How to get the most out of your webinar!

Learn the exact process to <u>get more attendees, appointments and sales from your webinars</u>

Follow-up matters...

Often times as marketers we focus too much on the wrong parts of our marketing strategy. Getting people to see your ads, click on them and register is important, but the truth is that the biggest gains you can make in your marketing happen after someone has registered.

Having marketed thousands of webinar campaigns, we've developed a process that will <u>enhance the results of your webinar in two critical ways:</u>

1. Get more registrants to attend your webinar
2. Get more of your attendees to schedule appointments

This guide is designed to give you the exact process our best performing advisors are using to massively increase their webinar results with killer follow-up.

Before your event

Three things you should do *before your webinar* to increase attendance:

1 Check your list for financial professionals

If you don't want your competition eavesdropping on your webinar, run the names and emails of your registrants through www.finra.org, www.brokercheck.org and your state's life and health insurance website.

It's not uncommon for advisors who do this to find a couple of advisors on their roster. If you do find someone who you want to remove, just email us their information and we'll pull them out of your webinar and email campaign.

2 Make a day-of confirmation call

Call each registrant the day of the webinar starting around 9:00am. This call should be short and simple. If you don't reach them live, leave the same message in a voice message.

Here's an example of this reminder call:

"Hi [THEIR NAME], this is [YOUR NAME] from [YOUR COMPANY]. I am calling very quickly this morning to thank you for signing up for our webinar today at [TIME]. You should have received a confirmation email from us, and you can click the link in that email to sign-in to the webinar. There's no software to download, so you can watch it on your computer or mobile device. We're really looking forward to having you on the webinar, thanks for your time!"

Before your event

Continued...

3 Send a day-of BombBomb video email

To take your confirmations to the next level, we recommend that you send a BombBomb video email to your registrants around the same time that you make your day-of confirmation calls (around 9:00am). BombBomb is a cool video email service that allows you to record and send video messages to people in emails without having to publish the video and link to it. You can record and send a video email in just a couple of minutes using your laptop or cell phone. This allows you to get “face time” with your prospects and deliver a more personalized message to them.

Your BombBomb video should be 30-60 seconds long. Be sure that the first 9 seconds is engaging and interesting to ensure the whole video is viewed. You may consider “teasing” one part of the presentation to hook them on attending. The best videos are friendly, casual and delivered with high-energy. It’s always great to have a little motion in your video’s intro (like waving at the camera) because the intro of the video will show up as a moving gif in the email body. Remember to turn up the charisma, smile and be concise.

BombBomb™

Monthly memberships to BombBomb cost $29 per month, and if you’re new to the service can use a 14-day free trial. This is a great tool to use for any marketing or sales communication, so we recommend this to all our advisors.

After your event

Two things you should do *after* your webinar to increase appointments:

1 Send a day-after BombBomb email

The morning after your webinar takes place, send a second BombBomb video email to all attendees. If done correctly, this one video email can be sent to all registrants regardless of whether they attended or not. This will give you the opportunity to set appointments with a wider number of people.

Here's a sample script for this video: *"We had a fantastic webinar last night, and I wanted to thank each and every one of you. If you were able to attend and took us up on our offer for a no-cost 15-minute call, you've made a great choice. If you were unable to attend the webinar, you will receive an email from us that has a link to a recording of last night's webinar. This will be available for the next few days, so if you're interested please watch it before it expires. You'll also have the opportunity on that recorded webinar to schedule your own 15-minute calls if you have additional questions. Thank you again, and I'm looking forward to talking with you soon."*

2 Make day-after follow-up calls

These calls right after the webinar are some of your best opportunities to pick up appointments from people who otherwise may not have scheduled one. We often see people double their total of appointments from these calls alone. To make the most of the calls, you need to do your very best to have live calls and only leave voice messages after you've failed to connect with them live after several attempts.

After your event

Continued...

After sending out your BombBomb at 9:00am the day after your webinar, split your list of registrants who've not booked an appointment with you into 3 groups: 1, 2, and 3. Stagger the call times to ensure that each group gets a call at a different time each day.

Day 1:		Day 2:		Day 3:	
9:00am	Call Group 1	9:00am	Call Group 2	9:00am	Call Group 3
12:00pm	Call Group 2	12:00pm	Call Group 3	12:00pm	Call Group 1
5:30pm	Call Group 3	5:30pm	Call Group 1	5:30pm	Call Group 2

Keep the momentum up! **The week after your webinar is done, call two more times with a day or two in between calls.**

Why does this matter?

There are hundreds of reasons that well-intending people don't attend or take action on webinars. Maybe the tech was challenging for them, maybe there was a schedule conflict, or maybe they were just unsure. Regardless of the reason, this high-touch process is the best way to create 1-1 conversations with people and give them the nudge they need to take the next step. Here's what one advisor told us after using this process recently:

"I truly appreciate all your help. I have followed your system with confirmation calls and follow up webinar calls. Last webinar we received 6 additional appointments by using your follow up system." ~Kelly, MN

We know you'll see fantastic results when you follow this process yourself!