

Webinar Check List

Webinar Set Up

- ☐ Create Thank You Page in “LeadPages”
- ☐ Set up Webinar in “GoToWebinar”
- ☐ Create GoToWebinar logo/banner/theme/custom image to be inserted at top of webinar page (optional)
 - Logo images can be up to 400 x 200 pixels in size, GIF or JPEG format, and 100kb max.
- ☐ Add Tags to SendPepper or in Your Database System
- ☐ Set up “Sign Up Forms” in SendPepper or in Your Database System
- ☐ Create Opt In Page in LeadPages or on your website
- ☐ Create any gifts required for Webinar (videos / PDFs)
- ☐ Set up pre-Webinar emails (reminders / gift announcement etc.)

Before the Webinar

- ☐ Create mindmap or other document of webinar script or outline
- ☐ Create slides in Powerpoint or Keynote
- ☐ Set up and check Sales Page with payment and interest links
- ☐ Stop Facebook Ads and any other paid ads that you have running
- ☐ Can redirect LeadPages direct to GoToWebinar right before Webinar

During the Webinar

- ☐ Get on webinar at least 20 minutes before start
- ☐ Check sound
- ☐ Check visuals are working
- ☐ Do announcements every couple of minutes that you will be starting at the start time once people are on there

- ☐ Start recording
- ☐ Ask questions to find out attendees names and where they are from (this also confirms that sound is working)
- ☐ Start webinar
- ☐ Post link to sales page in question/chat box when you get to the offer
- ☐ Answer any questions about the offer first, then questions on the webinar content

Straight After the webinar

- ☐ Stop recording
- ☐ Convert recording file
- ☐ Stay on online chat and talk to anyone that has questions
- ☐ Set up Replay Page

The Next Day

- ☐ Download webinar attendee report in GoToWebinar
- ☐ Tag people in SendPepper that attended webinar
- ☐ Send email to attendees with thank you / gift
- ☐ Change opt in pages to redirect to a webinar notification sign up page
- ☐ Take down webinar off Events page on website
- ☐ Send out replay email to non-attendees
- ☐ Follow up with any leads / registered interest

Before the Cart Closes / Replay Comes Down

- ☐ Last Chance Email for non-attendees reminding them to watch the webinar
- ☐ Last Change Email for attendees to buy the offer