Winning The Webinar

Winning The Future

Crimson Wing Growth Strategies

cwgs.wtf

Tips and Tricks

- Establish and adhere to a consistent schedule, ensuring realistic expectations.
- Include speakers from internal subject matter experts, external partners, and clients whenever possible.
- Alternate between insight-related (educational & thought leadership) topics and demonstrations or product-related subjects.
- Maintain a dual-track approach: "Demo Series" for continuous sales efforts and "Insight Series" for creating short video content tailored to the Aware, Engaged and Consideration journey stages.
- Conduct a thorough dry run well in advance, allowing time to address any potential computer issues by opening a support ticket with IT.
- Familiarize yourself with your broadcast software and marketing automation tools.
- Incorporate "recommended follow-up content" into registration confirmation emails.
- Strategically place polling questions: the first after intros to gauge the audience, and the second as a lead-in for post-event follow-up.
- Collaborate with Sales, Presales, Business Development Representatives, and Account Management teams for optimal synergy.
- Embrace the mantra: **Teamwork Makes the Dream Work!**

Segregation of Duties

Hosting Company Marketing Team

Speakers / Co-Host

- Promotion
- Production
- Post event processing
- Coordination and scheduling of dry run.
- Own technology and streaming platforms.
- Landing pages

- First draft of the abstract
- First draft of the presentation
- First draft of poll questions

Pre-Production & Planning Checklist

- ❏ Confirm topic | *Write abstract and outline*
- ❏ Confirm accreditation | *if applicable*
- ❏ Who? When? | *Wrangle the speakers and confirm a date*
- ❏ It's not just a webinar, it's a production | *Make it deliberate for better moments in post-prod*
- ❏ Build promo calendar | *Work backwards*
- ❏ Write all promo materials | *Templates below*
- ❏ Build promo graphics | *"Good artists copy; great artists steal," Picasso*
- ❏ Add production date to all participants calendars
- ❏ Add practice session to all participants calendars| *Test & run any updates*
- ❏ Add 2 15 minute check-ins to all participants calendars
- ❏ For live streaming | *Connect and test all connections*
- ❏ Add additional content to the registration email.
- ❏ Send internal promo email with promo card, AM/Sales 1:1 invite + send instructions - GET EVERYONE AMPED

Production & Game Day Checklist

- ❏ Load polling questions.
- ❏ Determine who has presentation control and is sharing their screen
- ❏ Close all
    - ❏ Email
    - ❏ Slack / Teams
    - ❏ iMessage (Mac)
    - ❏ All windows (besides the ones needed for presentation)
- ❏ Show up 30 minute early to connect and chat with your team on this project
- ❏ Define your order of operations for going live
    - ❏ For example: [Click start in GTW] → [Begin broadcast on LinkedIn] → [Begin broadcast on YT] → [Speakers begin]
        - ❏ Have a separate channel open for communication or use the built-in chat feature to communicate with presenting team.

Post-Production & Follow Up Checklist

- ❏ Built show and no-show list.
- ❏ Build the automations to make all the magic happen.
    - ❏ To update the campaign.
- ❏ Give a "heads up" to your sales and/or BDR teams alerting them to the conclusion of the webinar and that tasks will be sent in 36 hours.
- ❏ Begin video post-production processing.
    - ❏ Using tech, cut the webinar into smaller "moments" for use in outbound emails, sequences as well as organic social media.
    - ❏ Being deliberate in your planning of the content will lead to better "moments".
    - ❏ Getting a clients to speak about a topic on your page builds trust to your audience.
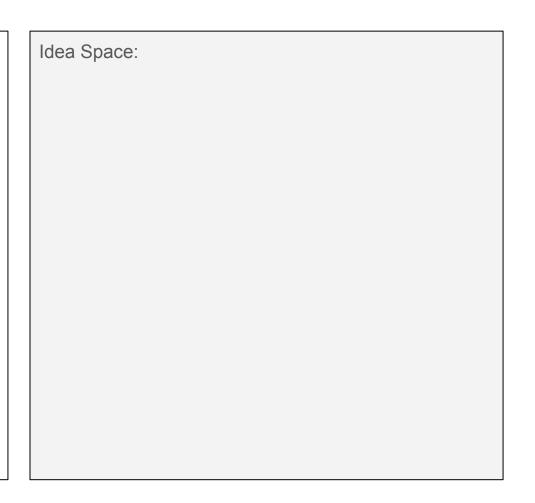- ❏ Prepare for uploading to YouTube.

Planning

Title	
Date	
Time	
Presenting Companies	

Idea Space:

Outline

1. Intros (5 Min)
   a. Speakers
   b. Topic
   c. Accreditation Notice
2. Current Macroeconomic Landscape (20 Min)
   a. How are current macroeconomics impacting the topic?
3. Practical POV (20 Min)
   a. Intro
   b. Practical tip+tricks
   c. 100 Second Master Class
4. Closing (5 Min)
   a. Wrap up
   b. Q&A

Idea Space:

Abstract

Idea Space:

Ideal Promotion Calendar (5 weeks lead time)

M	T	W	TH	F
Landing page go-live + Internal promo	OrgSoc Post 1			
	Promo Email 1			
			OrgSoc Post 2	
	Dry Run		Promo Email 2: Last Chance to promo 1 opens.	OrgSoc Post 3
	Live Event Day!!		Follow Up Email 1: to attendees and no-shows Trigger & assign follow up tasks	

Sales 1:1 Copy Planning

From	Sales_Team_Member@YourCompany.com	
Subject		
Body		

Promo Email 1 Copy Planning

From	Webinars@YourCompany.com	
Subject		
Body		

Last Chance Email 2 Copy Planning

From	Webinars@YourCompany.com	
Subject		
Body		

Polling Questions

Question 1	
Question 2	
Question 3	

Organic Social Copy Planning

Post 1	
Post 2	
Post 3	
Post 4 (optional)	

Recommended Follow Up Content

Content 1	
Content 2	
Content 3	
Content 4	

Wow, Thats Fantastic!

WTF

Winning The Future. This spin on the acronym aligns with the dynamic and ever-evolving nature of marketing strategies. To succeed in the competitive landscape, businesses need to continuously adapt, innovate, and embrace emerging trends.

WTF becomes a mantra for staying ahead, captivating audiences, and ultimately, winning the future market share.

It's a reminder that in the world of marketing, success often comes from boldly navigating the unexpected and creating campaigns that make people say, "Wow, that's fantastic!"

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