Captivate and Convert Leads with Webinars

SIMPLE STRAT

FLYWHEEL FUEL SERIES

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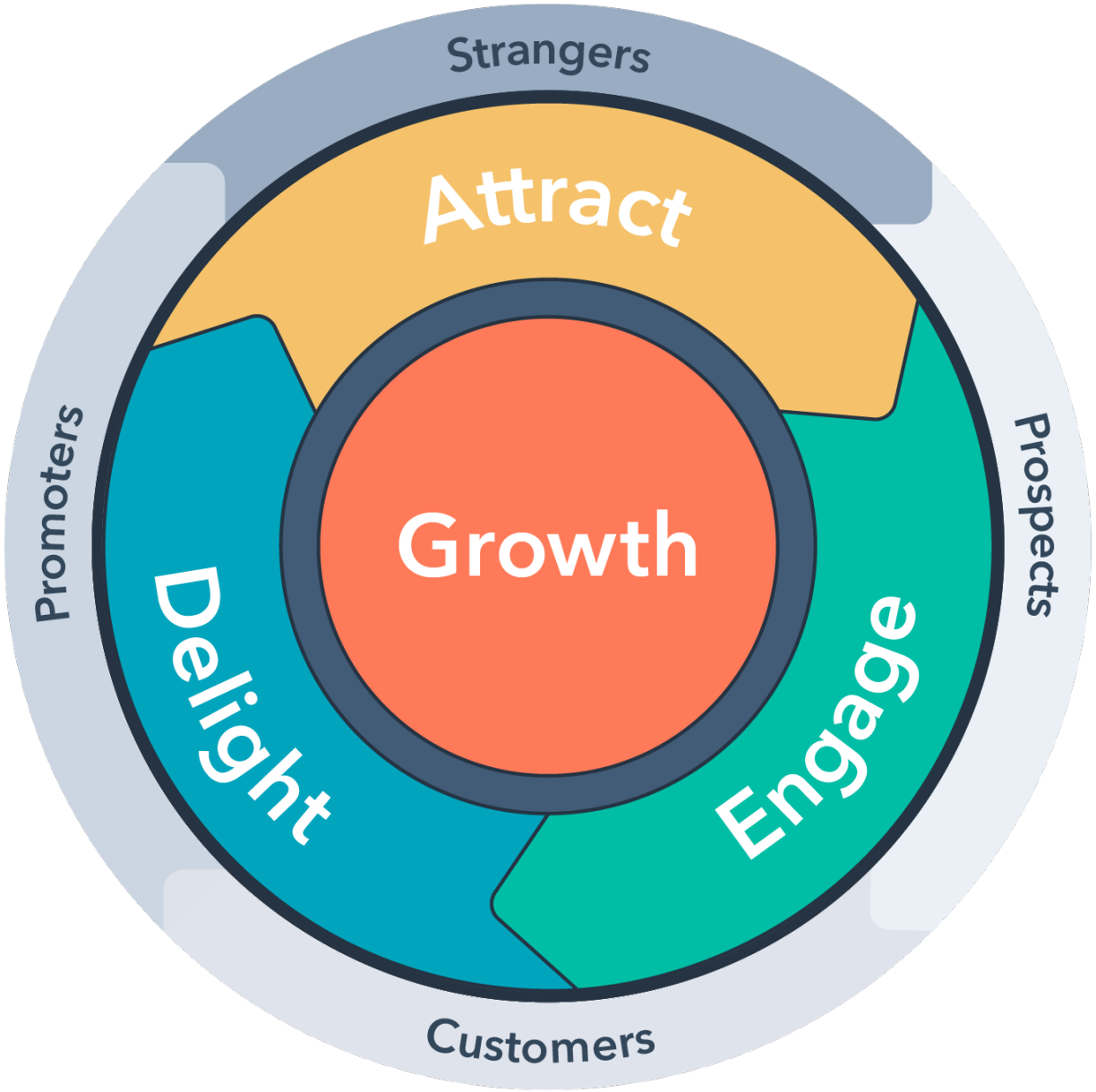
Flywheel Fuel Series

Help you create the fuel you need to power your flywheel



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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

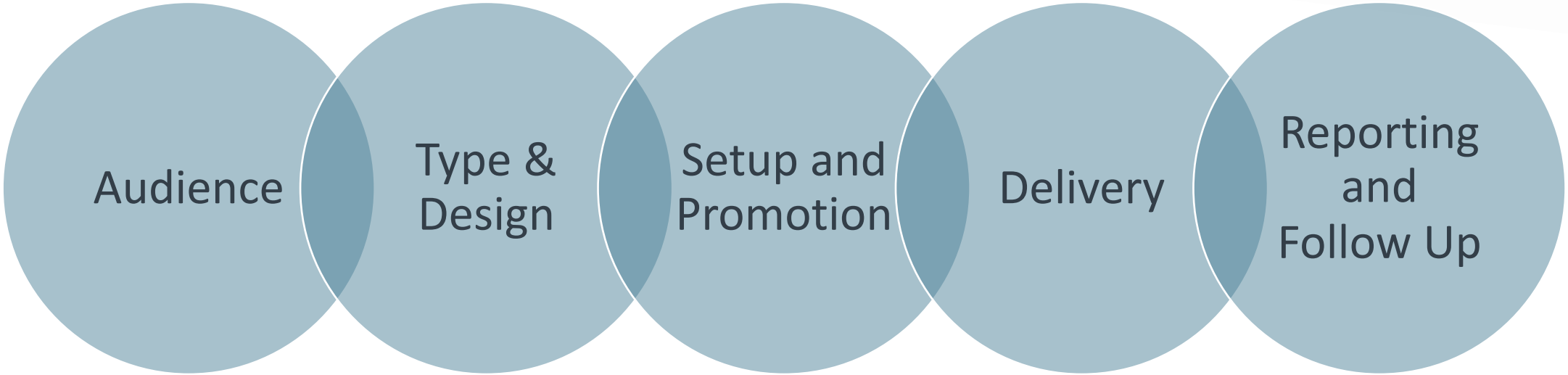
- HubSpot Management -

- Marketing Support -

Implement HubSpot

Learn HubSpot

The 5 Building Blocks of Successful Webinars



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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

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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

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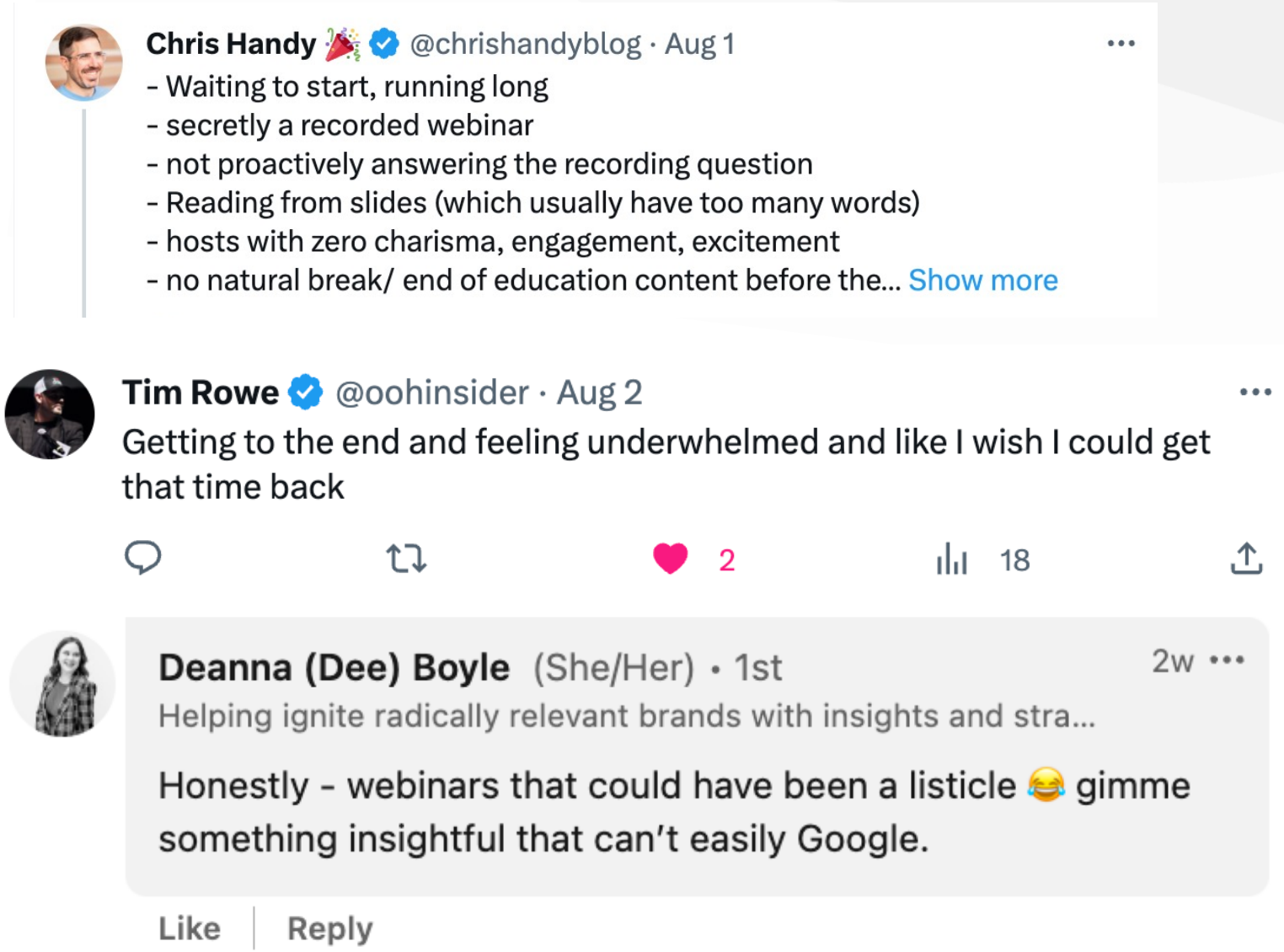
Too boring, no unique value



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

2 18

Deanna (Dee) Boyle (She/Her) • 1st

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

2w

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

Like | Reply

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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

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Leader lacks presentation skills

Nancy Settle-Murphy (She/Her) • 1st
Award-winning facilitator, the OG of remote work, virtual t...
2w •••

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
Business & Executive Coach
2w •••

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

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Too much about the speakers

💚**Lisa Farrell** • 1st
Creating outstanding virtual & hybrid events | Heart-centere...
2w •••

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
VP of Marketing | 20 under 40 | Entrepreneur Contributor | Te...
2w •••

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 · 3 | Reply · 1 Reply

Megan Shearer • 1st
VP Talent, Culture & Customer Acquisition | Individualization ...
2w •••

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

Like | Reply · 1 Reply

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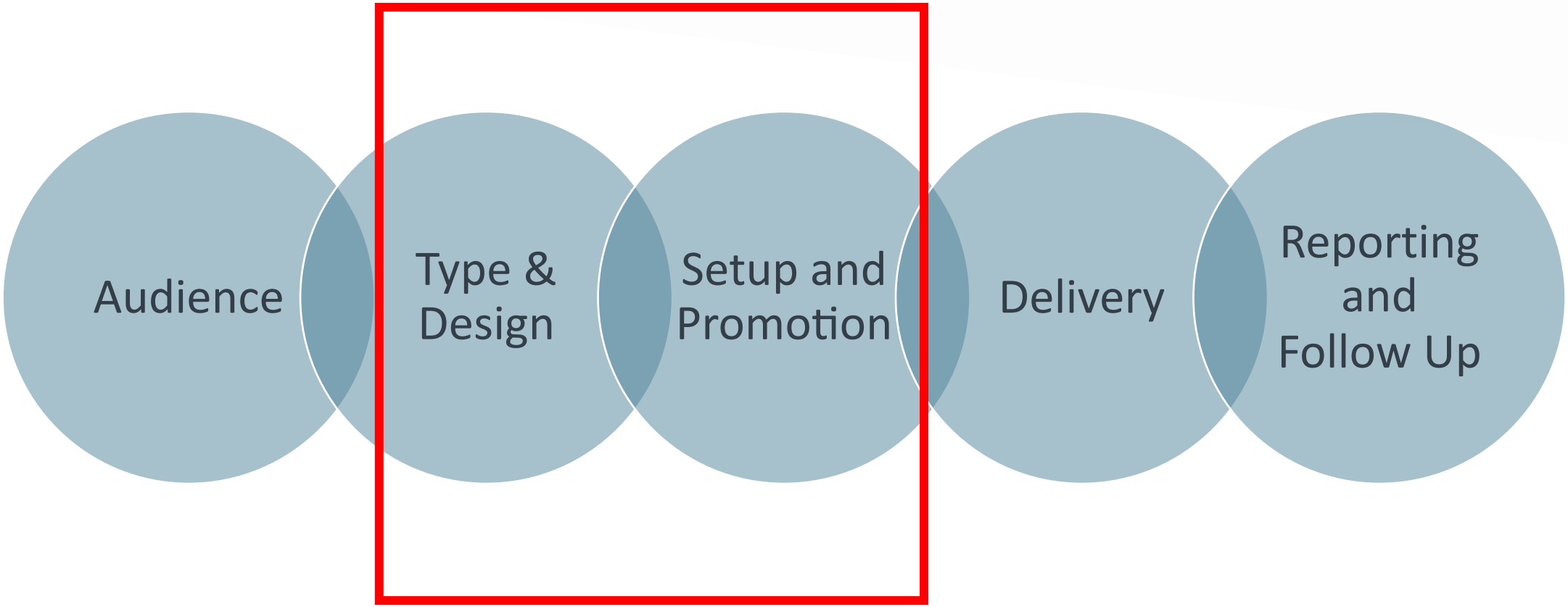
Now that we know what not to do…

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?

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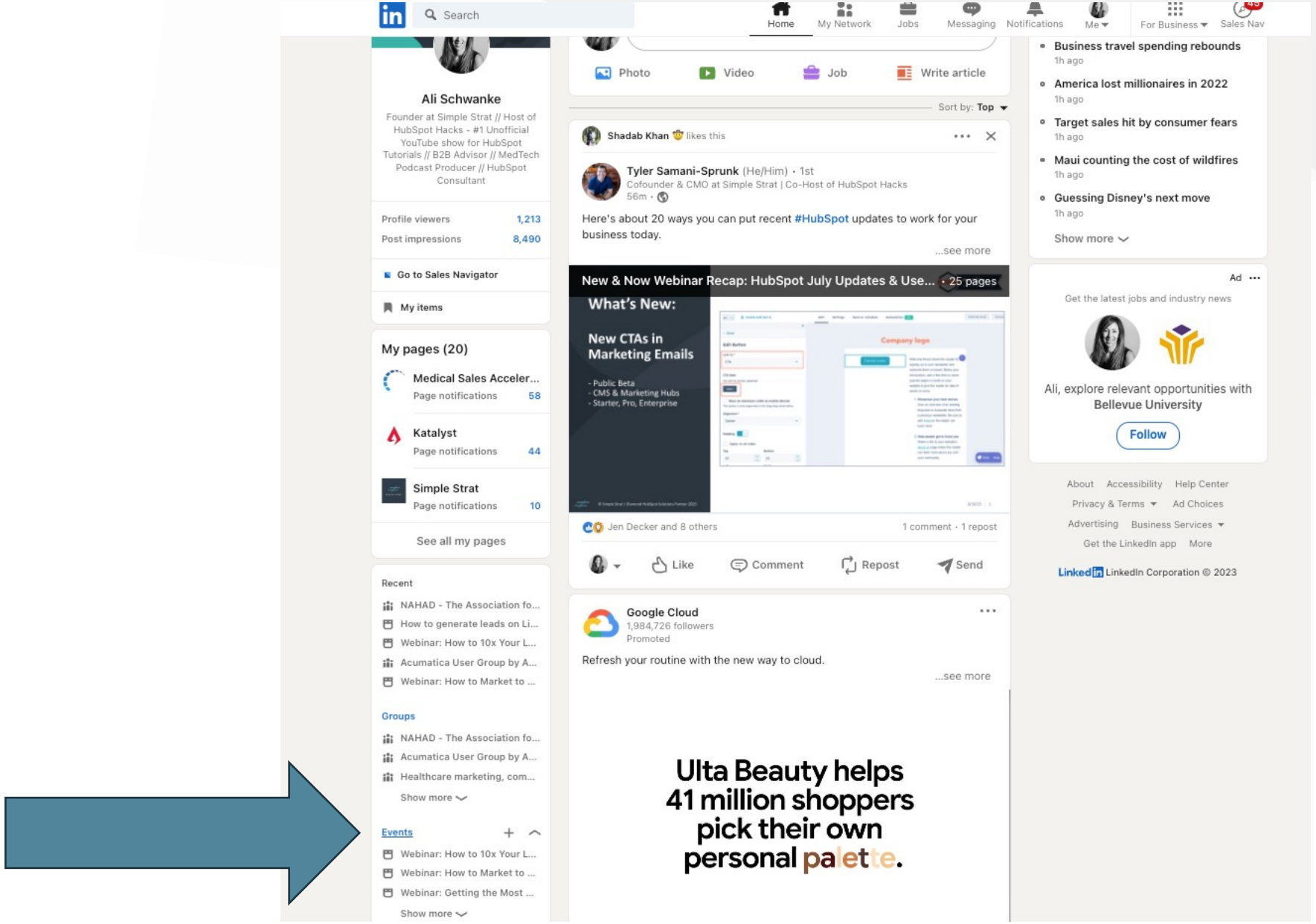
Research tricks that may help

Reviewing LinkedIn Events



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

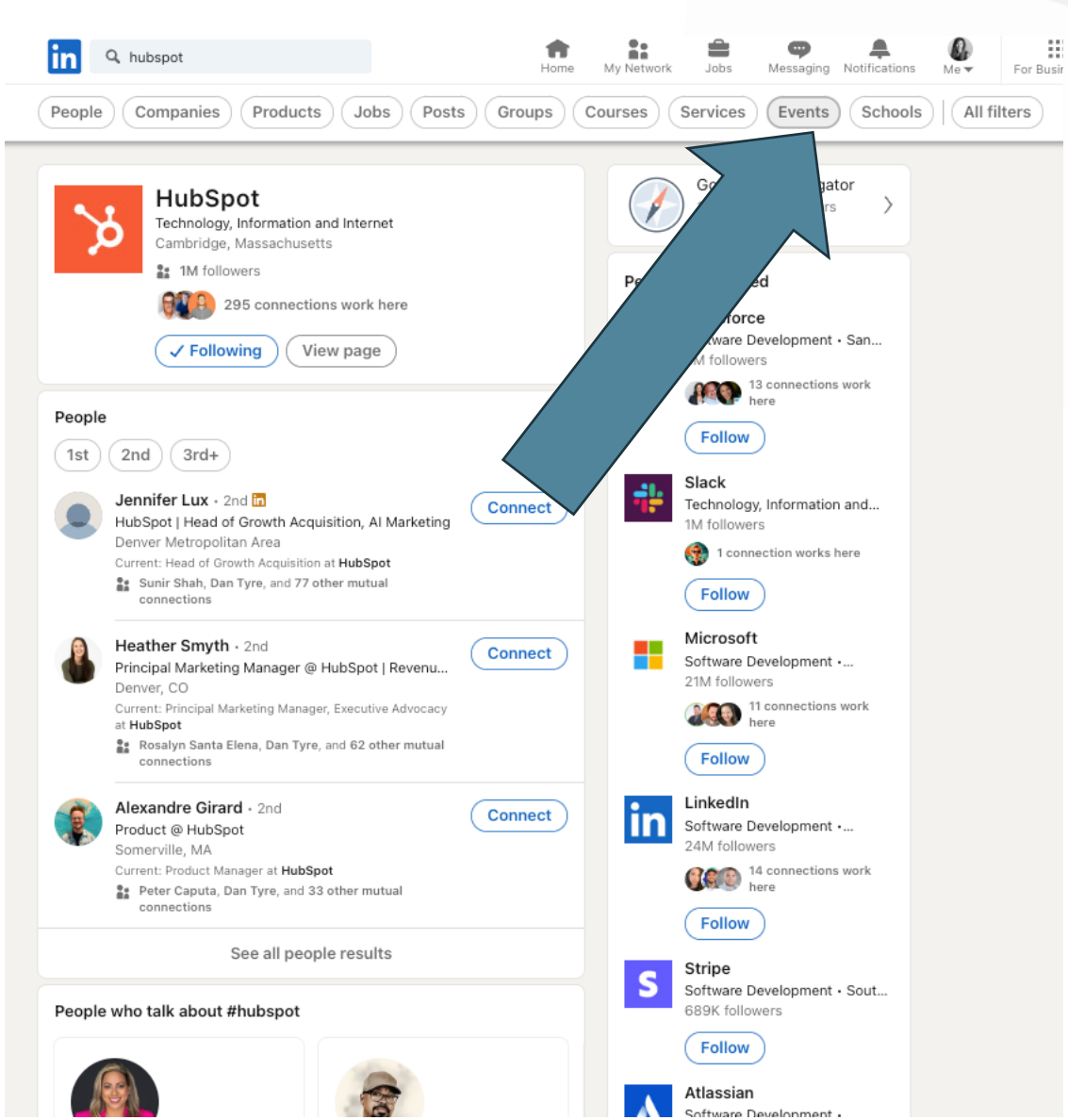
Show more

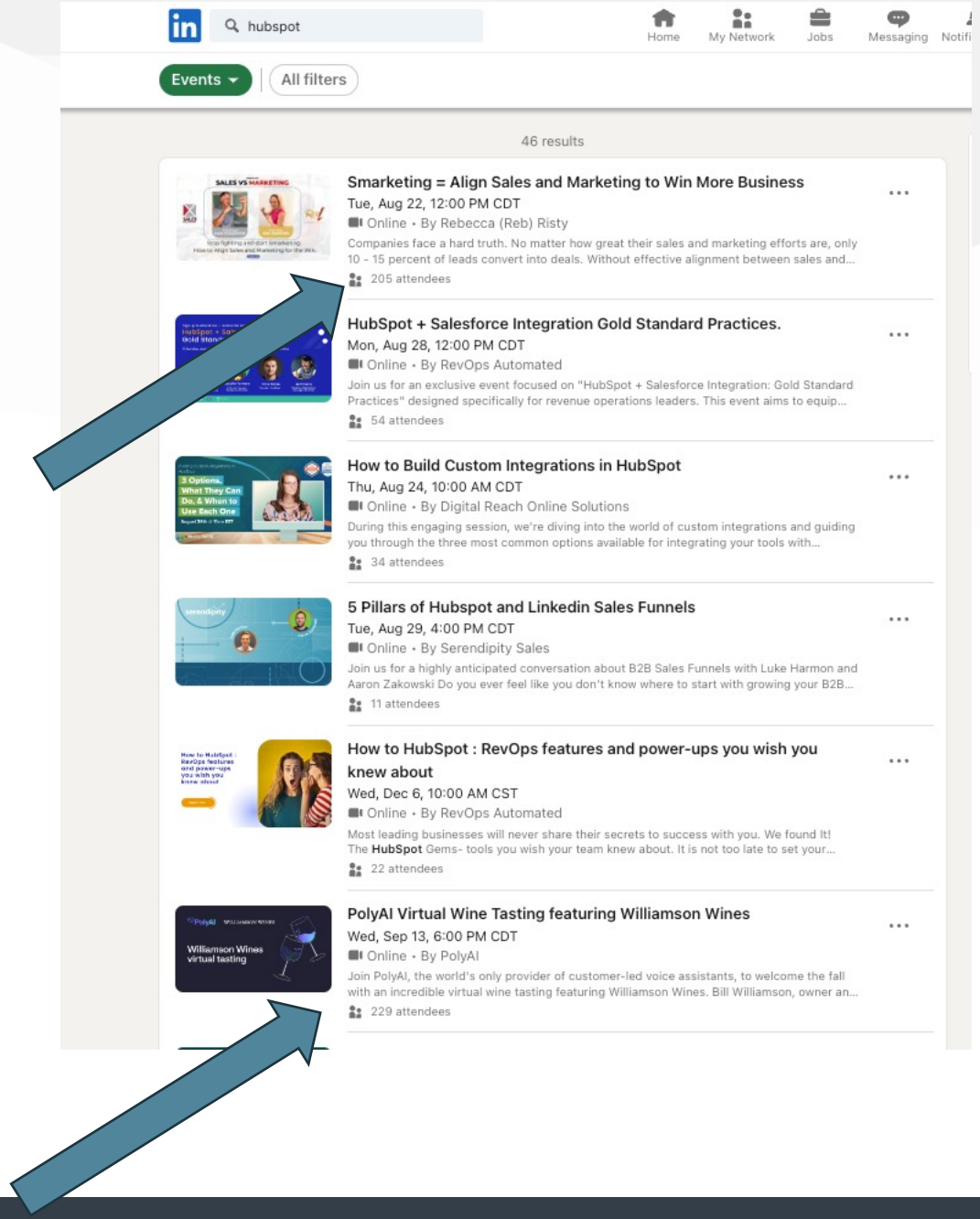
Recommended for you

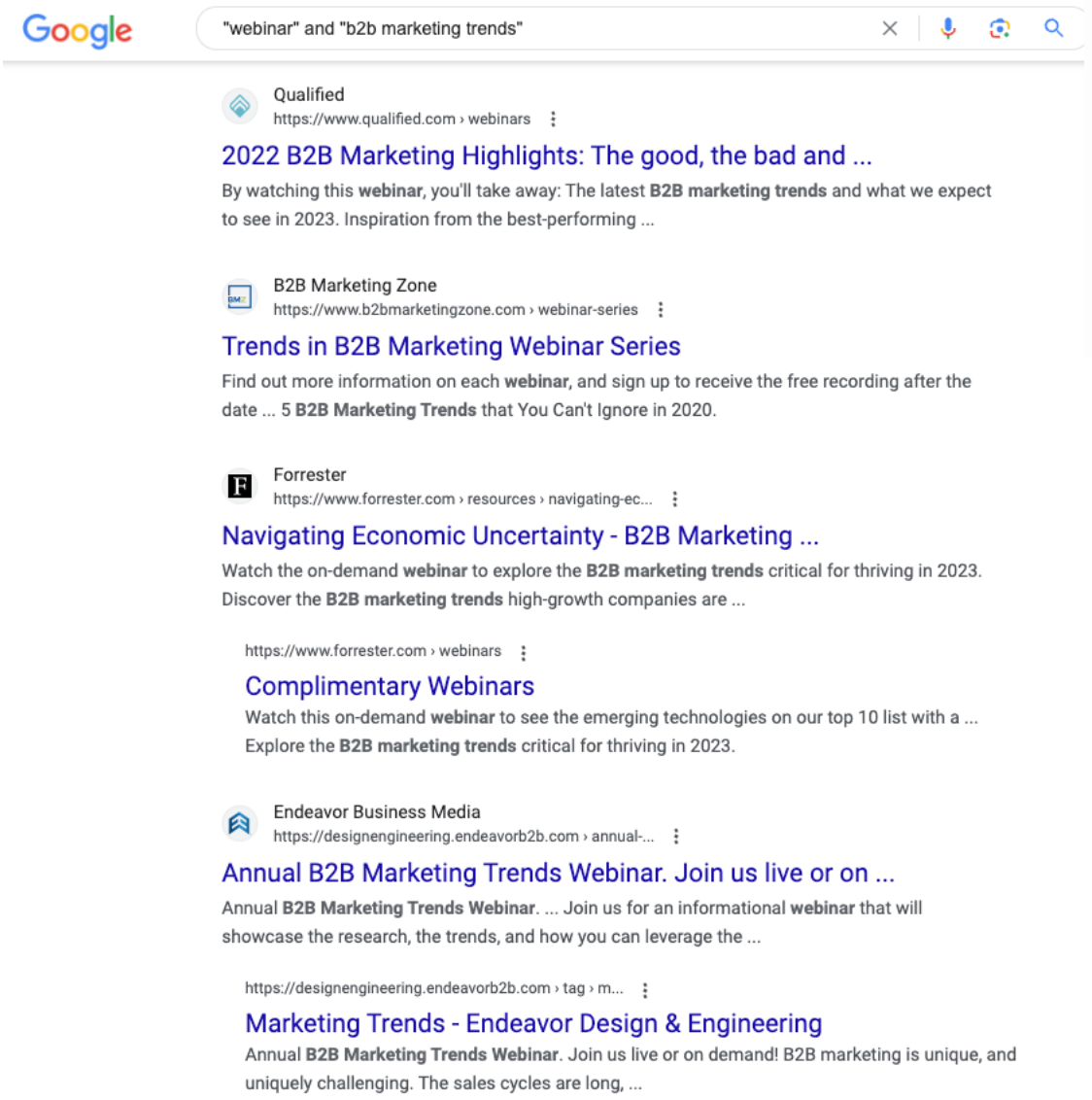
Fri, Aug 18, 2023, 6:00 AM • Live Video

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

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


hubspot
Home
My Network
Jobs
Messaging
Notifications
Me
For Busir
People
Companies
Products
Jobs
Posts
Groups
Courses
Services
Events
Schools
All filters
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
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


hubspot
Home
My Network
Jobs
Messaging
Events
All filters
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


Google
"webinar" and "b2b marketing trends"
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
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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.
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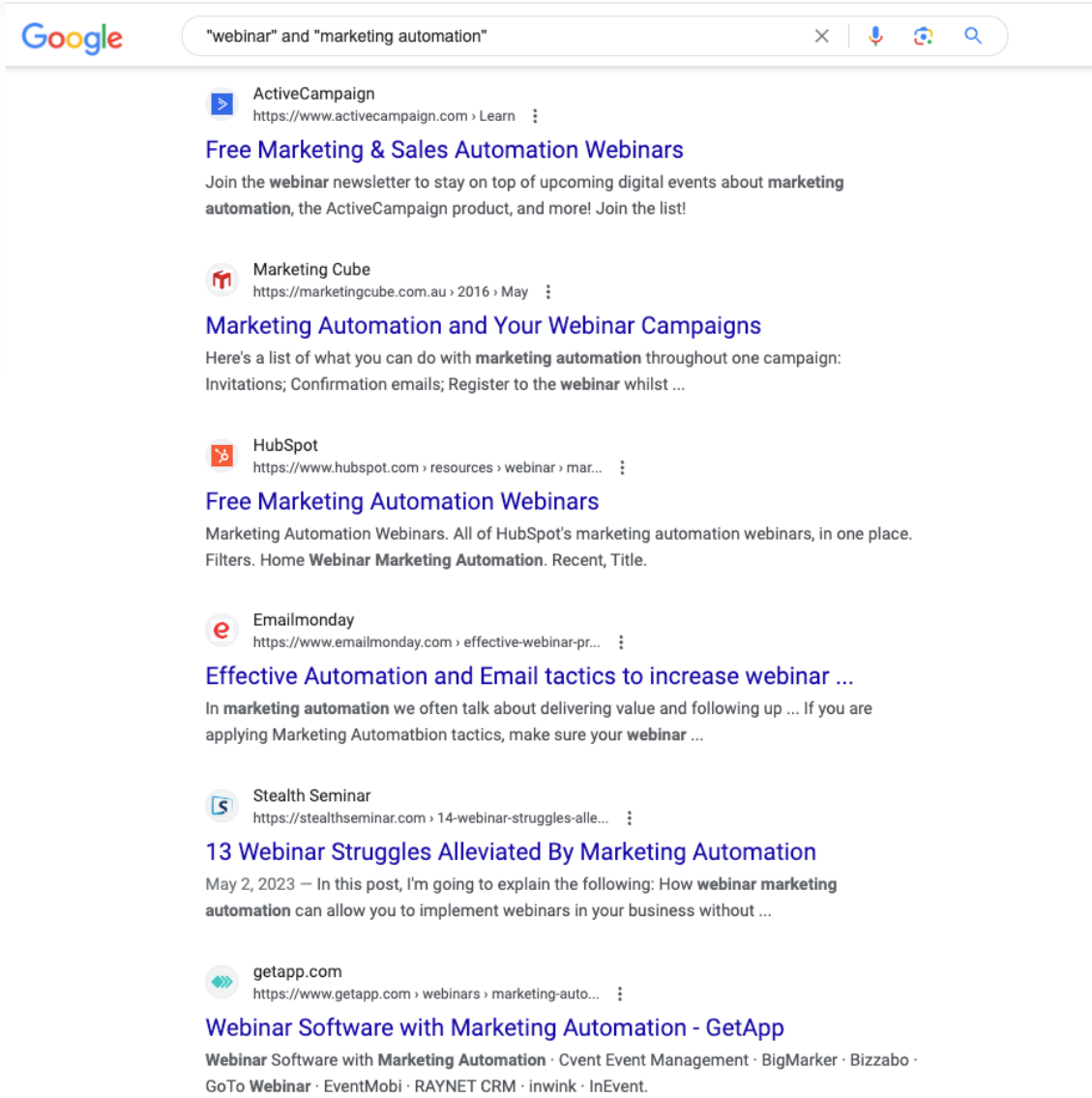
Annual B2B Marketing Trends Webinar. ... Join us for an informational webinar that will showcase the research, the trends, and how you can leverage the ...
https://designengineering.endeavorb2b.com › tag › m...
Marketing Trends - Endeavor Design & Engineering
Annual B2B Marketing Trends Webinar. Join us live or on demand! B2B marketing is unique, and uniquely challenging. The sales cycles are long, ...


Google
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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 Automatbion 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

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Type & Design:

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

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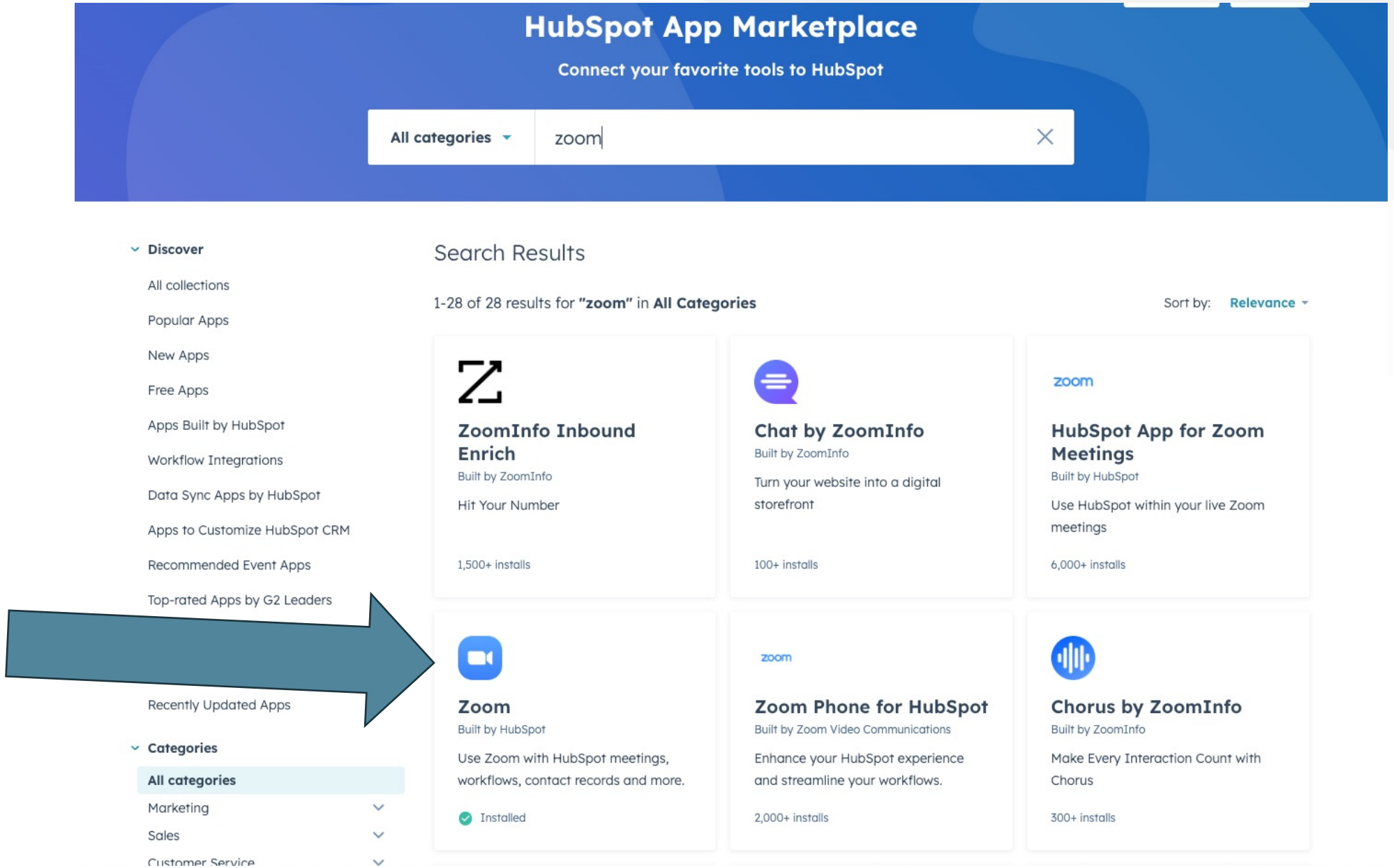
SETUP & PROMO

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...	--

Exit

Webinar Report

Save

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

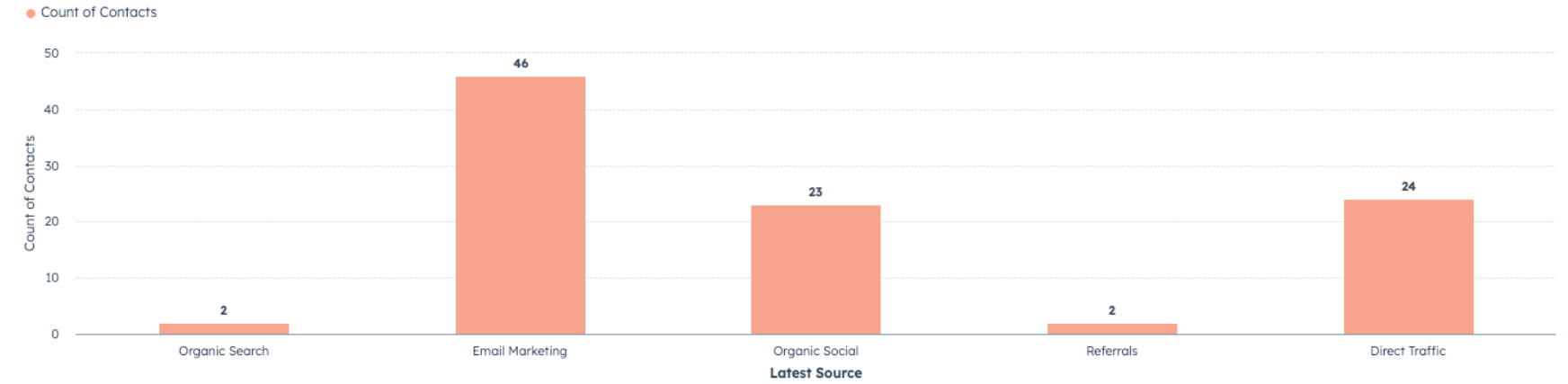
Lifecycle stage

Recent conversion

Get more properties to display in the **Data step**.

Use Fiscal Year | Color: | Display options

Date range: All time



Date range: All time

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

Help

Exit

Webinar Report

Save

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

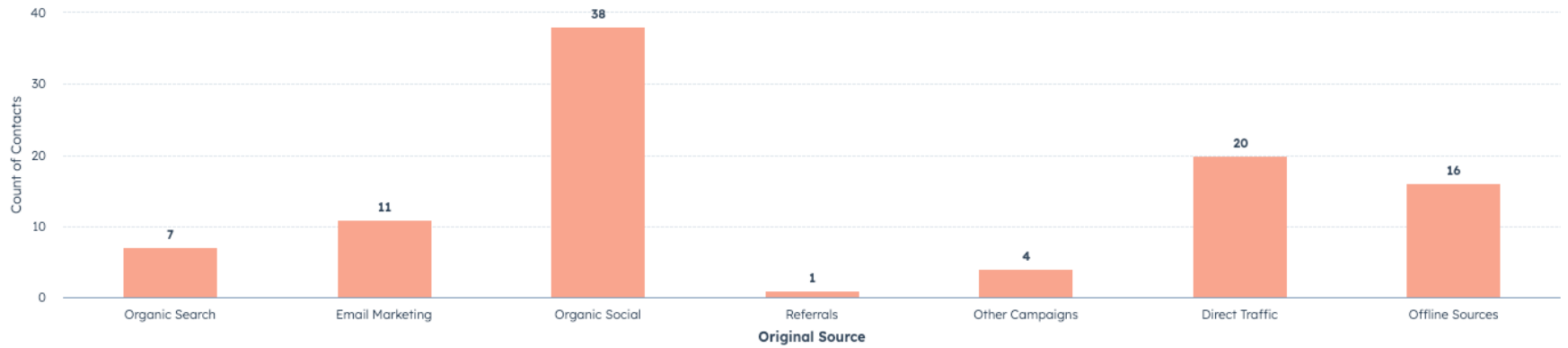
Latest Source

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

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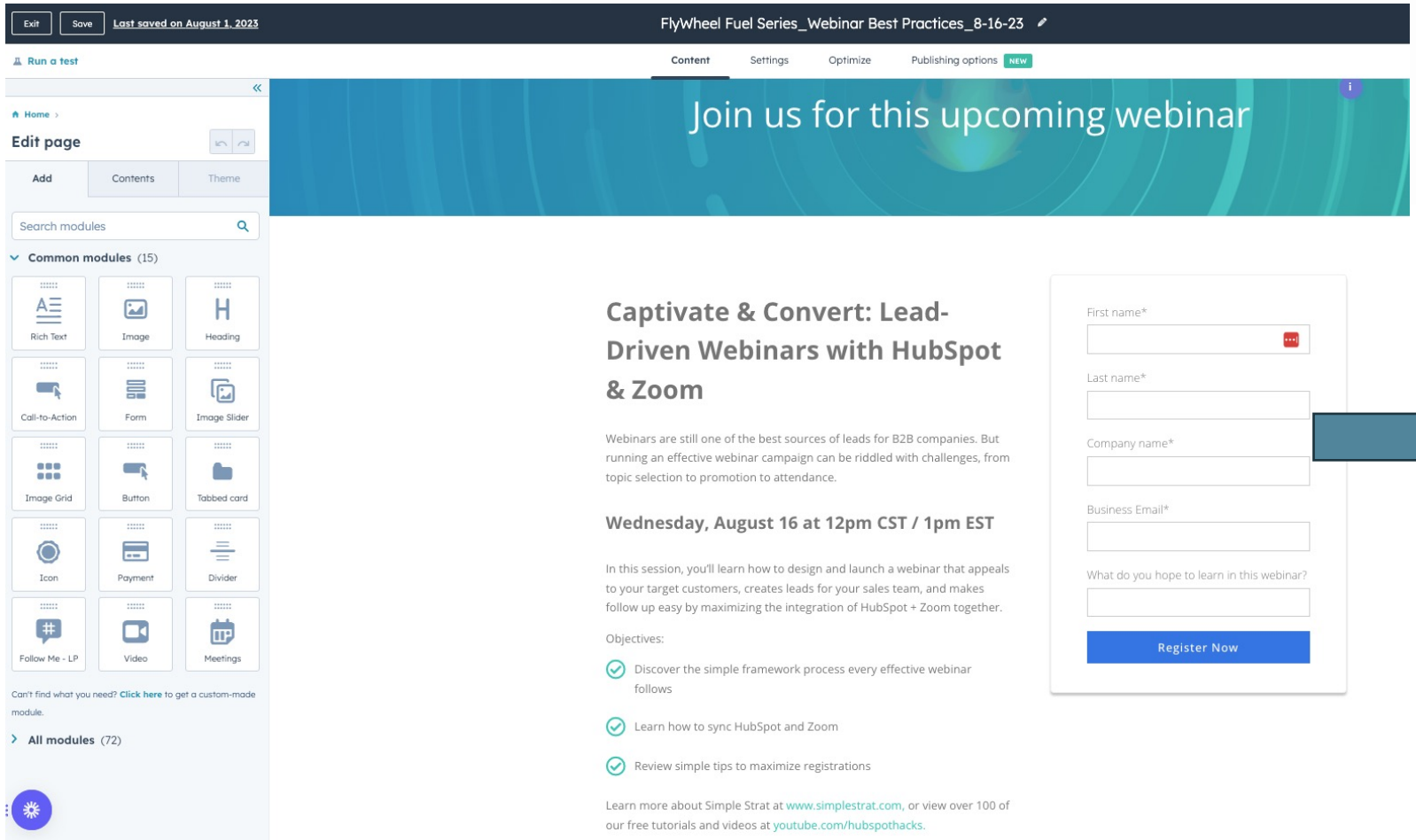
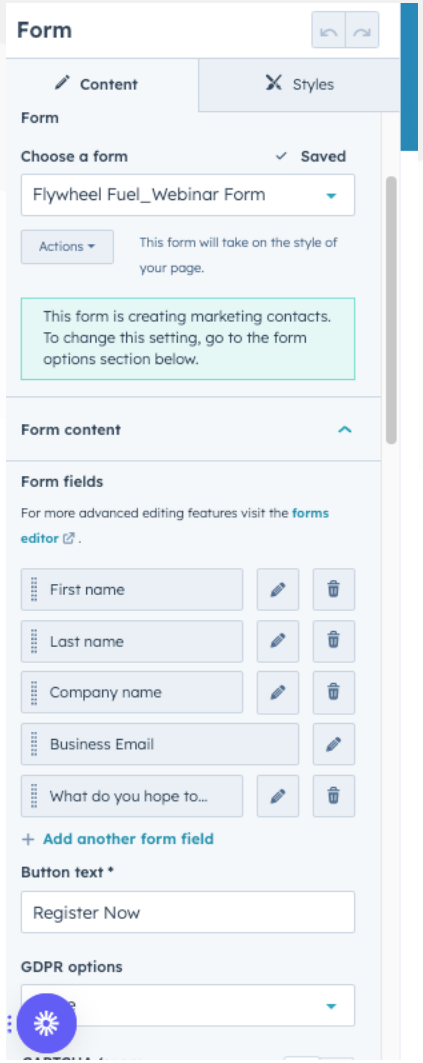
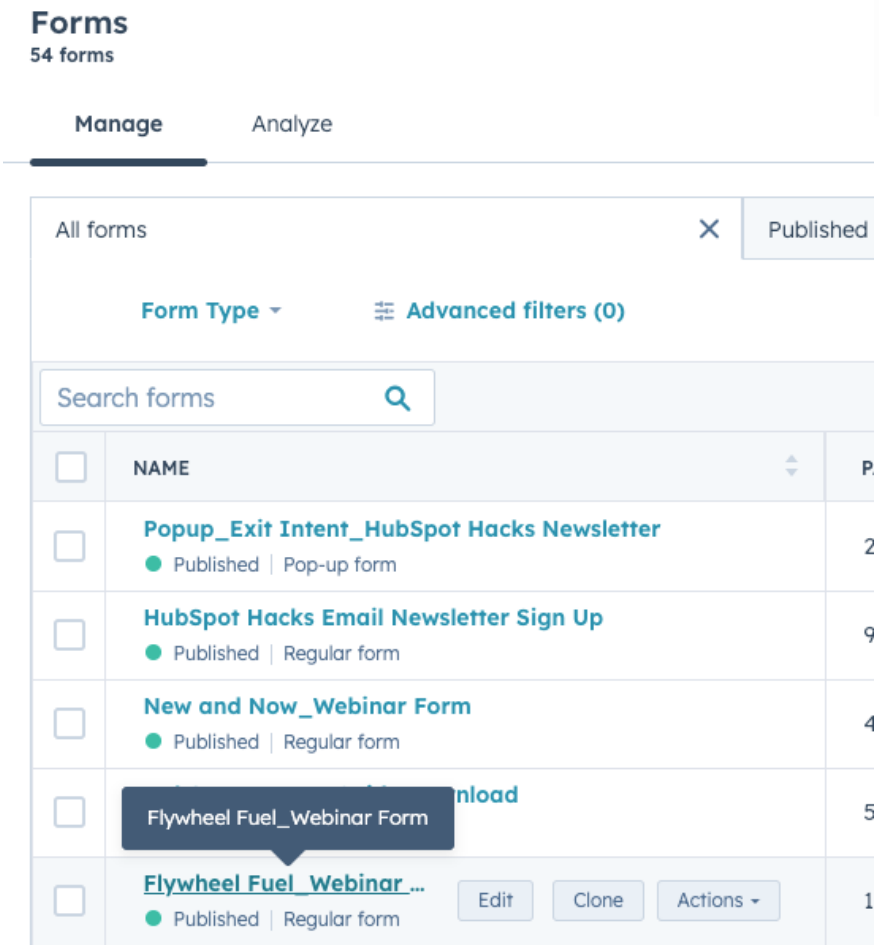
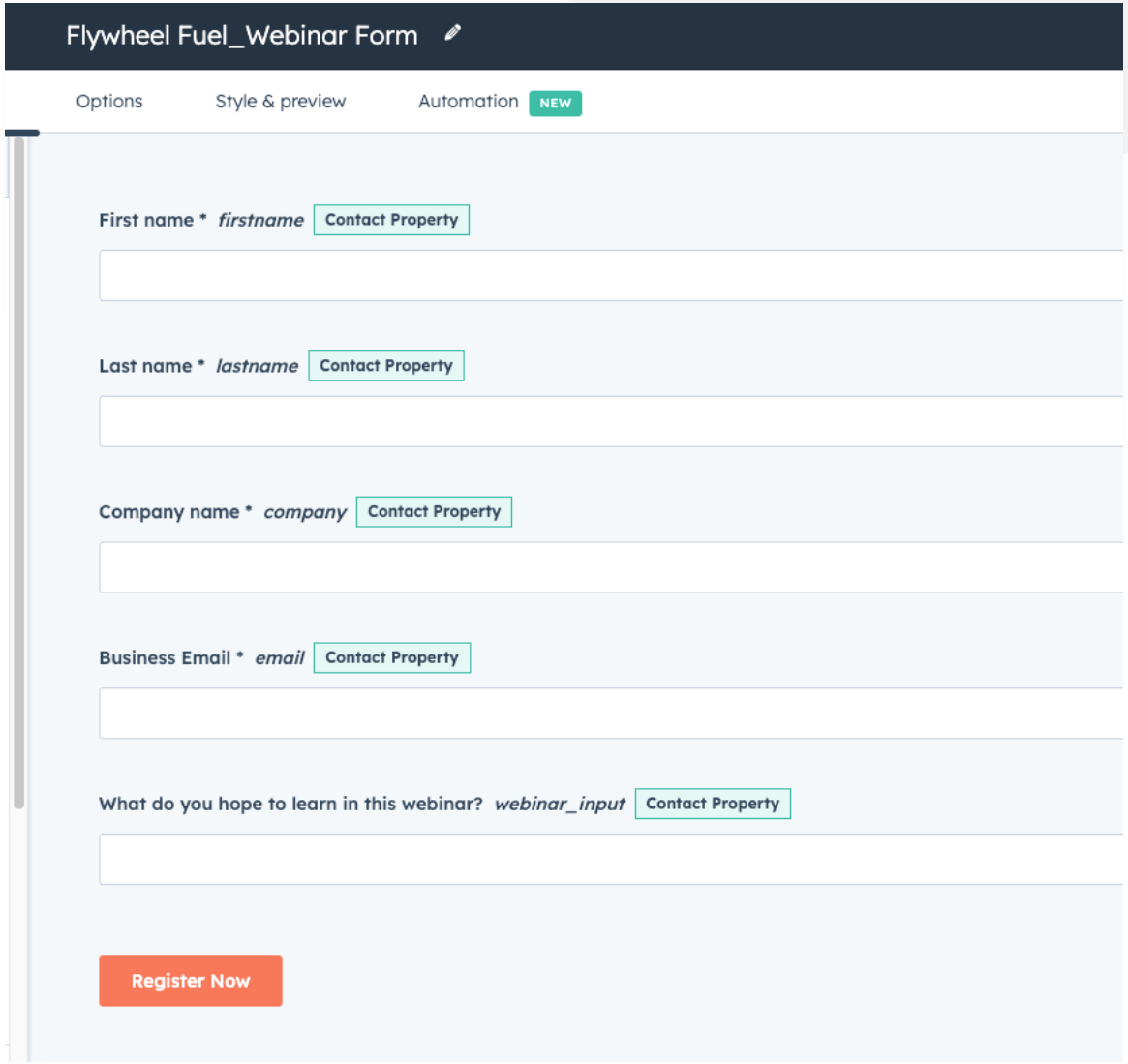
Landing Page:



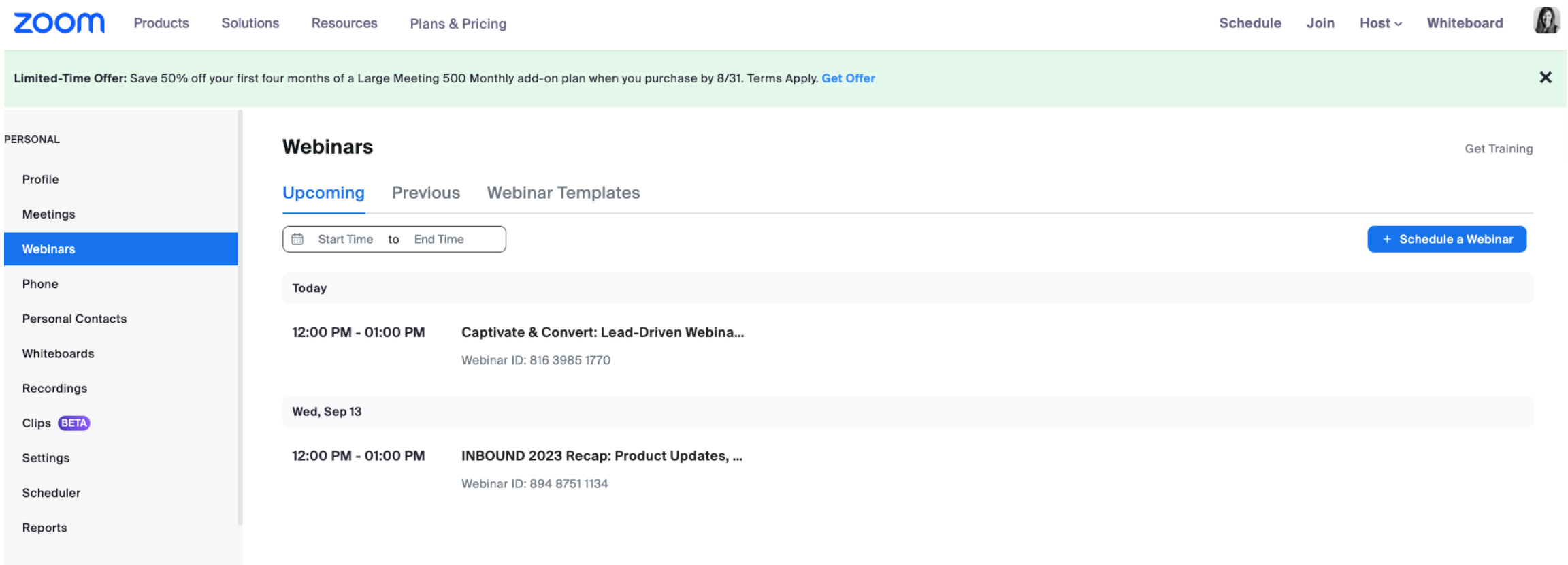


Form:

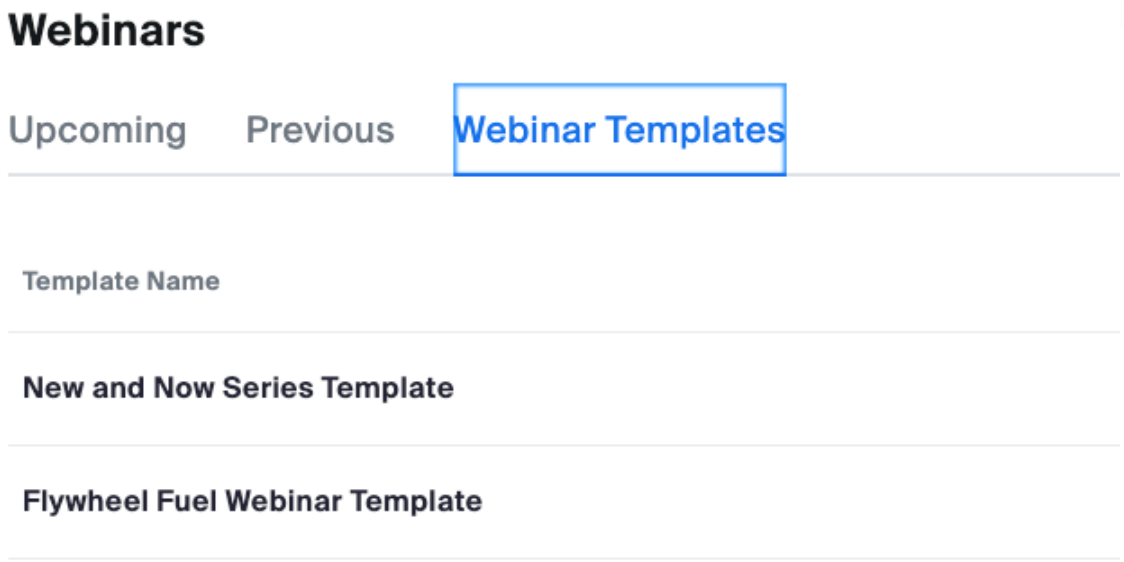

Forms
54 forms
Manage
Analyze
All forms
Published
Form Type
Advanced filters (0)
Search forms
NAME
Popup_Exit Intent_HubSpot Hacks Newsletter
Published | Pop-up form
HubSpot Hacks Email Newsletter Sign Up
Published | Regular form
New and Now_Webinar Form
Published | Regular form
Flywheel Fuel_Webinar Form
Flywheel Fuel_Webinar ...
Edit
Clone
Actions
Published | Regular form

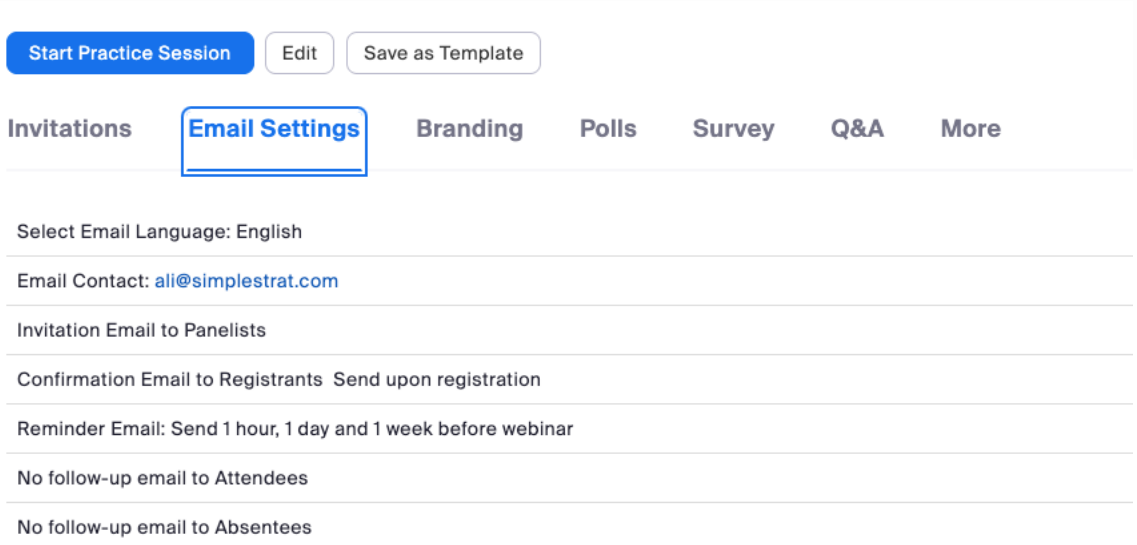

Flywheel Fuel_Webinar Form
Options
Style & preview
Automation
NEW
First name * firstname Contact Property
Last name * lastname Contact Property
Company name * company Contact Property
Business Email * email Contact Property
What do you hope to learn in this webinar? webinar_input Contact Property
Register Now

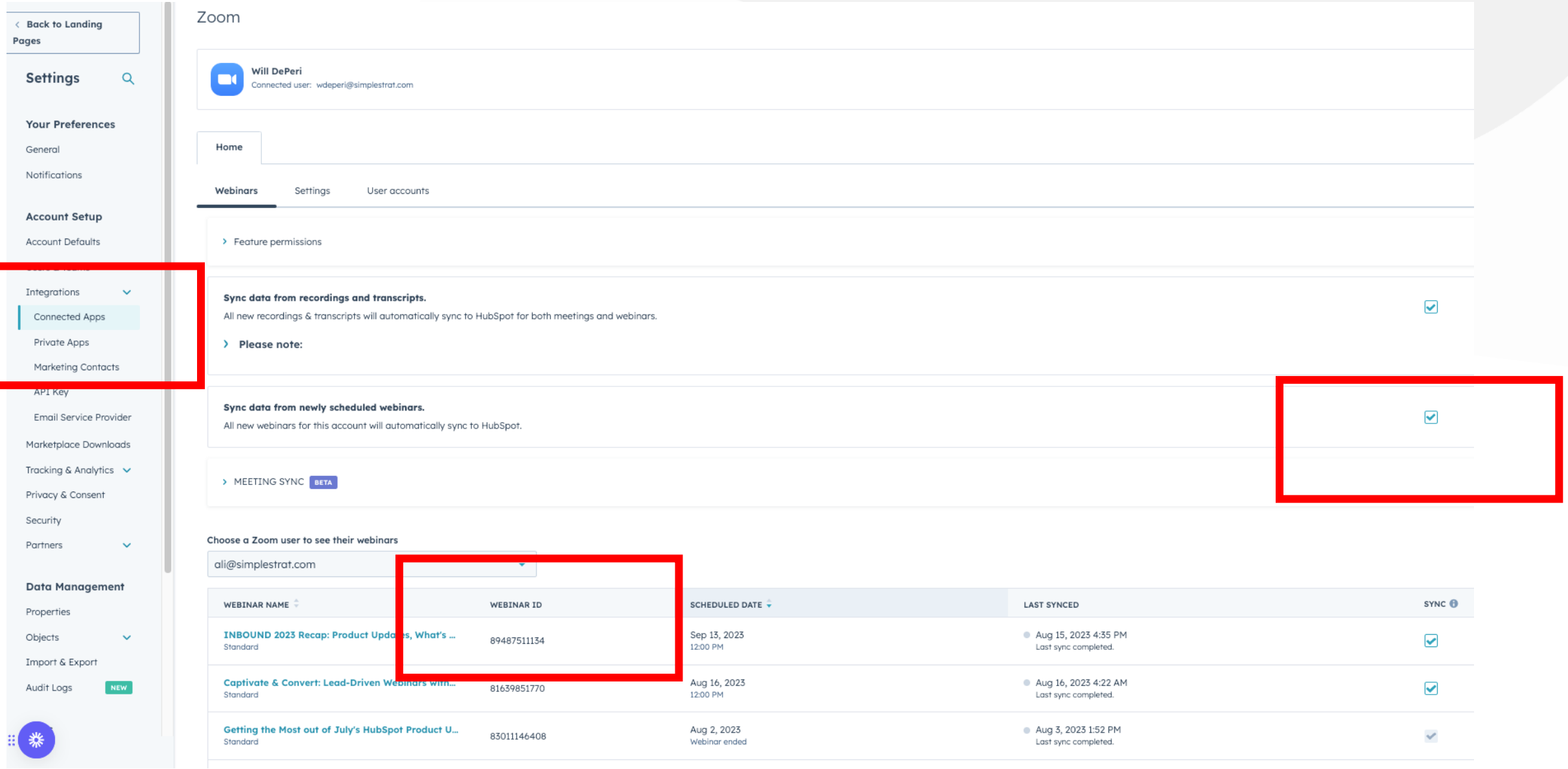
Zoom:


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
PERSONAL
Profile
Meetings
Webinars
Phone
Personal Contacts
Whiteboards
Recordings
Clips BETA
Settings
Scheduler
Reports
Webinars
Get Training
Upcoming
Previous
Webinar Templates
Start Time to End Time
+ 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

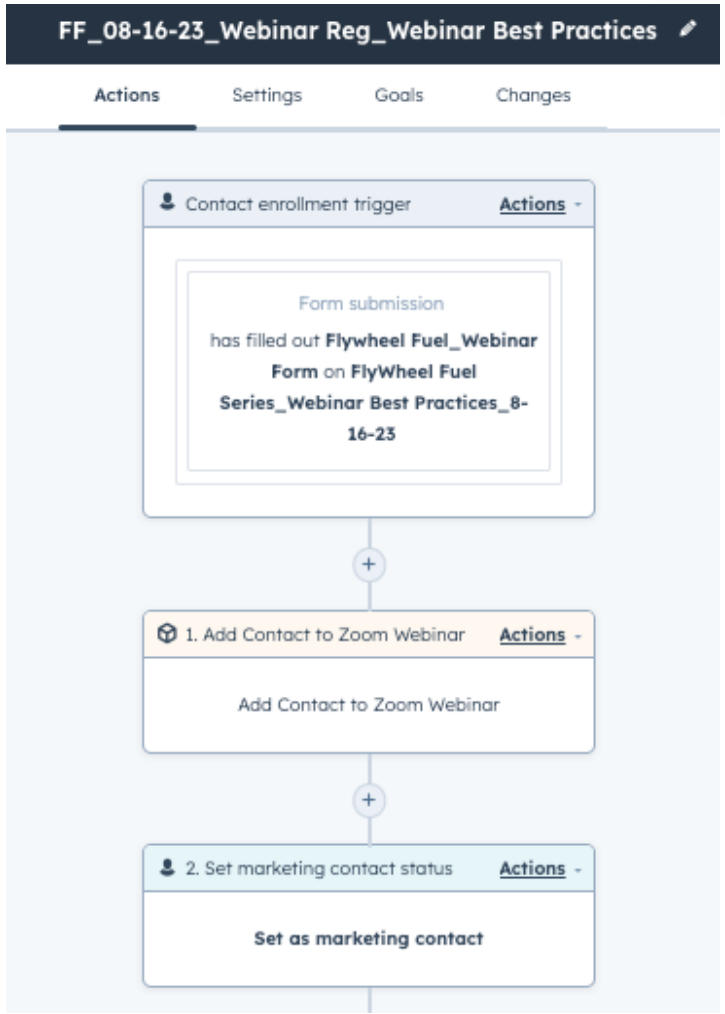
Zoom:

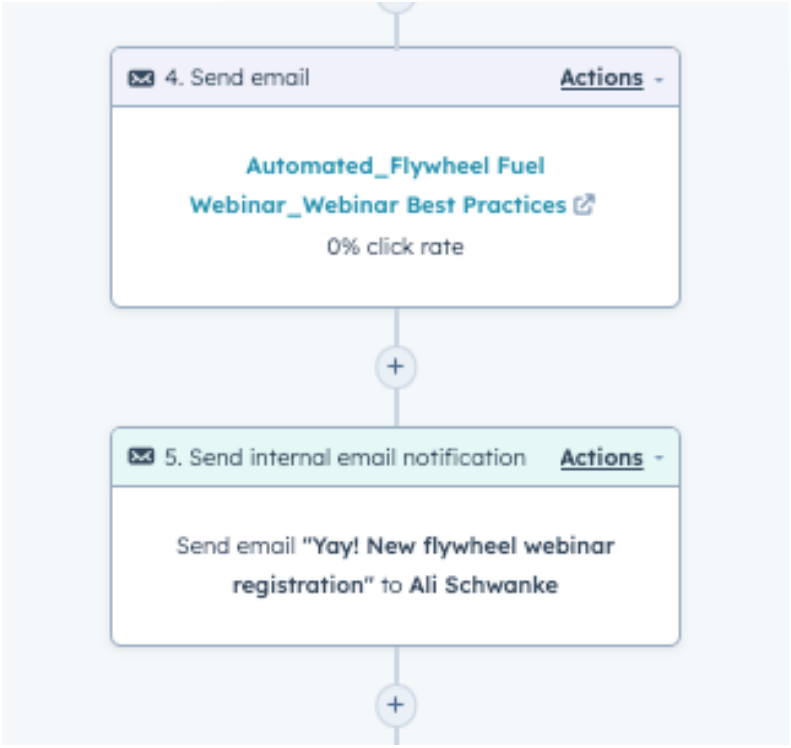

Webinars
Upcoming
Previous
Webinar Templates
Template Name
New and Now Series Template
Flywheel Fuel Webinar Template


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

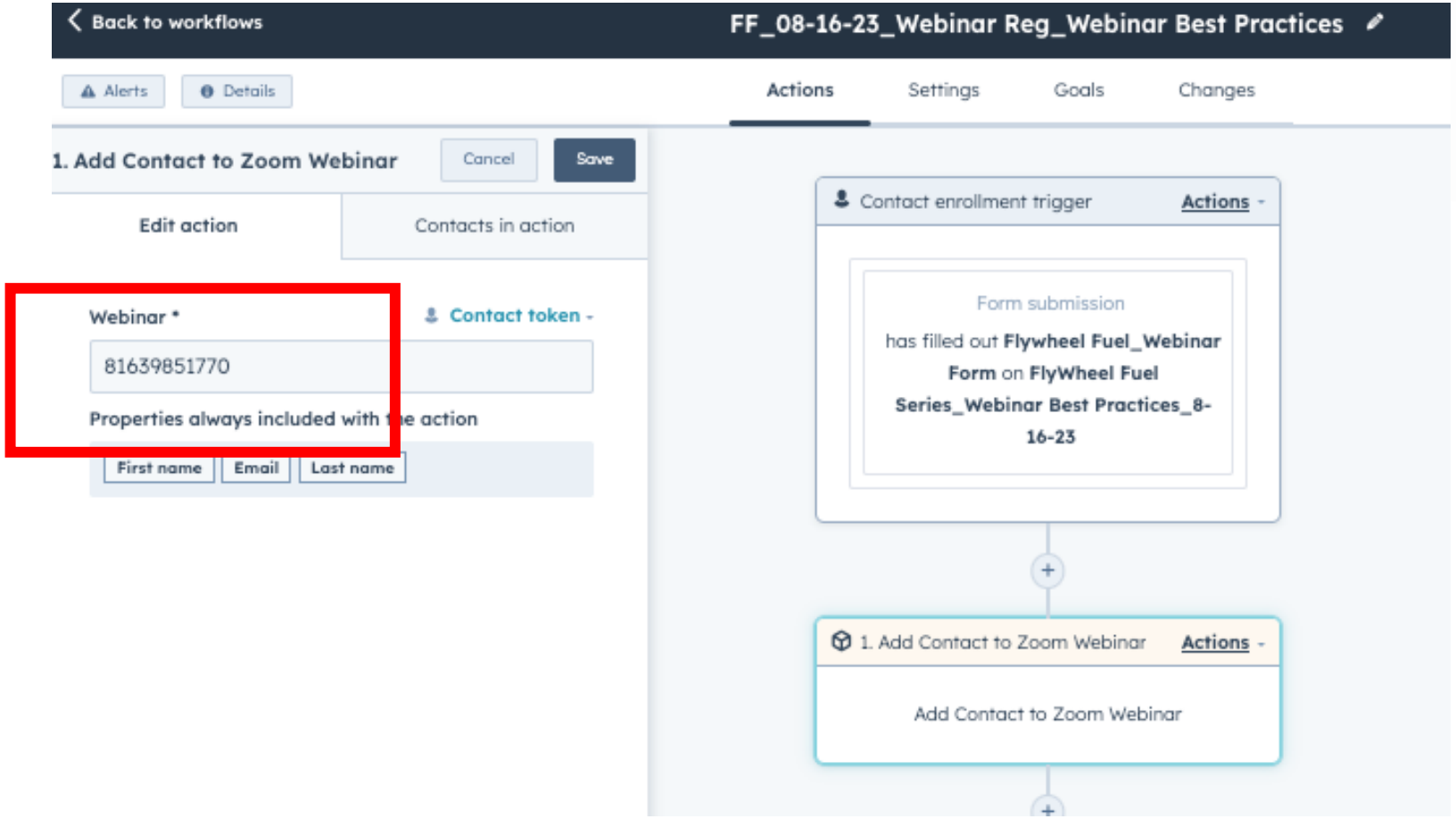

Back to Landing Pages
Settings
Your Preferences
General
Notifications
Account Setup
Account Defaults
Integrations
Connected Apps
Private Apps
Marketing Contacts
API Key
Email Service Provider
Marketplace Downloads
Tracking & Analytics
Privacy & Consent
Security
Partners
Data Management
Properties
Objects
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 Upda…s, What's …
Standard
89487511134
Sep 13, 2023
12:00 PM
Aug 15, 2023 4:35 PM
Last sync completed.
Captivate & Convert: Lead-Driven Webinars with…
Standard
81639851770
Aug 16, 2023
12:00 PM
Aug 16, 2023 4:22 AM
Last sync completed.
Getting the Most out of July's HubSpot Product U…
Standard
83011146408
Aug 2, 2023
Webinar ended
Aug 3, 2023 1:52 PM
Last sync completed.

Workflow:

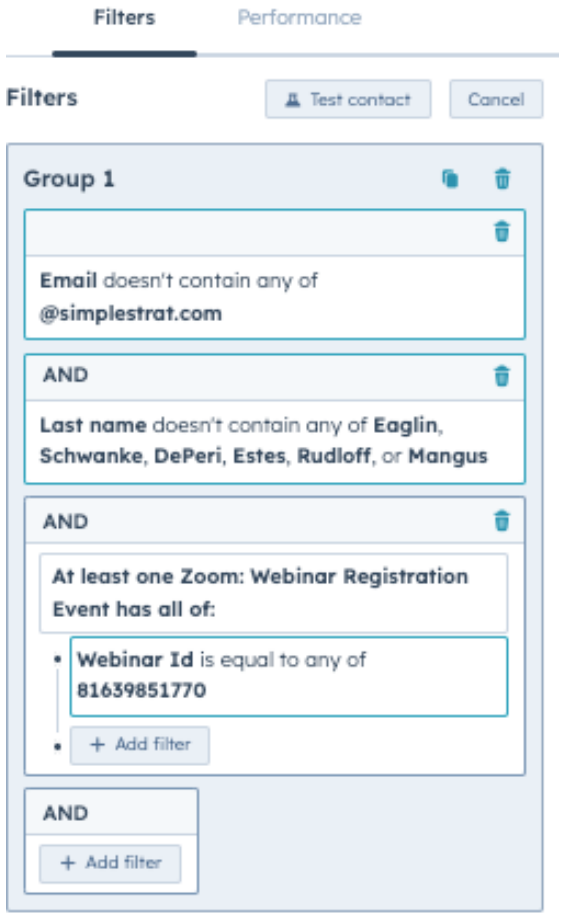

FF_08-16-23_Webinar Reg_Webinar Best Practices
Actions
Settings
Goals
Changes
Contact enrollment trigger
Actions
Form submission
has filled out Flywheel Fuel_Webinar Form on FlyWheel Fuel Series_Webinar Best Practices_8-16-23
1. Add Contact to Zoom Webinar
Actions
Add Contact to Zoom Webinar
2. Set marketing contact status
Actions
Set as marketing contact

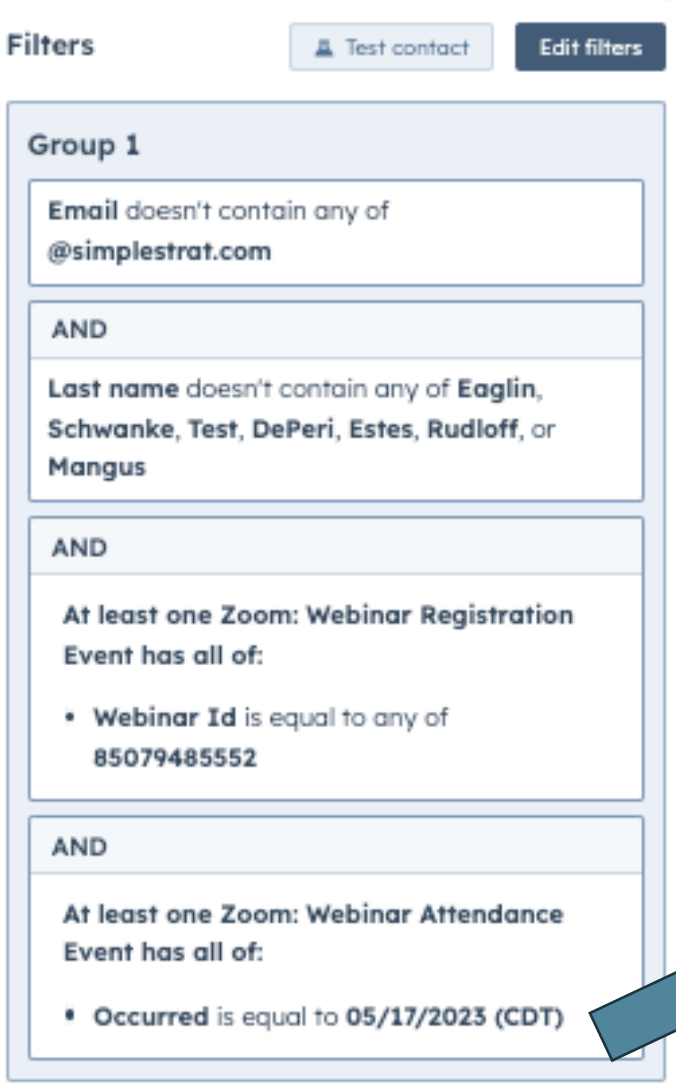

4. Send email
Actions
Automated_Flywheel Fuel Webinar_Webinar Best Practices
0% click rate
5. Send internal email notification
Actions
Send email "Yay! New flywheel webinar registration" to Ali Schwanke

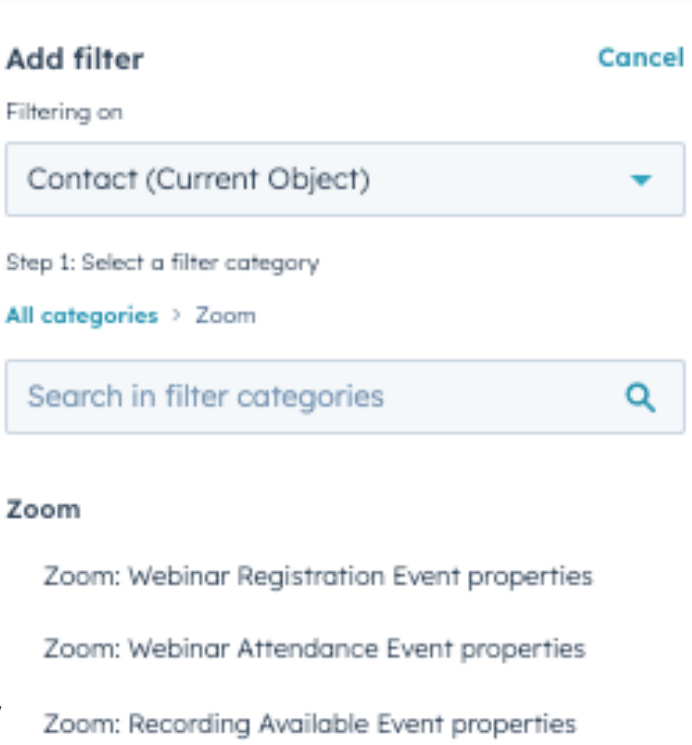
Workflow:


Back to workflows
FF_08-16-23_Webinar Reg_Webinar Best Practices
Alerts
Details
Actions
Settings
Goals
Changes
1. Add Contact to Zoom Webinar
Cancel
Save
Edit action
Contacts in action
Webinar *
Contact token
81639851770
Properties always included with the action
First name
Email
Last name
Contact enrollment trigger
Actions
Form submission
has filled out Flywheel Fuel_Webinar Form on FlyWheel Fuel Series_Webinar Best Practices_8-16-23
1. Add Contact to Zoom Webinar
Actions
Add Contact to Zoom Webinar

List Creation:







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
PU	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)

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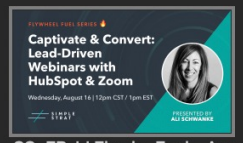
Graphics Playbook:

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

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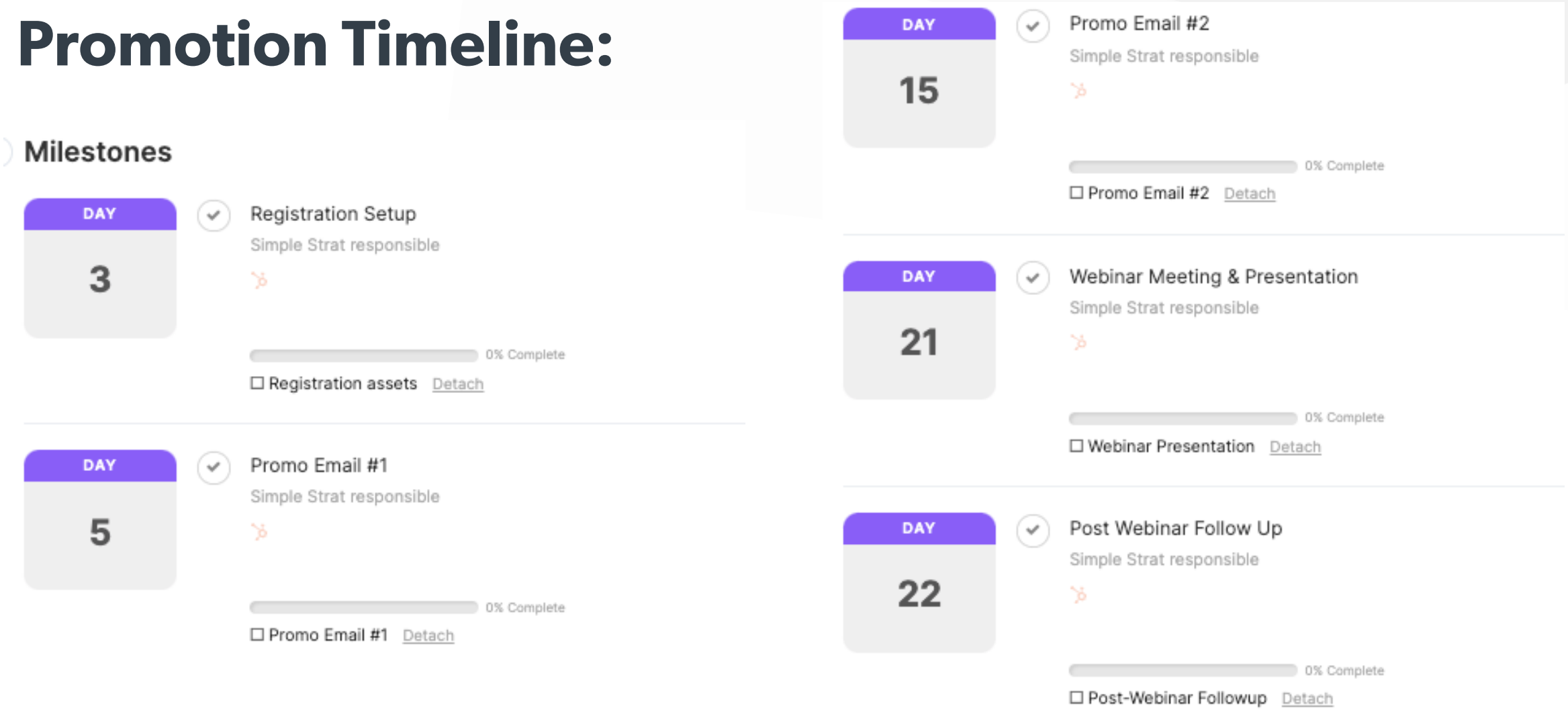
Promotion Timeline:



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

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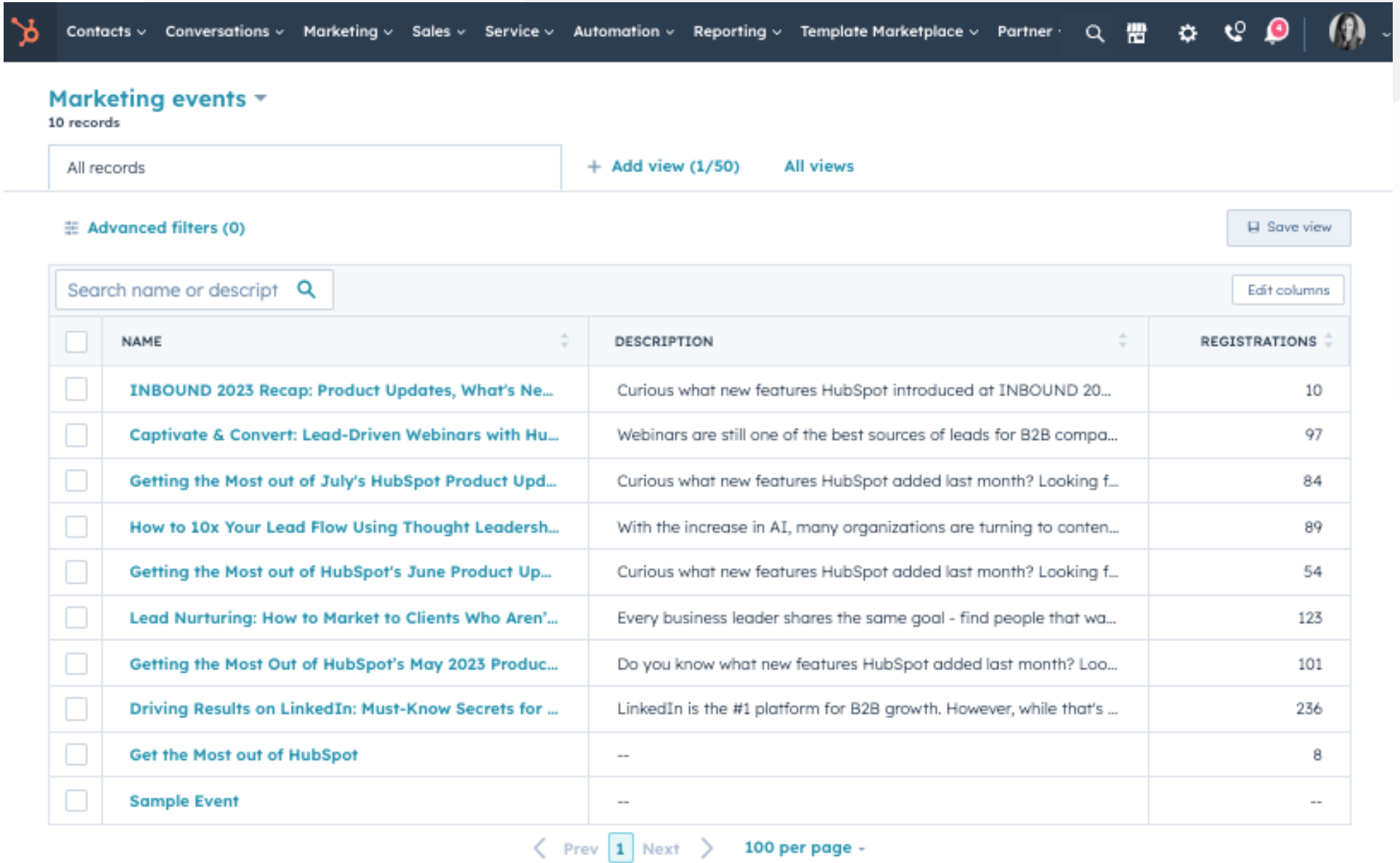
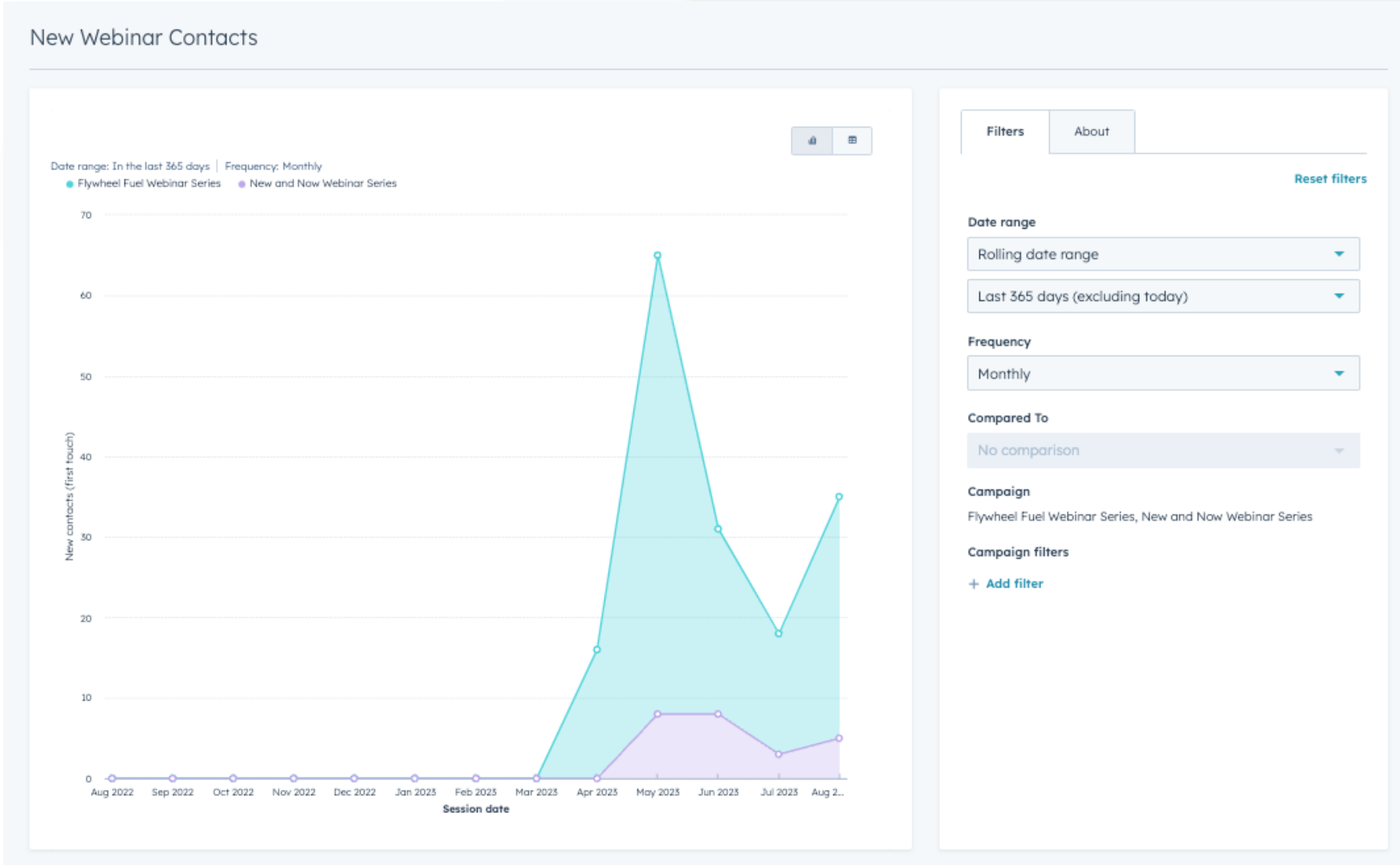
Marketing events in HubSpot:



Reporting by campaign:

May 2023	
Flywheel Fuel Webinar Series:	57 (88%)
New and Now Webinar Series:	8 (12%)
Totals:	65



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

SIMPLE STRAT

Diamond HubSpot SOLUTIONS PARTNER PROGRAM

PRESENTED BY
TYLER SAMANI-SPRUNK

Q&A

What questions can we answer?