

How to Attract Attendees to Your Webinars

Cost-effective webinar marketing ideas

One of the great things about GoToWebinar® is its attendee capacity. The trick is using it to your best advantage. Here are some ideas for growing the number of attendees in your webinars.

Free/low cost

Post your webinar registration link on the front page of your Web site, as well as on a dedicated page of your site.

Email your database. GoToWebinar includes the HTML you need to send out. Consider using a paid service like mailchimp.com, aweber.com or constantcontact.com to send the email promoting your event, if you don't have the infrastructure to handle sending the email, managing unsubscribes, tracking email opens, and so forth.

Partner with another company that wants to do webinars. Pick one that is not a competitor, but that has a product or service that complements yours. You can market to your list and they can market to theirs, and then you can share the leads. One software company does this with a different partner each month and grows their software list by 20% per year.

One key here: Make sure that you partner with companies who are of high interest to your audience, and that you change speakers and content so they don't get hit with repeats.

Send out a press release. Are there industry groups or publications that your prospective audience gravitates towards? A PR strategy announcing your webinar can be effective, if picked up.

Use social media Post it as an event on Facebook www.facebook.com and send it to your friends. They can opt to forward it to their friends, or if they register, their friends are notified. Here's a direct link to the event posting app: http://www.facebook.com/apps/

Tweet about it to followers on Twitter and tell them to please RT (Retweet).



Post it as an event on LinkedIn at www.linkedin.com. In your status update, you can also mention it. Instructions here: www.linkedin.com/answers/conferences-event-planning/event-marketing-promotions/

Longer term

Search Engine Optimization. Work to optimize the keywords on your web site so that you can drive traffic from people looking for information about your topic.

Here's how it works:

Find out which keywords people use most when searching for your topic. Visit www.google.com/adwords, sign up for a free account and then check the "inventory" of keywords.

Use those keywords on the web page where you list your webinar offerings. Include your keywords in cross links to your webinar page throughout your web site.

Get other sites to link to your web page using the keywords you've chosen.

Medium cost

The following tips require a moderate investment, but they can be very costeffective if used wisely.

Pay per click. Adwords www.google.com/adwords at Google also offers paid Search Engine Advertising in an auction model. You have to give a credit card and pay per click, but often, if the keywords are affordable, this is a great way of driving traffic to register for your webinars economically.

Rent an email list. Select an email list rental company and send through them. Often you can promote your event in a newsletter to your prospects.

We hope you find these ideas helpful. Be sure to check with your friends and colleagues on what is working for them, and feel free to contact us if you have any questions.



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