



21 Ways to Promote a Webinar

Here are 21 ways of promoting your webinar, along with two bonus ideas. You will not employ all of these methods for every event, but this list will give you a full range of options which you can use for your next event.

As always, act on these ideas by testing new ideas and reusing the winning campaigns and elements where possible.

Email Invitations

1. **Email Invitations – In-house List** – The most common way of inviting prospects to a webinar. Make sure to link to a dedicated registration form. For many organizations, this is the primary way of recruiting an audience to their webinars.
2. **Email Invitations – Rented List** – Also a very common way of promoting your event. Usually costs about \$450 per thousand for verified opt-in names. The price of the rental typically includes design and mailing costs. Response rates can vary widely, from negligible to as much as 4 percent.
3. **Emails from Executives or Salespeople** – Can be used to target a small group of targeted individuals and can be very effective at recruiting quality or decision-making names. Marketing will often create a template or mail-out on behalf of individuals in the organization.
4. **Emails from Outside Speakers** – Many times with joint events, your speakers from outside organizations will mail to their list as well. This is a way to add to your own list. Use your compelling invitation copy to maximize response.
5. **Endorsed Emails from Third-Party Organizations** – Third-party organizations can be sponsors or equal partners in your webinar. Mail their list with your copy coming from someone in their organization who the market knows and trusts. This email can be even more responsive than your list. A great offer to an endorsed list can be one of your most successful marketing campaigns.

Direct Mail Invitations

6. **Direct Mail Invitations** – Using a multi-component mailing with an invitation letter along with a response card is more typically found in live seminar marketing campaigns, but is a proven way of recruiting your audience.
7. **Direct Mail Postcards** – Use similar invitation copy to your email and put it on a two-sided postcard. Direct mail postcards should be part of any lead generation program, and webinars make a great offer for this marketing vehicle.



Online Opportunities

8. **Web Page on Your Own Site** – A great way to convert traffic on your site to webinar registrants and leads. Small ads and listings would often drive prospects to this web page which would have an excellent headline, summary features and benefits, and an easy way to register.
9. **Banner Ads on Hub Media** – Reach new, target prospects and drive them to your web page, which aggressively sells your webinar and asks for a registration.
10. **Banner Ads on Your Own Website Home Page** – Similar to banner ads on third-party sites, the banner can be placed on the highest traffic pages on your site and direct prospects to your web page which sells the webinar.
11. **Ads in Newsletters** – Can replace or supplement your rented email program. Costs and results will probably be a lot less than rented lists. (Many newsletters will not allow stand-alone emails from advertisers.) Watch out for competitor ads being featured in the same newsletter as your ad.
12. **Listings in Newsletters** – Can be low cost or free because a newsletter may be looking for pertinent events and content. More commonly used for educational webinars or webinars with outside speakers.
13. **Listings on Hub Websites** – Small free or paid ads can pay big dividends in lead generation in general, and webinars could be a great offer to feature.
14. **Google Ads** – Webinars and webinar archives can be promoted in your paid search ads. Test a webinar offer versus a free report offer. Considered most often to promote archives of educational webinars.

Alternative Promotion

15. **Free Standing Insert (FSIs) in Relevant Media** – Free standing inserts are one of the hidden gems of marketing, and can be cheaper and more effective than either direct mail or advertising in the media itself. Consider a two-to-four sided letter in an envelope as a creative use of this medium.
16. **Press Release/Free Media** – Assuming your webinar is newsworthy, or built for coverage like a channel or product launch, you may get mention of your webinar in certain media. As a potential promotional outlet, consider upcoming event calendars which often promote live events.
17. **Fax or Voice Broadcast to Your Own List** – For most organizations, these would be considered alternative distribution methods. Typically used to target a



better segment of your own list, such as your customers. Sometimes used for events where you are targeting hard-to-reach decision makers. If you are sending a direct mail invitation, use the same or similar copy and format.

18. **Ask Prospects or Customers to Forward Your Invitation** – I’ve experienced webinars where 30% of attendance came from key prospects who forwarded to a list of potential prospects. With direct mail pieces, you can get invitations passed to the right party at target organizations. Usually, it can be prompted by one sentence of encouragement in the invitation.
19. **Posting the Invitation on a List-Serve** – There are countless blogs or list-serves where you can post your webinar information. Usually used in a “by-the-way” style text with soft selling language.

Telephone Promotion

20. **Telemarketing** – You can hire your own telemarketing team or an outside firm. Typically best done in combination with other media like email or direct mail invitations. Especially effective if you are promoting a paid webinar.
21. **Sales Calls (Lead script or second option)** – This can be a good opener for salespeople to use in their outbound calling, especially to relatively cool or cold lists. Also a fallback if the primary sales pitch fails to gain interest. It provides a way of getting groups of email addresses and adding them to a list.

Bonus Ideas

22. **Discuss Upcoming Webinars at the Next Webinar, Trade Show or Live Seminar** – Especially if you are running a series with a theme, you can discuss your upcoming webinar in the introduction and as a reminder at the end of the event. Feel free to hand out one-page advertisements for webinars at live events such as trade shows and live seminars.
23. **Repeat Successful Vehicles** – If something works, consider repeating it before the event. For example, if an email invitation pulls, send a “Last Chance” email 24 or 48 hours before the event. Also, use successful methods for future events.

See the companion webinar marketing documents for sample marketing plans for different types of events. Keep in mind these plans serve as guidelines: You should make the most of your specific budget and marketing resources available.

As always, send specific questions to bhanson@quantum-leap-marketing.com.