

Captivate and Convert Leads with Webinars

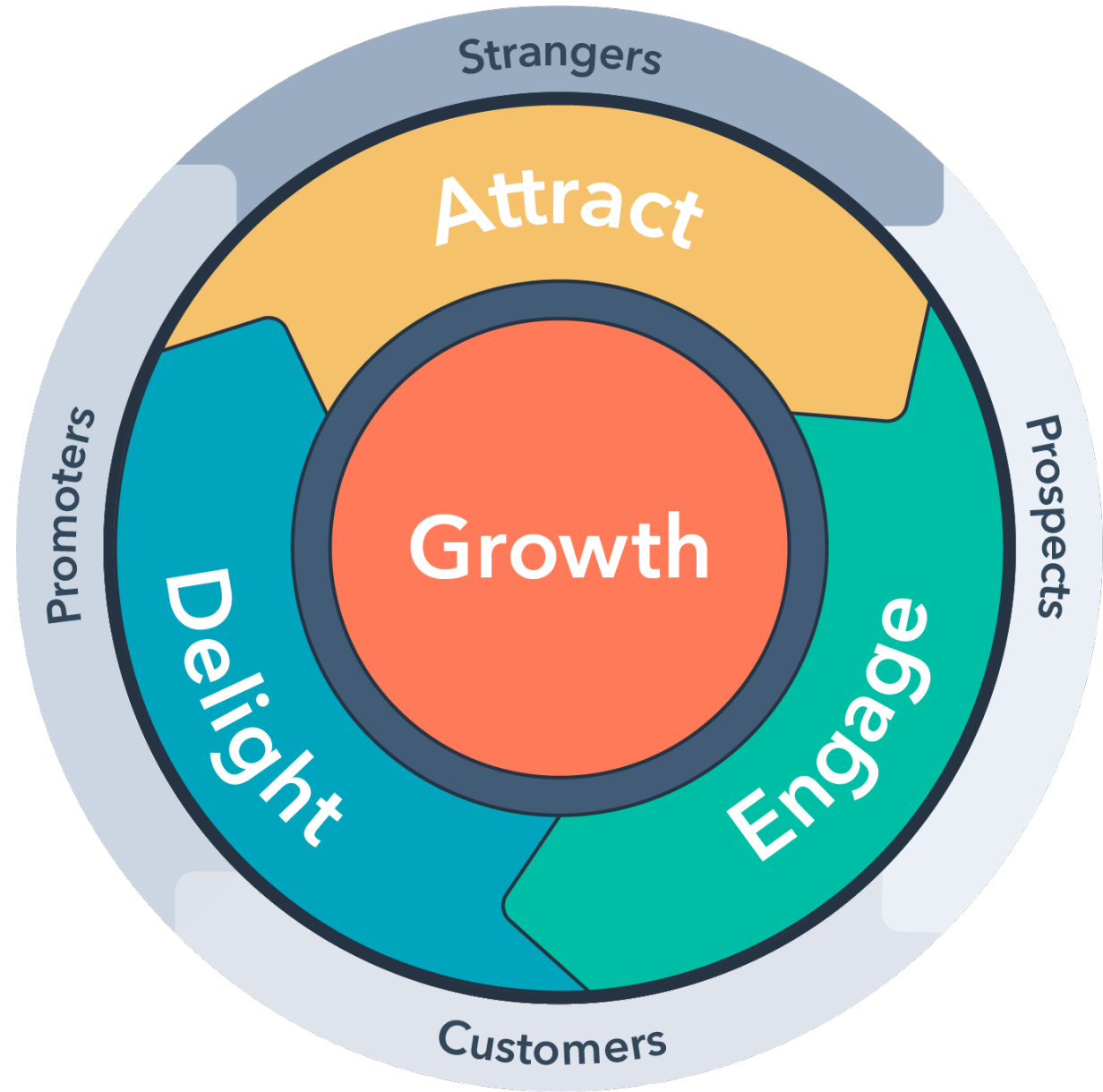
SIMPLE STRAT

FLYWHEEL FUEL SERIES



Flywheel Fuel Series

Help you create the fuel you need to power your flywheel



Objectives

- Discover the simple framework process every effective webinar follows
- Learn how to sync HubSpot and Zoom
- Review simple tips to maximize registrations



Simplify Growth

With HubSpot and the expertise to use it to its full potential.



Buy
HubSpot



Fix
HubSpot



Put HubSpot
to Work

- HubSpot Management -
- Marketing Support -



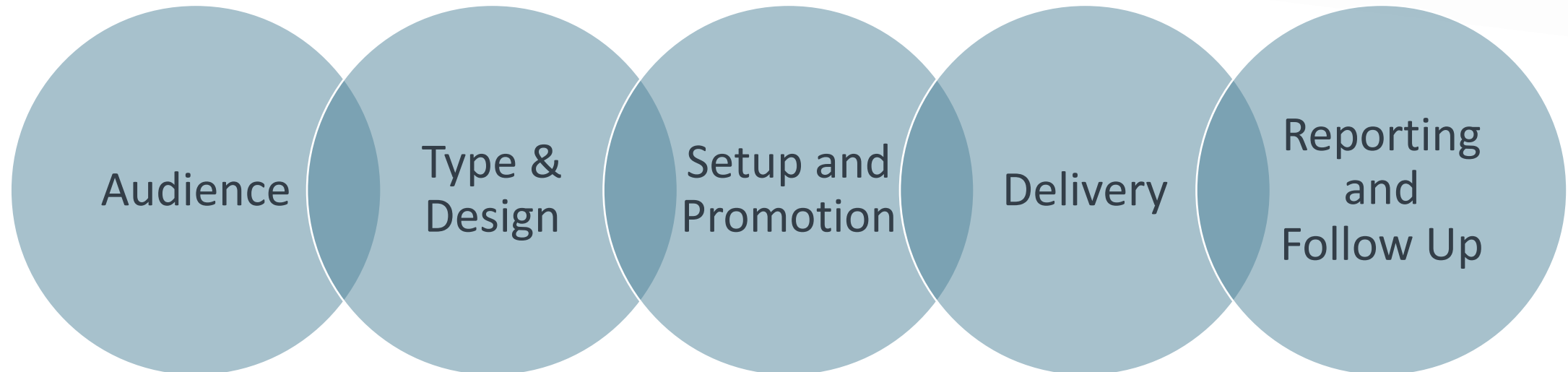
Implement
HubSpot



Learn
HubSpot



The 5 Building Blocks of Successful Webinars



Audience

Type &
Design

Setup and
Promotion

Delivery

Reporting
and
Follow Up



**No amount of technology
can save a bad webinar**



Ali Schwanke

@alischwanke

Promote



Need some help - working on some content on how to run effective webinars 🧐

What's your biggest pet peeve when it comes to attending a webinar???



9:53 AM · Aug 1, 2023 · **11.3K** Views



Too salesly



Jim Woods

@jimwoodswrites



When the webinar is lots of hype leading to a big sales pitch with no real helpful content. I'd rather die than sit through one of those again.

11:01 AM · Aug 1, 2023 · 197 Views



-` **Ronnie Higgins** `- @ronniehiggins · Aug 1



Sales pitches. When I sign up for a webinar hosted by a brand about a topic, I'm fine with a brief "a little about us" but I've attended several that assume an elevator pitch can last longer than a minute because they have my attention.



1



6



194



Too boring, no unique value



Chris Handy 🎉🔒 @chrishandyblog · Aug 1

- Waiting to start, running long
- secretly a recorded webinar
- not proactively answering the recording question
- Reading from slides (which usually have too many words)
- hosts with zero charisma, engagement, excitement
- no natural break/ end of education content before the... [Show more](#)



Tim Rowe 🔒 @oohinsider · Aug 2

Getting to the end and feeling underwhelmed and like I wish I could get that time back



Deanna (Dee) Boyle (She/Her) · 1st

2w ...

Helping ignite radically relevant brands with insights and stra...

Honestly - webinars that could have been a listicle 😂 gimme something insightful that can't easily Google.

Like | Reply

Not starting on time

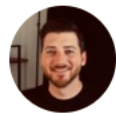


Dr. Kenna Griffin @profkrg · Aug 1

When it doesn't start on time.



78



Jordan Scheltgen @JordanScheltgen · Aug 1

Long small talk session at the beginning/ineffective ice breakers.

Not starting on time, aka appeasing people who are late.

4



13

215



Anne McColl @annemccoll · Aug 1

When they take 10 minutes to wait for people. Get started on time.



6

109



Leader lacks presentation skills



Nancy Settle-Murphy (She/Her) • 1st

2w ...

🌀 Award-winning facilitator, the OG of remote work, virtual t...

Ali Schwanke - Few opportunities for interaction. Conversely, too many interruptions for questions that require long-winded responses that are relevant for only a few. Bait and switch - misleading titles and descriptions. Facilitators/trainers who can't read the room to detect disengagement or apathy. Slide-reading. Flat affect. And these are just a few of my "favorite" things.

Like · 👍 1 | Reply · 1 Reply



Peter Stanford • 1st

2w ...

Business & Executive Coach

I expect presenters to be transparent about the purpose of the webinar, and to be clear about the benefits to their audience. I expect them to know their material well, not stutter through it and not deflect genuine questions from participants the way a politician might.

Like · 👍 2 | Reply



Too much about the speakers



♥ Lisa Farrell · 1st

2w ...

Creating outstanding virtual & hybrid events | Heart-centere...

Long introductions of each speaker. Time is short, let's get right to the heart of the topic.

Like · 🇧🇪 6 | Reply · 3 Replies



Kenneth Burke · 1st

2w ...

VP of Marketing | 20 under 40 | Entrepreneur Contributor | Te...

Long intros. Forget the bios and the why we're heres and the what we're going to talk abouts. Topic and speakers are already noted when I registered (and are probably why I'm there). Just go. Any relevant background or context comes up in discussion anyway. ...see more

Like · 🇧🇪 2 | Reply · 1 Reply



Megan Shearer · 1st

2w ...

VP Talent, Culture & Customer Acquisition | Individualization ...

Too lengthy and not engaging (or general info). Introductions of presenters can be too much.

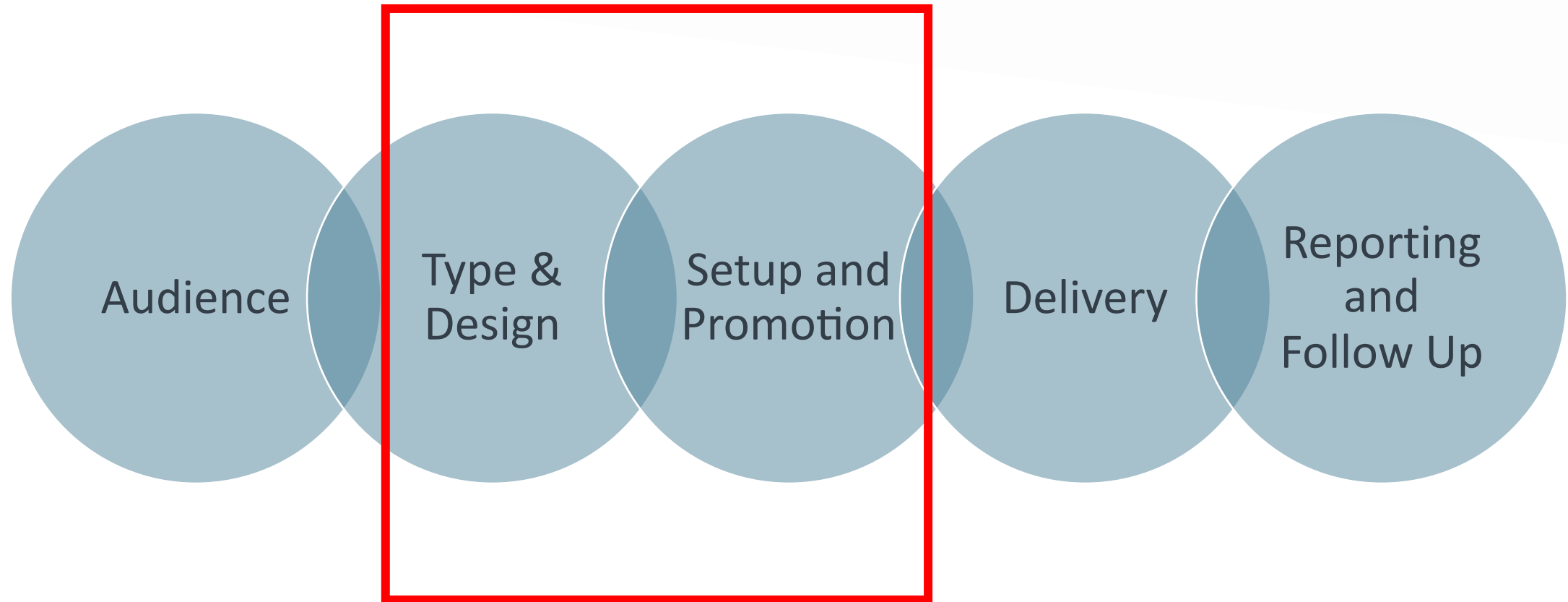
Like | Reply · 1 Reply



Now that we know what not to do...



The 5 Building Blocks of Successful Webinars



AUDIENCE



Audience:

- Audience and topic will determine your success in registrations
- Too broad is always worse than too specific
 - What are they interested in?
 - What challenges are they facing?
 - What do their schedules look like?
 - What roles are you targeting?
 - How will they consume the information?
 - What is relevant?
 - What will strike their interest?

Research tricks that may help



Reviewing LinkedIn Events



Ali Schwanke
Founder at Simple Strat // Host of HubSpot Hacks - #1 Unofficial YouTube show for HubSpot Tutorials // B2B Advisor // MedTech Podcast Producer // HubSpot Consultant

Profile viewers: 1,213
Post impressions: 8,490

Go to Sales Navigator

My items

My pages (20)

- Medical Sales Acceler...
Page notifications: 58
- Katalyst
Page notifications: 44
- Simple Strat
Page notifications: 10

See all my pages

Recent

- NAHAD - The Association fo...
- How to generate leads on Li...
- Webinar: How to 10x Your L...
- Acumatica User Group by A...
- Webinar: How to Market to ...

Groups

- NAHAD - The Association fo...
- Acumatica User Group by A...
- Healthcare marketing, com...

Show more

Events

- Webinar: How to 10x Your L...
- Webinar: How to Market to ...
- Webinar: Getting the Most ...

Show more

Photo Video Job Write article

Sort by: Top

Shadab Khan likes this

Tyler Samani-Sprunk (He/Him) · 1st
Cofounder & CMO at Simple Strat | Co-Host of HubSpot Hacks
56m ·

Here's about 20 ways you can put recent #HubSpot updates to work for your business today.

...see more

New & Now Webinar Recap: HubSpot July Updates & Use... · 25 pages

What's New:
New CTAs in Marketing Emails

- Public Beta
- CMS & Marketing Hubs
- Starter, Pro, Enterprise

Jen Decker and 8 others · 1 comment · 1 repost

Like Comment Repost Send

Google Cloud
1,984,726 followers
Promoted

Refresh your routine with the new way to cloud.

...see more

Ulta Beauty helps 41 million shoppers pick their own personal palette.

- Business travel spending rebounds
1h ago
- America lost millionaires in 2022
1h ago
- Target sales hit by consumer fears
1h ago
- Maui counting the cost of wildfires
1h ago
- Guessing Disney's next move
1h ago

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Ali, explore relevant opportunities with Bellevue University

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Advertising Business Services
Get the LinkedIn app More

LinkedIn LinkedIn Corporation © 2023



Events

Create an event

Your events Show all



Tue, Aug 22, 2023, 11:00 AM
How to generate leads on LinkedIn [from A to Z]



Fri, Jul 14, 2023, 4:00 PM
Founders & Friends Happy Hours (Stammtisch)



Wed, Jul 19, 2023, 12:00 PM
Webinar: How to 10x Your Lead Flow Using Thought...

Top Audio Events



Wed, Aug 16, 2023, 8:00 AM • Live Audio
Trust Services - Why and How Every Organisation Will Inevitably Use Them

TrustLynx | Embedded Trust Solutions • 236 attendees

View



Thu, Aug 17, 2023, 11:00 AM • Live Audio
The Longevity Discussion

Dave Buck • 266 attendees

View



Wed, Aug 16, 2023, 2:00 PM • Live Audio
Background Check Radio - Whats happening in Screening, PBSA and the...

IQubed Advisors • 316 attendees

View



Show more

Recommended for you



Fri, Aug 18, 2023, 6:00 AM • Live Video



Wed, Aug 16, 2023, 6:00 PM • Live Video



Thu, Aug 17, 2023, 10:30 AM • Live Video

LinkedIn search results for "hubspot". The search bar at the top contains "hubspot". Navigation tabs include People, Companies, Products, Jobs, Posts, Groups, Courses, Services, Events, Schools, and All filters. The "Events" tab is highlighted with a blue arrow.

HubSpot
Technology, Information and Internet
Cambridge, Massachusetts
1M followers
295 connections work here
Following View page

People
1st 2nd 3rd+

Jennifer Lux · 2nd
HubSpot | Head of Growth Acquisition, AI Marketing
Denver Metropolitan Area
Current: Head of Growth Acquisition at HubSpot
Sunir Shah, Dan Tyre, and 77 other mutual connections
Connect

Heather Smyth · 2nd
Principal Marketing Manager @ HubSpot | Revenu...
Denver, CO
Current: Principal Marketing Manager, Executive Advocacy at HubSpot
Rosalyn Santa Elena, Dan Tyre, and 62 other mutual connections
Connect

Alexandre Girard · 2nd
Product @ HubSpot
Somerville, MA
Current: Product Manager at HubSpot
Peter Caputa, Dan Tyre, and 33 other mutual connections
Connect

See all people results

People who talk about #hubspot

Grator
Software Development · San...
13 connections work here
Follow

Slack
Technology, Information and...
1M followers
1 connection works here
Follow

Microsoft
Software Development · ...
21M followers
11 connections work here
Follow

LinkedIn
Software Development · ...
24M followers
14 connections work here
Follow

Stripe
Software Development · Sout...
689K followers
Follow

Atlassian
Software Development · ...
Follow

LinkedIn search results for "hubspot" filtered by "Events". The search bar at the top contains "hubspot". Navigation tabs include Home, My Network, Jobs, Messaging, and Notifications. The "Events" tab is highlighted with a blue arrow.

46 results

Smarketing = Align Sales and Marketing to Win More Business
Tue, Aug 22, 12:00 PM CDT
Online · By Rebecca (Reb) Risty
Companies face a hard truth. No matter how great their sales and marketing efforts are, only 10 - 15 percent of leads convert into deals. Without effective alignment between sales and...
205 attendees

HubSpot + Salesforce Integration Gold Standard Practices.
Mon, Aug 28, 12:00 PM CDT
Online · By RevOps Automated
Join us for an exclusive event focused on "HubSpot + Salesforce Integration: Gold Standard Practices" designed specifically for revenue operations leaders. This event aims to equip...
54 attendees

How to Build Custom Integrations in HubSpot
Thu, Aug 24, 10:00 AM CDT
Online · By Digital Reach Online Solutions
During this engaging session, we're diving into the world of custom integrations and guiding you through the three most common options available for integrating your tools with...
34 attendees

5 Pillars of Hubspot and LinkedIn Sales Funnels
Tue, Aug 29, 4:00 PM CDT
Online · By Serendipity Sales
Join us for a highly anticipated conversation about B2B Sales Funnels with Luke Harmon and Aaron Zakowski Do you ever feel like you don't know where to start with growing your B2B...
11 attendees

How to HubSpot : RevOps features and power-ups you wish you knew about
Wed, Dec 6, 10:00 AM CST
Online · By RevOps Automated
Most leading businesses will never share their secrets to success with you. We found it! The HubSpot Gems- tools you wish your team knew about. It is not too late to set your...
22 attendees

PolyAI Virtual Wine Tasting featuring Williamson Wines
Wed, Sep 13, 6:00 PM CDT
Online · By PolyAI
Join PolyAI, the world's only provider of customer-led voice assistants, to welcome the fall with an incredible virtual wine tasting featuring Williamson Wines. Bill Williamson, owner an...
229 attendees





Qualified

<https://www.qualified.com> › webinars

2022 B2B Marketing Highlights: The good, the bad and ...

By watching this **webinar**, you'll take away: The latest **B2B marketing trends** and what we expect to see in 2023. Inspiration from the best-performing ...



B2B Marketing Zone

<https://www.b2bmarketingzone.com> › webinar-series

Trends in B2B Marketing Webinar Series

Find out more information on each **webinar**, and sign up to receive the free recording after the date ... **5 B2B Marketing Trends** that You Can't Ignore in 2020.



Forrester

<https://www.forrester.com> › resources › navigating-ec...

Navigating Economic Uncertainty - B2B Marketing ...

Watch the on-demand **webinar** to explore the **B2B marketing trends** critical for thriving in 2023. Discover the **B2B marketing trends** high-growth companies are ...

<https://www.forrester.com> › webinars

Complimentary Webinars

Watch this on-demand **webinar** to see the emerging technologies on our top 10 list with a ... Explore the **B2B marketing trends** critical for thriving in 2023.



Endeavor Business Media

<https://designengineering.endeavorb2b.com> › annual-...

Annual B2B Marketing Trends Webinar. Join us live or on ...

Annual **B2B Marketing Trends Webinar**. ... Join us for an informational **webinar** that will showcase the research, the trends, and how you can leverage the ...

<https://designengineering.endeavorb2b.com> › tag › m...

Marketing Trends - Endeavor Design & Engineering

Annual **B2B Marketing Trends Webinar**. Join us live or on demand! B2B marketing is unique, and uniquely challenging. The sales cycles are long, ...



ActiveCampaign

<https://www.activecampaign.com> › Learn

Free Marketing & Sales Automation Webinars

Join the **webinar** newsletter to stay on top of upcoming digital events about **marketing automation**, the ActiveCampaign product, and more! Join the list!



Marketing Cube

<https://marketingcube.com.au> › 2016 › May

Marketing Automation and Your Webinar Campaigns

Here's a list of what you can do with **marketing automation** throughout one campaign: Invitations; Confirmation emails; Register to the **webinar** whilst ...



HubSpot

<https://www.hubspot.com> › resources › webinar › mar...

Free Marketing Automation Webinars

Marketing Automation Webinars. All of HubSpot's marketing automation webinars, in one place. Filters. Home **Webinar Marketing Automation**. Recent, Title.



Emailmonday

<https://www.emailmonday.com> › effective-webinar-pr...

Effective Automation and Email tactics to increase webinar ...

In **marketing automation** we often talk about delivering value and following up ... If you are applying Marketing Automtation tactics, make sure your **webinar** ...



Stealth Seminar

<https://stealthseminar.com> › 14-webinar-struggles-alle...

13 Webinar Struggles Alleviated By Marketing Automation

May 2, 2023 — In this post, I'm going to explain the following: How **webinar marketing automation** can allow you to implement webinars in your business without ...



getapp.com

<https://www.getapp.com> › webinars › marketing-auto...

Webinar Software with Marketing Automation - GetApp

Webinar Software with Marketing Automation · Cvent Event Management · BigMarker · Bizzabo · GoTo **Webinar** · EventMobi · RAYNET CRM · inwink · InEvent.

➔ **Problem/pain >>**

➔ **Why this matters to our audience >>**

➔ **How can we educate to help >>**

➔ **How can we help further (product or service)**

TYPE & DESIGN



Type & Design:

- Webinar is a universal word – placeholder for any value-add learning events
 - Live learning session
 - Virtual panel
 - Virtual session
 - Executive Roundtable
 - Master Class
 - Etc

Type & Design:

- Things to keep in mind:
 - Time
 - Takeaways
 - Interaction component
 - Recording or not
 - What platform
 - Description & Title - Head turners

SETUP & PROMO



Setup & Promo:

- 3 Big Questions:
 - Where will you host? And does this natively integrate with your CRM? (in this case HubSpot)
 - How will you capture attendee info? (so that you can report on source accurately)
 - What will you do with the information?

HubSpot App Marketplace

Connect your favorite tools to HubSpot

All categories ▾

zoom



Discover

All collections

Popular Apps

New Apps

Free Apps

Apps Built by HubSpot

Workflow Integrations

Data Sync Apps by HubSpot

Apps to Customize HubSpot CRM

Recommended Event Apps

Top-rated Apps by G2 Leaders

Recently Updated Apps

Categories

All categories

Marketing ▾

Sales ▾

Customer Service ▾

Search Results

1-28 of 28 results for "zoom" in All Categories

Sort by: Relevance ▾



ZoomInfo Inbound Enrich

Built by ZoomInfo

Hit Your Number

1,500+ installs



Chat by ZoomInfo

Built by ZoomInfo

Turn your website into a digital storefront

100+ installs

zoom

HubSpot App for Zoom Meetings

Built by HubSpot

Use HubSpot within your live Zoom meetings

6,000+ installs



Zoom

Built by HubSpot

Use Zoom with HubSpot meetings, workflows, contact records and more.

✓ Installed

zoom

Zoom Phone for HubSpot

Built by Zoom Video Communications

Enhance your HubSpot experience and streamline your workflows.

2,000+ installs

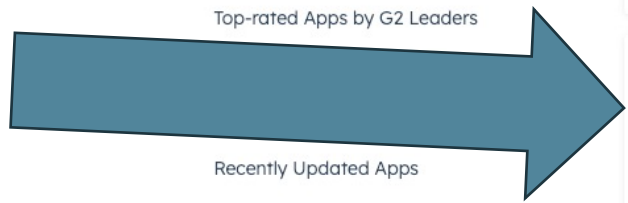


Chorus by ZoomInfo

Built by ZoomInfo

Make Every Interaction Count with Chorus

300+ installs



- Knowing what data syncs over + what you ask of attendees creates a powerful combination for segmentation and learning

Shared data

ZOOM DATA	DATA FLOW	HUBSPOT DATA
Contacts	→	Contacts
Average Zoom webinar attendance duration	→	Contact Properties
Last registered Zoom webinar	→	Contact Properties
Total number of Zoom webinar registrations	→	Contact Properties
Total number of Zoom webinars attended	→	Contact Properties
Webinar date	→	Timeline
Webinar join time	→	Timeline
Webinar leave time	→	Timeline
Webinar view time	→	Timeline



**Setup matters so you can answer
the question:**

Where did they come from?

Where did they come from?

RECENT CONVERSION	LATEST SOURCE	LATEST SOURCE DRILL-DOWN 1	LATEST SOURCE DRILL-DOWN 2
Register for the Webinar - C...	Organic Social	Facebook	--
Register for the Webinar - C...	Organic Social	Facebook	--
Register for the Webinar - C...	Organic Social	LinkedIn	--
Register for the Webinar - C...	Direct traffic	info.simplestrat.com/webina...	--
Register for the Webinar - C...	Organic Social	Facebook	--
Register for the Webinar - C...	Organic Social	LinkedIn	--
Register for the Webinar - C...	Organic Social	YouTube	hubspot hacks
Register for the Webinar - C...	Email marketing	flywheel fuel webinar series	Webinar Promo #1_Flywheel...
Register for the Webinar - C...	Direct traffic	info.simplestrat.com/webina...	--
Register for the Webinar - C...	Email marketing	flywheel fuel webinar series	Webinar Promo #2_Flywheel...
Register for the Webinar - C...	Email marketing	flywheel fuel webinar series	Webinar Promo #1_Flywheel...
Register for the Webinar - C...	Email marketing	new and now webinar series	NN_Webinar Post-Event_Re...
Register for the Webinar - C...	Email marketing	flywheel fuel webinar series	Webinar Promo #2_Flywheel...
Register for the Webinar - C...	Direct traffic	blog.simplestrat.com/hubsp...	--



Filters (2)

Data Visualization

Undo

Export

Choose chart type



Configure column chart

Displaying:

Latest Source

measured by

Count of Contacts

Available properties to display:

Create date

Lifecycle stage

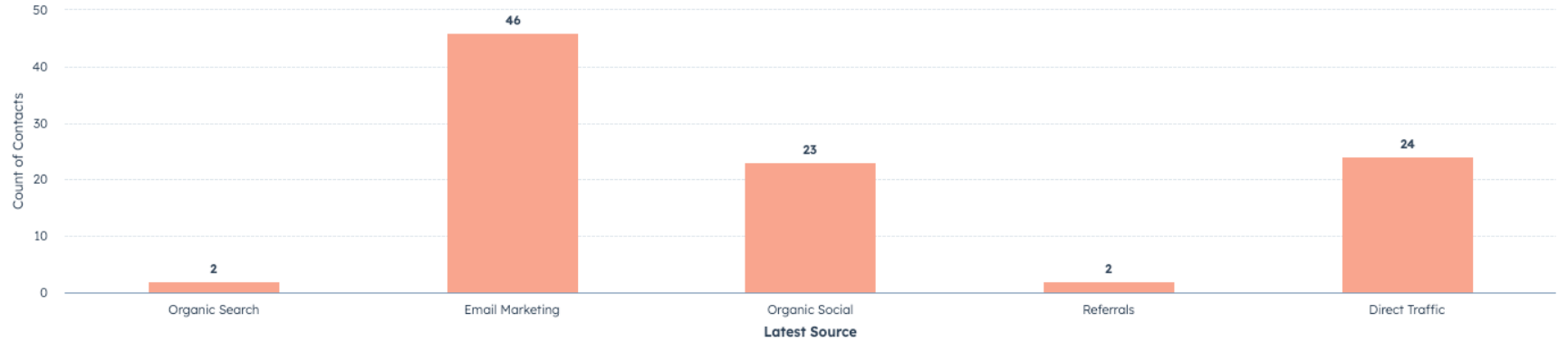
Recent conversion

Get more properties to display in the Data step.



Use Fiscal Year Color: Display options

Date range: All time
Count of Contacts



Date range: All time

LATEST SOURCE	COUNT OF CONTACTS
Organic Search	2
Email Marketing	46
Organic Social	23
Referrals	2
Direct Traffic	24

Help

Filters (2)

Data Visualization

Undo Export

Choose chart type



Configure column chart

Displaying:

Original Source

measured by

Count of Contacts

Available properties to display:

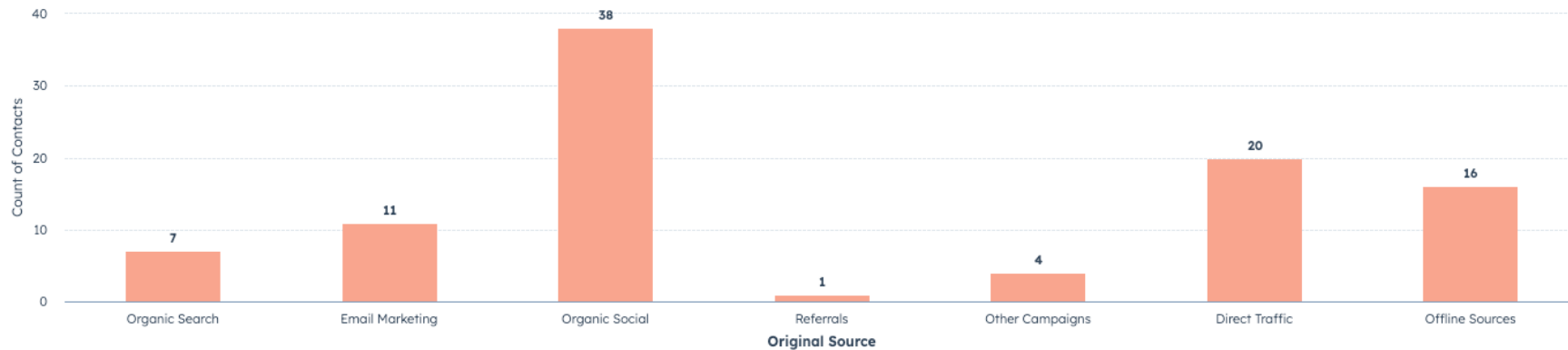
- Create date
- Lifecycle stage
- Recent conversion
- Latest Source

Get more properties to display in the [Data step](#).



Use Fiscal Year Color: Display options

Date range: All time
Count of Contacts



Date range: All time

ORIGINAL SOURCE	COUNT OF CONTACTS
Organic Search	7
Email Marketing	11
Organic Social	38
Referrals	1
Other Campaigns	4

Help



Why am I telling you this?



Instead of this:

Register for the Webinar - C...	Organic Social	Facebook	--
Register for the Webinar - C...	Organic Social	LinkedIn	--
Register for the Webinar - C...	Organic Social	YouTube	hubspot hacks
Register for the Webinar - C...	Email marketing	flywheel fuel webinar series	Webinar Promo #1_Flywheel...
Register for the Webinar - C...	Direct traffic	info.simplestrat.com/webina...	--

You get this:

Webinar Registration - Getti...	Referrals	us02web.zoom.us	us02web.zoom.us/
Webinar Registration - Getti...	Referrals	us02web.zoom.us	us02web.zoom.us/



Setup:

- HubSpot Form – with necessary fields
- Landing Page
- Integration with Zoom Webinar
- Automated Email (optional)
- Workflow

Landing Page:

Exit Save Last saved on August 1, 2023

FlyWheel Fuel Series_Webinar Best Practices_8-16-23

Run a test

Content Settings Optimize Publishing options NEW

Home

Edit page

Add Contents Theme

Search modules

Common modules (15)

- Rich Text
- Image
- Heading
- Call-to-Action
- Form
- Image Slider
- Image Grid
- Button
- Tabbed card
- Icon
- Payment
- Divider
- Follow Me - LP
- Video
- Meetings

Can't find what you need? [Click here](#) to get a custom-made module.

All modules (72)

Join us for this upcoming webinar

Captivate & Convert: Lead-Driven Webinars with HubSpot & Zoom

Webinars are still one of the best sources of leads for B2B companies. But running an effective webinar campaign can be riddled with challenges, from topic selection to promotion to attendance.

Wednesday, August 16 at 12pm CST / 1pm EST

In this session, you'll learn how to design and launch a webinar that appeals to your target customers, creates leads for your sales team, and makes follow up easy by maximizing the integration of HubSpot + Zoom together.

Objectives:

- Discover the simple framework process every effective webinar follows
- Learn how to sync HubSpot and Zoom
- Review simple tips to maximize registrations

Learn more about Simple Strat at www.simplestrat.com, or view over 100 of our free tutorials and videos at youtube.com/hubspot hacks.

First name*

Last name*

Company name*

Business Email*

What do you hope to learn in this webinar?

Register Now

Form

Content Styles

Form

Choose a form Saved

Flywheel Fuel_Webinar Form

Actions This form will take on the style of your page.

This form is creating marketing contacts. To change this setting, go to the form options section below.

Form content

Form fields

For more advanced editing features visit the [forms editor](#).

- First name
- Last name
- Company name
- Business Email
- What do you hope to learn in this webinar?

+ Add another form field

Button text *

Register Now

GDPR options



Form:

Forms

54 forms

Manage

Analyze

All forms × Published

Form Type ▾ ☰ Advanced filters (0)

Search forms

<input type="checkbox"/>	NAME	P.
<input type="checkbox"/>	Popup_Exit Intent_HubSpot Hacks Newsletter ● Published Pop-up form	2
<input type="checkbox"/>	HubSpot Hacks Email Newsletter Sign Up ● Published Regular form	9
<input type="checkbox"/>	New and Now_Webinar Form ● Published Regular form	4
<input type="checkbox"/>	Flywheel Fuel_Webinar Form Download	5
<input type="checkbox"/>	Flywheel Fuel_Webinar ... ● Published Regular form Edit Clone Actions ▾	1

Flywheel Fuel_Webinar Form ✎

Options

Style & preview

Automation

NEW

First name * *firstname* Contact Property

Last name * *lastname* Contact Property

Company name * *company* Contact Property

Business Email * *email* Contact Property

What do you hope to learn in this webinar? *webinar_input* Contact Property

Register Now



Zoom:



Products

Solutions

Resources

Plans & Pricing

Schedule

Join

Host ▾

Whiteboard



Limited-Time Offer: Save 50% off your first four months of a Large Meeting 500 Monthly add-on plan when you purchase by 8/31. Terms Apply. [Get Offer](#)



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[+ Schedule a Webinar](#)

Today

12:00 PM - 01:00 PM **Captivate & Convert: Lead-Driven Webina...**
Webinar ID: 816 3985 1770

Wed, Sep 13

12:00 PM - 01:00 PM **INBOUND 2023 Recap: Product Updates, ...**
Webinar ID: 894 8751 1134



Zoom:

Webinars

Upcoming

Previous

Webinar Templates

Template Name

New and Now Series Template

Flywheel Fuel Webinar Template

Start Practice Session

Edit

Save as Template

Invitations

Email Settings

Branding

Polls

Survey

Q&A

More

Select Email Language: English

Email Contact: ali@simplestrat.com

Invitation Email to Panelists

Confirmation Email to Registrants Send upon registration

Reminder Email: Send 1 hour, 1 day and 1 week before webinar

No follow-up email to Attendees

No follow-up email to Absentees



< Back to Landing Pages

Pages

Settings



Your Preferences

General

Notifications

Account Setup

Account Defaults

Integrations



Connected Apps

Private Apps

Marketing Contacts

API Key

Email Service Provider

Marketplace Downloads

Tracking & Analytics



Privacy & Consent

Security

Partners



Data Management

Properties

Objects



Import & Export

Audit Logs

NEW



Zoom



Will DePeri

Connected user: wdeperi@simplestrat.com

Home

Webinars

Settings

User accounts

> Feature permissions

Sync data from recordings and transcripts.

All new recordings & transcripts will automatically sync to HubSpot for both meetings and webinars.



> Please note:

Sync data from newly scheduled webinars.

All new webinars for this account will automatically sync to HubSpot.



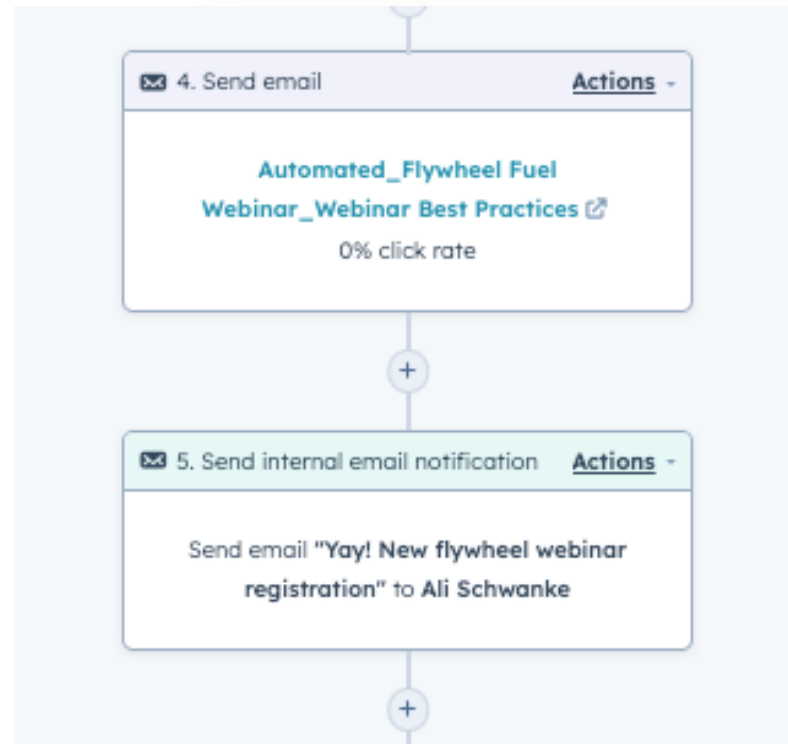
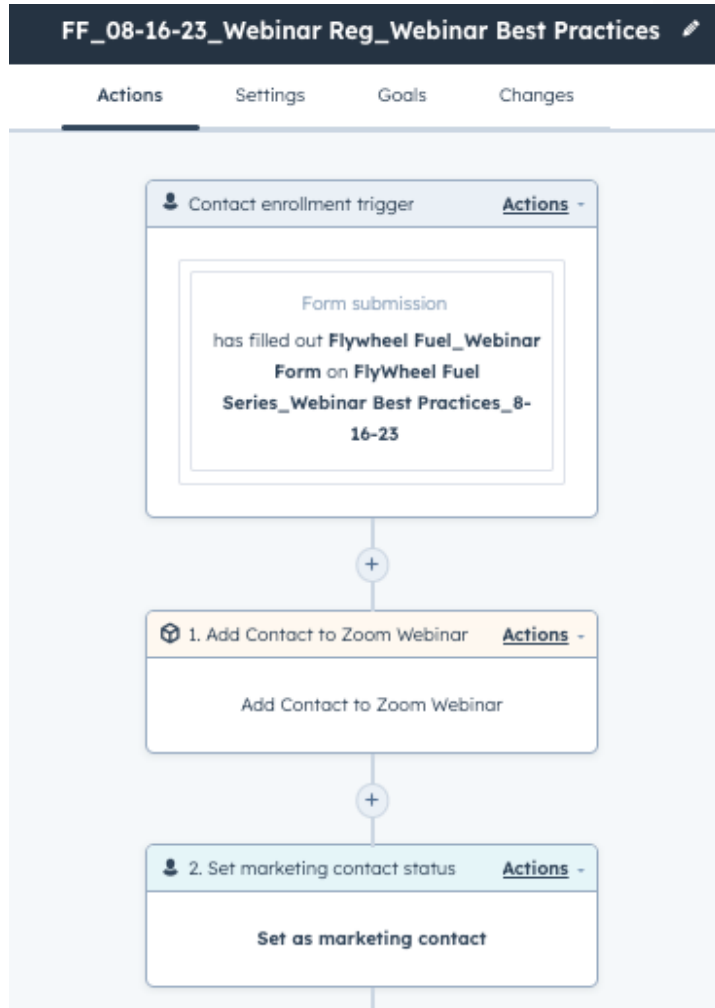
> MEETING SYNC BETA

Choose a Zoom user to see their webinars

ali@simplestrat.com

WEBINAR NAME	WEBINAR ID	SCHEDULED DATE	LAST SYNCED	SYNC
INBOUND 2023 Recap: Product Updates, What's ... Standard	89487511134	Sep 13, 2023 12:00 PM	● Aug 15, 2023 4:35 PM Last sync completed.	<input checked="" type="checkbox"/>
Captivate & Convert: Lead-Driven Webinars with... Standard	81639851770	Aug 16, 2023 12:00 PM	● Aug 16, 2023 4:22 AM Last sync completed.	<input checked="" type="checkbox"/>
Getting the Most out of July's HubSpot Product U... Standard	85011146408	Aug 2, 2023 Webinar ended	● Aug 3, 2023 1:52 PM Last sync completed.	<input checked="" type="checkbox"/>

Workflow:



Workflow:

The screenshot displays a workflow editor for a process titled "FF_08-16-23_Webinar Reg_Webinar Best Practices". The interface includes a navigation bar with "Back to workflows", "Alerts", and "Details" buttons. Below this, there are tabs for "Actions", "Settings", "Goals", and "Changes".

The main workspace is divided into two panels. The left panel, titled "1. Add Contact to Zoom Webinar", contains a "Webinar *" field with the value "81639851770" (highlighted by a red box), a "Contact token -" dropdown, and a section for "Properties always included with the action" with checkboxes for "First name", "Email", and "Last name".

The right panel shows a visual workflow diagram. It starts with a "Contact enrollment trigger" box containing the text: "Form submission has filled out **Flywheel Fuel_Webinar Form on FlyWheel Fuel Series_Webinar Best Practices_8-16-23**". This trigger is connected to an action box labeled "1. Add Contact to Zoom Webinar" with the text "Add Contact to Zoom Webinar".

List Creation:

Filters Performance

Filters Test contact Cancel

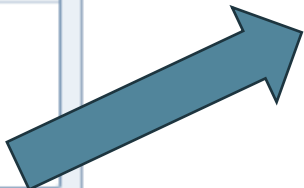
Group 1

- Email doesn't contain any of @simplestrat.com
- AND Last name doesn't contain any of Eaglin, Schwanke, DePeri, Estes, Rudloff, or Mangus
- AND At least one Zoom: Webinar Registration Event has all of:
 - Webinar Id is equal to any of 81639851770
- AND + Add filter

Filters Test contact Edit filters

Group 1

- Email doesn't contain any of @simplestrat.com
- AND Last name doesn't contain any of Eaglin, Schwanke, Test, DePeri, Estes, Rudloff, or Mangus
- AND At least one Zoom: Webinar Registration Event has all of:
 - Webinar Id is equal to any of 85079485552
- AND At least one Zoom: Webinar Attendance Event has all of:
 - Occurred is equal to 05/17/2023 (CDT)



Add filter Cancel

Filtering on Contact (Current Object)

Step 1: Select a filter category

All categories > Zoom

Search in filter categories

Zoom

- Zoom: Webinar Registration Event properties
- Zoom: Webinar Attendance Event properties
- Zoom: Recording Available Event properties



Webinar Checklist

Type: New & Now

Title: Inbound Recap: Product Updates, What's New, and What You Missed

Date: Sept 13

Time: 12pm CST /1pm EST

Foundational

- Teamwork project is launched & milestones added
- PU Webinar overview is written
- PU Title is shorter than X characters
- PU At least 3 key objectives
- Date and time are set, **Calendars blocked**
- PU Proofread and no misspellings
- PU Have speaker bio + **Headshot** (if not already on file)

Graphics

- PU Graphics created
- PU Date is correct
- PU Title is correct
- PU No misspellings
- Have all versions needed - FB, LI, Twitter, Insta, email banner, website page banner, featured image, thumbnail for play back, thumbnail for YT

Zoom setup

- PU Webinar event is set up
- PU Date and time are correct
- PU Description is correct
- PU Co-host added to details
- Branding updated - correct graphic
- PU Zoom automated emails updated with right copy
- PU Reviewed zoom automated emails for date/time/subject
- PU webinar is set to record

Registration Page

- PU Landing page is setup
- PU No misspellings, all links on the page work (if applicable)
- PU Date and time are correct on the page
- PU Presenter info on page features the right person
- PU Page title is updated
- PU Featured image is updated
- PU Page URL is updated
- PU Meta description is accurate and compelling
- PU Page is linked to the right campaign dropdown in hubspot
- PU Page is published & link added to this doc in the blue cells

Automated HubSpot Email

- PU Email is created
- PU Email banner is updated and correct
- PU Email copy is correct date/time, no misspellings
- PU Email subject line and preheader is accurate, email proofread
- PU Email saved for automation
- PU Email coming from correct person on the team

HubSpot Campaign Setup

- PU Workflow cloned and updated
- PU Workflow has the right zoom ID
- PU Workflow has the right automated email delivery
- PU A new HubSpot active list is set up for registrations
- PU The HubSpot list you created is saved in the webinars list folder
- PU Turned the workflow on
- PU Tested the whole conversion path by registering
- Had one more person test the whole conversion path & it checked out

Ok, now time to promote

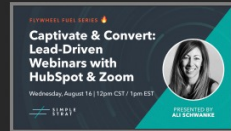


Promotion Playbook:

- Initial lists – email (newsletter, current database)
- New lists – email (curated, zoom info, post event lists, etc)
- Social promo
- Dark social (slack communities, forums, etc)
- Sales templates (for your sales team to send out 1-to-1)
- Email signature
- Ads (social most likely)
- Phone calls (interesting but effective for some)

Graphics Playbook:

SS_TW Flywh...l - August



SS_Email Fly...uel - August



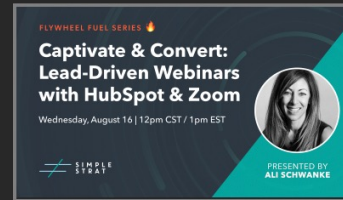
SS_FB-LI Flyw...el - August 2



SS_FB-LI Flywh...Fuel - August



SS_LI Event Flywheel Fuel - August



SS_IG Flywhe...el - August



SS_YT Flywheel Fuel - August



SS_YT Flywheel Fuel - August 2



Promotion Timeline:

Milestones



Registration Setup
Simple Strat responsible



0% Complete

Registration assets [Detach](#)

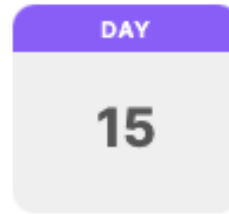


Promo Email #1
Simple Strat responsible



0% Complete

Promo Email #1 [Detach](#)

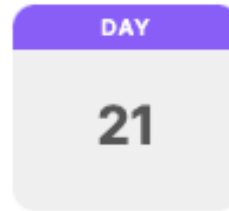


Promo Email #2
Simple Strat responsible



0% Complete

Promo Email #2 [Detach](#)

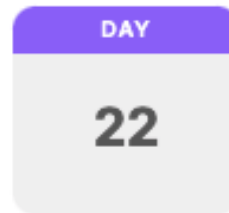


Webinar Meeting & Presentation
Simple Strat responsible



0% Complete

Webinar Presentation [Detach](#)



Post Webinar Follow Up
Simple Strat responsible



0% Complete

Post-Webinar Followup [Detach](#)



If you don't have a process established, you'll need at least 2-3 months to plan and execute an effective webinar.

DELIVERY



Delivering a Great Webinar:

- Record presentation + individual presenters – set to record automatically
- Make sure to schedule a practice. You get better over time. Watch yourself!
- Get started within 2 min of webinar open
- 2 Hosts minimum – hard to monitor and present at same time
- Figure out how to keep engagement high
- Use native registration reminders – make it easy to add to people's calendars
- Good wifi
- Set expectations
- Survey at end or redirect to survey

**If people attend, Zoom +
HubSpot will record
engagement automatically.**



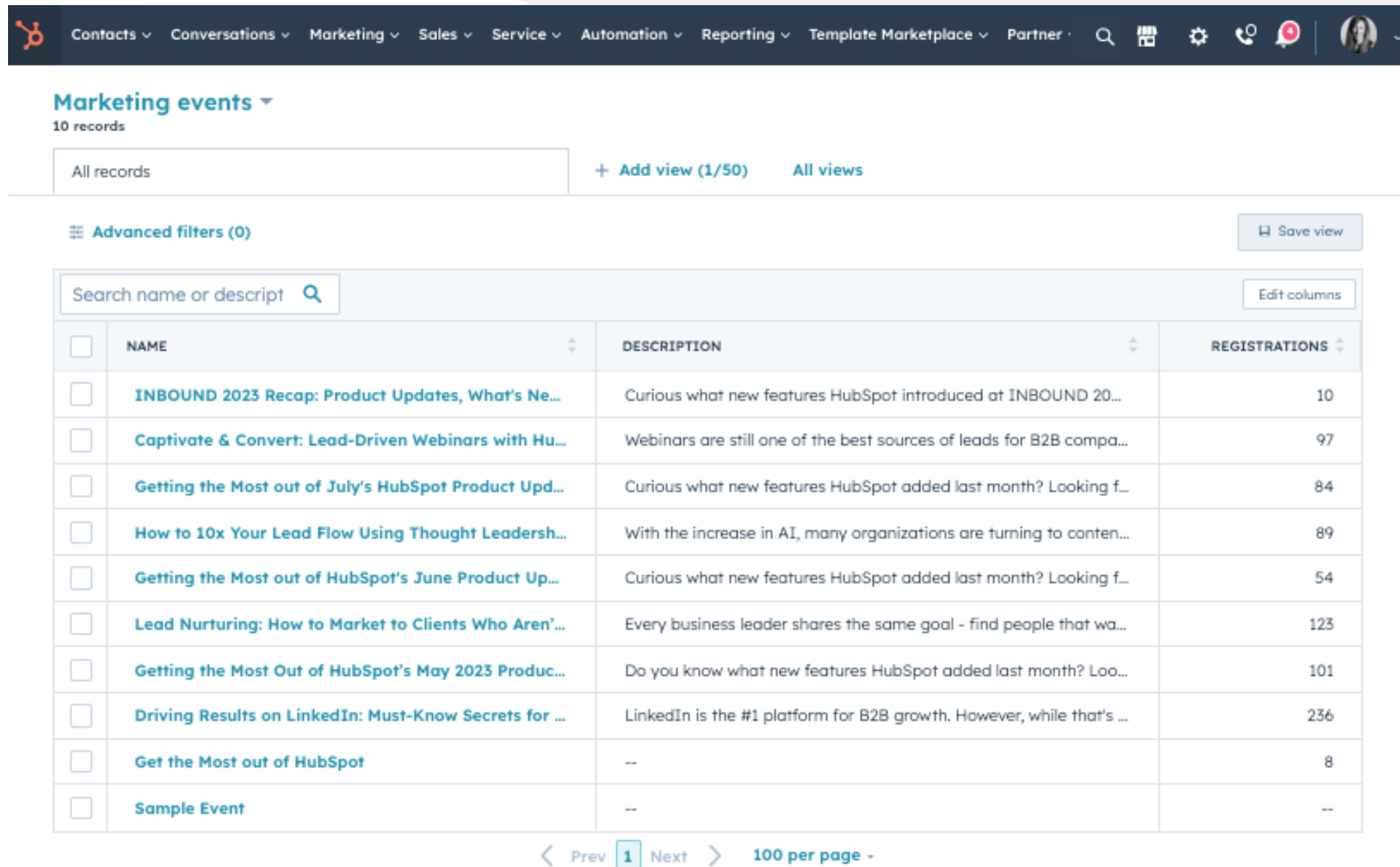
POST WEBINAR



Post Webinar Checklist:

- Email with recording
- Post & share online
- Repurpose content
- Prepare lists and reports of attendees vs non attendees
- Follow up emails, drip/nurture emails based on segmentation criteria
- Report on effectiveness
 - You can get wildly complex with webinar reporting – but to start you need:
 - Attendance/registration numbers
 - Show vs non show
 - Source

Marketing events in HubSpot:



The screenshot shows the HubSpot interface for viewing marketing events. At the top, there is a navigation bar with various menu items like 'Contacts', 'Conversations', 'Marketing', 'Sales', 'Service', 'Automation', 'Reporting', 'Template Marketplace', and 'Partner'. Below this, the 'Marketing events' section is active, showing '10 records'. A search bar is present with the text 'Search name or describe'. The main content is a table with columns for 'NAME', 'DESCRIPTION', and 'REGISTRATIONS'. The table lists several events, including 'INBOUND 2023 Recap: Product Updates, What's Ne...', 'Captivate & Convert: Lead-Driven Webinars with Hu...', and 'Getting the Most out of July's HubSpot Product Upd...'. The 'REGISTRATIONS' column shows the number of registrations for each event, ranging from 8 to 236. At the bottom of the table, there are navigation controls for 'Prev', 'Next', and '100 per page'.

Marketing events ▾
10 records

All records + Add view (1/50) All views

Advanced filters (0) Save view

Search name or describe 🔍 Edit columns

<input type="checkbox"/>	NAME	DESCRIPTION	REGISTRATIONS
<input type="checkbox"/>	INBOUND 2023 Recap: Product Updates, What's Ne...	Curious what new features HubSpot introduced at INBOUND 20...	10
<input type="checkbox"/>	Captivate & Convert: Lead-Driven Webinars with Hu...	Webinars are still one of the best sources of leads for B2B compa...	97
<input type="checkbox"/>	Getting the Most out of July's HubSpot Product Upd...	Curious what new features HubSpot added last month? Looking f...	84
<input type="checkbox"/>	How to 10x Your Lead Flow Using Thought Leadersh...	With the increase in AI, many organizations are turning to conten...	89
<input type="checkbox"/>	Getting the Most out of HubSpot's June Product Up...	Curious what new features HubSpot added last month? Looking f...	54
<input type="checkbox"/>	Lead Nurturing: How to Market to Clients Who Aren't...	Every business leader shares the same goal - find people that wa...	123
<input type="checkbox"/>	Getting the Most Out of HubSpot's May 2023 Produc...	Do you know what new features HubSpot added last month? Loo...	101
<input type="checkbox"/>	Driving Results on LinkedIn: Must-Know Secrets for ...	LinkedIn is the #1 platform for B2B growth. However, while that's ...	236
<input type="checkbox"/>	Get the Most out of HubSpot	--	8
<input type="checkbox"/>	Sample Event	--	--

Prev 1 Next 100 per page -

Reporting by campaign:

May 2023

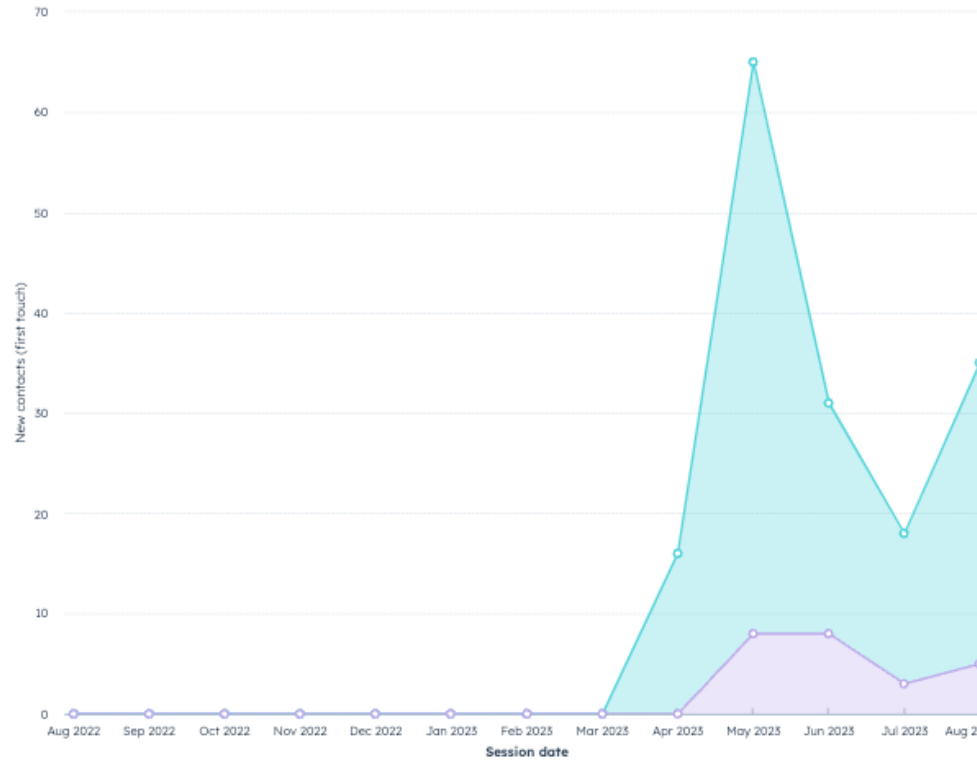
● Flywheel Fuel Webinar Series: 57 (88%)
● New and Now Webinar Series: 8 (12%)

Totals: 65

New Webinar Contacts

Date range: In the last 365 days | Frequency: Monthly

● Flywheel Fuel Webinar Series ● New and Now Webinar Series



Filters

About

Reset filters

Date range

Rolling date range

Last 365 days (excluding today)

Frequency

Monthly

Compared To

No comparison

Campaign

Flywheel Fuel Webinar Series, New and Now Webinar Series

Campaign filters

+ Add filter

Reporting Questions to Answer:

- Individual performance:
 - How many people did we get to each one?
 - What is our average show up rate across all webinars?
 - What's was our show up rate for each one?
 - What “source” or marketing tactic drove registrations for each webinar? (aka where did our leads come from)
 - How many contacts attended a webinar who are now an opportunity?
- Overall/all time performance:
 - How many people are we getting to our webinars? (all time)
 - Where are the leads coming from to our webinar series?
 - How many net new contacts were created as a result of our webinars?

Next Steps:

- Run a sample webinar with the HubSpot + Zoom integration
- See what type of data you can get and work backwards
- Research your industry
- Know what you want to get out of it before you start

Want to run webinars but need help? Book a consult – full webinar support or hourly training & consulting as needed.

THE NEW AND NOW SERIES 

simplestrat.com/webinars



Inbound Recap: Product Updates, What's New, and What You Missed



Wednesday, September 13, 2023
12pm CST / 1pm EST



PRESENTED BY
TYLER SAMANI-SPRUNK

Q&A

What questions can we answer?

