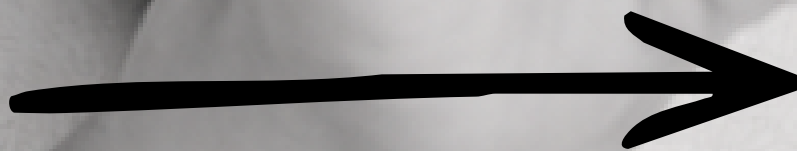


WEBINAR
MARKETING

I
ATTENDED
SO YOU
DIDN'T
HAVE
TO

5 IDEAS

worth stealing





WASTING YOUR THANK YOU PAGE

One marketer replaced the dead-end “Thanks for registering” page with a short qualifying survey.

90%

completion rate
before webinar
started



Real results

PAID **ISN'T** AUTOMATICALLY BETTER

There is no magical
webinar channel.

Test where your
audience actually
responds.



BUILD A SERIES



RANDOM WEBINARS

One registration = access
to the entire series.

900 registrants
1,000+ hours watched
80 opps influenced



Real results



FOLLOW UP CAN MAKE OR BREAK THE ENTIRE THING



Prioritize attendees based on
engagement, ICP fit and
target-account status.

Tell sales who, why, what
they cared about and what
to say.

WEBINAR SHOULD CREATE YOUR NEXT MONTH OF CONTENT

Clips
LinkedIn posts
Blogs
Newsletters
Sales follow-up
YouTube content
First-party research
Future webinar topics



BOTTOM LINE

A WEBINAR ISN'T A STRATEGY

**IT'S
EVERYTHING
BUILT
AROUND IT**

Audience intelligence before it.
Engagement signals during it.
Pipeline and content after it.



Leave the light
On.



Not for me.
For the person
behind the resume.
For the parent trying
to hold it together.
For the leader wondering
what's next.

Because sometimes the
most powerful brand story
isn't the campaign.

It's the people behind it.



HIRE ME

