

Optimize Your Webinar Marketing

10 Point Checklist

Casey Zeman

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**



"There is so much content out there nowadays, and sales funnels aren't what they used to be. People require more experience now. When you provide a unique experience, next comes connectivity."

CASEY ZEMAN

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.

- Create a webinar funnel before inviting people to sign up for my event. Make sure that everything is ready to run seamlessly on the actual date.
- When hosting a webinar, start with doing a live session first. I should only move on to automated webinars when I know that my existing programs are converting.
- Make my webinar evergreen to save time and effort in creating my presentations. My content should be something people can keep referring to for an extended period.
- Be transparent in running webinars. It would be embarrassing once my audience finds out that it's not live even when I say it is.
- Find ways to keep the engagement going while the webinar is running. Ask questions, give out small prizes to participating audiences, or do polls.
- Optimize my automated event's scheduling with 15, 30, or 1-hour increments so that continuous traffic always has an available nearby time to sign up to.
- Nurture my audience by adding them to my mailing list. Keep the relationship going as they can become potential clients or customers.
- Create an offer my audience cannot refuse by offering solutions instead of products or services they don't fully understand.
- Give my audience a great overall experience from sign up to follow up. It's all about catering to their needs and making it as convenient as possible.
- Check out Casey Zeman's Elite Webinar Mastery offer for Marketing Speak listeners.