



Checklist 6 - Tips for More Sales on your Webinar

Project Name: _____

Date: _____

Yes No

The content of your webinar might be great but if there is nobody to hear it out- it is of no use. So what needs to be done to ensure more sales? Here is a brief checklist to help you on your way:

- | | | |
|---|---|---|
| 1 | | <input type="checkbox"/> <input type="checkbox"/> |
| | Start by choosing a killer topic. | |
| 2 | | <input type="checkbox"/> <input type="checkbox"/> |
| | Select a topic that is broad enough to attract a large audience. | |
| 3 | | <input type="checkbox"/> <input type="checkbox"/> |
| | While you come up with a title for your landing page, carry out SEO research. | |
| 4 | | <input type="checkbox"/> <input type="checkbox"/> |
| | Find effective keywords that can get you a good ranking. | |
| 5 | | <input type="checkbox"/> <input type="checkbox"/> |
| | Set goals that need to be achieved. | |
| 6 | | <input type="checkbox"/> <input type="checkbox"/> |
| | Track your performance weekly to check whether your marketing efforts are working out or not. | |
| 7 | | <input type="checkbox"/> <input type="checkbox"/> |
| | Set an attendee goal. | |

Notes



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- | | | |
|--|--------------------------|--------------------------|
| | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | | |
| | <input type="checkbox"/> | <input type="checkbox"/> |
| Think of how many real and actual attendees you want. | | |
| 9 | | |
| | <input type="checkbox"/> | <input type="checkbox"/> |
| Give something special to your attendees. | | |
| 10 | | |
| | <input type="checkbox"/> | <input type="checkbox"/> |
| You can give out free tickets to events or free marketing assessments. | | |
| 11 | | |
| | <input type="checkbox"/> | <input type="checkbox"/> |
| You can also make use of ad spend coupons for Facebook and LinkedIn. | | |
| 12 | | |
| | <input type="checkbox"/> | <input type="checkbox"/> |
| Ensure that you work with your legal team while planning any contest or challenge for the attendees. | | |
| 13 | | |
| | <input type="checkbox"/> | <input type="checkbox"/> |
| Do not host your webinar on the weekend. | | |
| 14 | | |
| | <input type="checkbox"/> | <input type="checkbox"/> |
| Host your webinars on Tuesday, Wednesday and Thursday. | | |
| 15 | | |
| | <input type="checkbox"/> | <input type="checkbox"/> |
| Choose the right time of the day. Consider the following questions before you decide the time: | | |

<i>Notes</i>



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*Which time zone does your audience live in?
Do they have nine-to-five jobs?
Are their daytime schedules open?*

- 16
You can ask your visitors to suggest a time that is suitable for them.
- 17
Include a field in your registration form that asks the attendees to confirm the time that works best for them.
- 18
Create an informative, clear and honest landing page.
- 19
Always send a thank you email and registration confirmation.
- 20
Do not forget to market your webinar through social media.

Notes