrants about the replay and your next event, which, in the midst of all of this, you have scheduled and launched.