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# 7 Fast and Cost-Effective Tactics for Promoting Your Webinar

You've pulled together the most compelling content for your upcoming webinar. You've hired one of the industry's brightest minds as a guest speaker. And you know just how to present your products and services to thousands. Now what?

Sure, the right webinar solution can help you reach audiences around the world. And you've already managed to avoid the high costs of travel and countless IT headaches with a do-it-yourself webinar solution. But to derive the greatest value from your carefully crafted webinar, you need to generate registrants. After all, a webinar is only as powerful and cost-effective as the number of leads it delivers to your business.

Fortunately, it's easier than you think to promote your webinar. The best part is that you won't have to invest hundreds of dollars in a slick ad campaign. Read on to discover 7 fast and cost-effective strategies for attracting attendees to your webinar.

## 1. Define your goals

Are you looking to generate sales leads or to train your workforce? Determining what you wish to accomplish with your webinar is the first step towards identifying and attracting the right audience. In fact, taking the time to map out your objectives will save you both time and money in the long run.

## 2. Launch an email campaign

An email invitation is one of the most popular ways to attract attendees to your webinar. The trick is finding the option that best suits your needs. Today's most common email invitation strategies include:

**An internal email campaign.** A permission-based email invitation is an excellent way to leverage an in-house list of existing customers. Just be sure to include a well-placed link – or two – to a dedicated registration form.

**A rented list.** Although prices can run high, purchasing a list of verified, opt-in names can greatly enhance registration rates.

**Third-party assistance.** Whether it's renting an opt-in email list from an external source or currying corporate endorsements, a third-party organization can lend a critical leg-up on the competition.

Regardless of which approach works best for your organization, email invitations share some common traits. For one, an invitation's subject line should always be engaging in order to grab a recipient's attention. Also, make sure the body of an email message is brief and to the point for fast and effective impact.

### 3. Make an im-*press*-ion

Sending out a clean and concise press release to trade publications, newswires and PR agencies can help you tap into your target audience. Trick of the trade: be sure to include a keyword in your press release headline that really captures your webinar's unique value in a sea of other news sites.

### 4. Team up

Is there a company you know whose products and services complement your own? If so, why not consider marketing to one another's customer lists? Forming a strategic partnership can instantly multiply your promotion power.

### 5. Online attractions

Your website is more than simply an online placard – it's an important piece of real estate that can be used to promote your webinar. Take every opportunity to guide web traffic to your registration page. Better yet, optimize the keywords on your website so that you're attracting visitors who are most likely to sign up for one of your webinar offerings. Other online promotional tools include:

**Banner ads:** Place these online advertisements on third-party sites to boost website traffic.

**Google Ads:** A simple and cost-effective way to promote your webinar using paid search ads.

### 6. Social-ize

Social media tools such as blogs, LinkedIn, Facebook and Twitter are more than simply excuses to post baby photos and swap status updates. Rather, social media can spread the word about an upcoming webinar in minutes flat – and for free. Here's how:

- Tweet often about upcoming webinars to your followers and request that they retweet.
- Post your webinar as an event on Facebook and send it to all your friends.
- Offer to guest blog on sites that complement your company's products and services.
- Announce your webinar to friends and colleagues via LinkedIn status updates. And don't forget to post your webinar as a LinkedIn event.

### 7. Be persistent

With all the email invitations and promotional offers floating around cyberspace, it's easy for a webinar date to simply slip a registrant's memory. However, sending a friendly reminder one week prior to the event can help boost attendance. And because it's not uncommon for a webinar's turn-out rate to be as low as 40 percent, it's never a bad idea to follow up with a thank you note and a downloadable recap of the webinar's finest points. As for those who skipped out on the event, a sorry-we-missed-you message can do wonders for your next webinar's registration rate.

These days, there's no shortage of companies competing for consumers' attention. A carefully crafted webinar can generate plenty of marketing leads. The secret, however, is finding creative ways to promote your webinar. Luckily, a few simple, cost-effective steps can easily grow the number of attendees in your webinar, and do wonders for your business.

#### **About Ziff Davis**

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