

The Formula For Killer Webinar Conversion

10 Point Checklist

Jon Shugart

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



"Traffic is an audience. Once you start looking at that audience and figuring out what their likes and dislikes are and what the segments of that particular audience is, that's when you can start really increasing your ROI."

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10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.**

- Try out Voluum, Prosper202, or CVPLab for some great insights into which ads work best for your audience.
- Segment out your list to separate the buyers from the prospective buyers.
- Check out Bannercloud for a great marketplace to find ads and quickly set them up and test them.
- Check out setting up a hybrid webinar system to maximize conversion while making it easier for you to conduct as many webinars as possible.
- Develop relationships with others that you can share lists with to create a joint venture in your webinars.
- Start marketing your webinar at a close date to the day you are holding it to keep attendance as high as possible, or conduct them often.
- Find out everything that your audience could need from you with their specific interest.
- Set up a very clean looking landing page and email sign up, it'll maximize your click-through.
- Make sure the goal of your webinar is to educate and deliver value! Then sell casually at the very end.