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TIPS TO BOOST REGISTRATION FOR YOUR EVERGREEN WEBINAR

1 OPTIMIZE THE WEBINAR LANDING PAGE

Compelling Headline that conveys immediate value. Engaging bullet-pointed content to highlight benefits. Show testimonials from past satisfied attendees. Clear, standout Call-to-Action. Mobile-friendly optimization.

2 SEGMENTED EMAIL MARKETING

Personalized invites to cater to specific audience interests. Engaging subject lines linked to pain points. Reminder emails: 1 week, 1 day, 1 hour before.

3 MAXIMIZE SOCIAL MEDIA

Schedule promotional posts across platforms. Use engaging visuals or video teasers. Showcase social proof & past success stories. Consider paid ads to target ideal audience.

4 COLLABORATIVE PARTNERSHIP

Partner with non-competing industry peers for co-hosting/promotion. Tap into their audience for broader reach.

5 CONTENT MARKETING BOOST

Create related blog posts with webinar CTAs. Guest post on industry websites, incorporating webinar promotion.

6 INCENTIVIZE YOUR AUDIENCE

Offer early bird discounts or special perks. Promise exclusive content for attendees. Organize giveaways for added allure.

7 RETARGETING CAMPAIGNS

Use ads to reconnect with those who visited but didn't register. Turn maybes into definites.

8 STRATEGIC WEBINAR TIMING

Host at varied times/days to cater to wider audiences. Consider peak activity periods.

9 ENGAGE YOUR ACTIVE USERS

Motivate current users to discover advanced features and insights. Convert users into brand advocates.

10 MAINTAIN A FEEDBACK LOOP

Post-webinar feedback collection. Continuously refine based on direct attendee input.