



Webinar Profits

PART V

50 WAYS TO PROMOTE YOUR WEBINAR



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50 Ways To Promote Your Webinar To Fill Up Seats

You've got a great idea for an awesome webinar. You just know your attendees will love it. But what you need to do next is fill those seats.

How do you do it? By employing the following 50 surefire ways for filling up webinar seats. Take a look...

1. Blog about it.

But don't just make one post – create a series where you build anticipation for the event, and encourage people to reserve a seat before they're all gone.

2. Do guest blogging.

You can create articles related to the event, and distribute them as guest articles. Be sure to include a link to the webinar opt-in page inside your byline (and/or directly within the article, if allowed).

3. Join relevant discussions on other blogs.

For example: if you're holding a webinar on low-carb dieting, then join discussions on other blogs on this same topic. Where allowed, drop a link to your webinar registration page as your signature link.

4. Tell your social media contacts.

Tweet about it. Post on your Facebook timeline. Share on Google+. Post a related image on Instagram. And in all cases, use relevant hashtags to bring in more traffic.

5. Join discussions on social media.

In other words, post on other peoples' social media pages, and link to your webinar opt-in page (where allowed).



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6. Email your list (repeatedly).

Just as you should create a series for your blog to boost conversions, so too should you create a series of emails to send out to your list.

7. Design a promotional video.

This can be a “sneak peek” video where you tease some of the webinar content, or it can be directly promotional (like a video sales letter). Or you can do both! Then post your videos on YouTube, on your blog, and across social media.

8. Send out a press release.

You can send your press release to local media, as well as distribute it to a wider audience using a service like PRWeb.com.

9. Use a notification bar.

These are also called “attention bars” or even “hello bars.” The point is to overlay these attention-getting bars on the high-traffic pages of your site, which will call special attention to your webinar.

TIP: You can use a tool like [Simple Countdown Timer](#) to create these bars (no coding knowledge required).

10. Post an ad in your blog’s sidebar.

This could be either a text or graphical ad. You may even use an ad rotator to display several different ads for your webinar.

11. Create a “featured post” on your blog.

Draw special attention to your event by “pinning” a post at the top of your blog, or using that post as the front page of your blog. When possible, embed your opt-in form directly into the page.



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12. Post a “pinned post” on social media.

Same as above, but this time you feature your upcoming webinar on social media, such as on your Facebook Page timeline.

13. Ask your JV partners to promote.

If you currently have joint venture partners, you can ask them to help you promote your event. If you don't yet have JV partners, it's time to start developing relationships in your niche.

14. Consider an affiliate program.

The idea is to have affiliates promote the free webinar on the front end, and they'll use their affiliate links to get credit for any sales on the backend.

15. Create viral content for social media.

For example, create a useful infographic that's highly related to your webinar, and then post your webinar link at the bottom of it. Encourage your networks to share it widely.

16. Buy advertising on niche sites.

You might even ask your colleagues if they'd be willing to sell you a prime advertising spot on their websites, such as on their blog.

17. Purchase solo advertising.

If you know niche newsletters who accept advertising, then purchase a small ad or even a solo ad. It's a good idea to do a small ad buy first, and then purchase more advertising if the first ad goes well.

18. Use Facebook's ad platform.

For best results, just be sure to use the ad editor to focus in on as narrow of a target market as possible.



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19. Consider using Google AdWords.

Again, use highly targeted keywords to attract the right audience. You'll also want to test and track your ads to optimize conversions.

20. Test advertising on sites like Reddit.

You can buy ads for relatively inexpensively on Reddit. Be sure to choose a targeted sub-Reddit on which to place your ad.

21. Advertise using a third-party service.

The idea here is to test out an ad broker such as BlogAds.com, which will place your ads on targeted websites.

22. Swap ads with other marketers.

You can swap email ads, social media ads, blog ads or even thank you-page ads.

23. Use signature lines on niche forums and in communities.

Participate in group discussions in Facebook Groups and across forums, and use your signature line to advertise your webinar opt-in page.

24. Place local ads.

You can place them in local newspapers or even on local websites. You might also consider placing them on local radio.

25. Use "guerilla marketing" methods locally.

For example, pass out flyers at a local related trade-show or expo.

26. Do local JV's with related businesses.



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For example, you might arrange to insert flyers into customers' shopping bags in niche stores, in exchange for advertising your partner's business.

27. Create a viral contest to raise awareness.

You can even give everyone who shares the webinar opt-in page an extra entry into your contest. (Hint: Using Rafflecopter.com lets you do this all automatically.)

28. Capture exit traffic.

If you have traffic coming into your blog or other web pages that isn't joining your list for other reasons, then you'll want to put one more offer in front of them – an invitation to join your webinar.

TIP: My favorite tool for Exit Pops, Inline Blog Ads and Blog Side Bar Ads is [Opt In Monster](#). It integrates directly with tons of Autoresponders and CRM's.

29. Put an ad on your thank you/download pages.

This includes the thank you pages for those signing up for your other free offers, as well as the payment confirmation pages for customers.

30. Announce your webinar on listing sites.

Two popular sites include www.webinarbase.com and www.tellonline.org. You can find others by searching Google.

31. Create an event on Facebook for your webinar.

Be sure to invite all your contacts to this event and encourage them to join. In turn, this has a bit of a viral and social proof effect, as people take note that their friends are joining your webinar.



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32. Craft a promotional slideshow.

This can be a sneak peek of your webinar with some teaser content. You can then post this slideshow on www.slideshare.com.

33. Offer an incentive for attendees to tell their friends.

For example, give people who've already registered the chance to get a free related ebook, app, video or other bonus in exchange for sharing information about your webinar with their friends.

34. Announce an upcoming webinar within your current webinar.

This is a great tactic to use if you tend to put on a lot of regular webinars, as you can mention your upcoming webinars (or send them to a generic "upcoming webinars" page to see what's coming next).

35. Post an original article on LinkedIn.

This works well if you're giving webinars to business owners or other professional people. Be sure your article is directly related to the content of your webinar, so that anyone who is interested in the article will want to join the webinar.

36. Do a sneak peek on social media.

For example, do a Facebook Live video for 10 or 15 minutes, where you share some tips and tease the upcoming webinar content. Then promote your webinar at the end.

37. Find influencers to share the news.

There are people in your niche who may not necessarily be marketers, but they tend to have a lot of influence in the niche. Find these people, befriend them, give them sneak peeks at your content, and ask them to spread the word about your webinar.



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38. Post local event listings.

You can post these on local websites, local pages on Facebook, and even in local newspapers.

39. Give interviews.

Make yourself available for both text and multimedia interviews with local media, talk radio, and other experts in your niche.

40. Design a webinar series.

One good way to fill your seats is by putting on a series, such as “Three Secrets Everybody Ought to Know About Retiring Early” (with each of the three secrets revealed in three separate webinars). The beauty is that with each webinar, excitement will grow and more people will hear about the event, which in turn will fill your seats.

41. Change your social media images.

A good way to draw attention to your webinar on social media (other than posting), is to change your profile photos and/or cover pics to graphical ads for your webinar.

42. Create a contest for marketing partners.

Earlier you learned about how to create a contest for your prospects to drum up attention. Another way to fill up seats is to create a contest for your marketing partners. You might offer cash rewards, gift cards or other valuable prizes to those who refer the biggest number of attendees.

43. Place an announcement on your homepage.

The homepage of your website (or websites) is prime real estate – so put an announcement for your webinar front and center, right at the top of the page.



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44. Hang flyers locally.

You should focus on hanging them in places where your target market is likely to see them. For example, if you're doing a dog training webinar, then hang them at pet supplies stores (with permission).

You can also hang them in other high-traffic areas like restaurants and grocery stores. It's not as targeted, but it's a quick, easy and cheap way to get more people seeing your webinar advertisement.

45. Insert ads in your membership sites.

Whether they are free or paid membership sites, you can put an ad front and center in your member dashboard. In other words, make sure the webinar announcement is the first thing members see when they log in. (As always, be sure to email your members as well.)

46. Place ads in your existing ebooks and similar products.

This tactic works particularly well if you do regular webinars, as you can send customers to a general webinar page that lists all upcoming webinars. In other words your promotion stays evergreen as long as you keep doing webinars.

47. Insert ads into your existing lead magnets.

Same as above, except you can insert the promotion into your lead magnets. This includes videos, ebooks, apps and other lead magnets. Again, send leads to a general "upcoming webinar" page so that your promotion stays evergreen.

48. Use search engine optimization.

This is another tactic to use if you do regular webinars, as you can optimize an evergreen "upcoming webinars" page to draw traffic from the search engines.



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For example, if you do weight loss webinars, then you might optimize for words such as “weight loss webinar,” “dieting webinar,” “fat loss webinar,” “free dieting information” and similar. (Naturally, check your keyword tool to determine which words to use.)

49. Encourage attendees to spread the word.

In this case, you’re not even offering an incentive. Instead, simply ask your attendees to tell their friends. E.G., “Know someone else who’d love to attend? Click here to tell them about the webinar – they’ll thank you for it!”

50. Ask your guests to spread the word.

Whether you have a single guest expert or an entire panel, ask them to help you promote the webinar. You can even incentivize this proposal, such as by giving them a cut of backend sales.

Conclusion

So there you have it – 50 ways to promote your webinar! Now there’s just one thing to do... put these surefire methods to work for you!



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