



How to promote your next webinar

Checklist



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Once you're ready to promote your webinar, have this checklist to hand to ensure you're making the most of the available opportunities and increase your registrations.

Promoting your webinar



4 weeks prior to your webinar

- Determine how you will measure the success of your campaign (registrations, attendees, enquiries)
- Start promoting your webinar at least 4 weeks prior
- Use LinkedIn Ads to target your audience*
- Promote your host & speakers
- Cross-promote your event & additional resources
- Create a LinkedIn Event

Bonus tip

* Use Job Function rather than *Job Title* in your audience targeting. There are lots of different job title variations and this ensures you include them all (where relevant!)

An hour before your webinar

- Share final reminders on email and social media
- Share a glimpse of behind the scenes

Post-webinar

- Thank your attendees for joining
- Send follow up emails to your attendees providing them with a summary of the content or document they can share with colleagues
- Don't forget to follow up with the people who couldn't attend