

Sales And Marketing

Creating a Great Webinar Course Outline:

Module One: Getting Started

- Housekeeping Items
- The Parking Lot
- Workshop Objectives
- Action Plans and Evaluations

Module Two: What Can a Webinar Do?

- Marketing to Prospective Customers
- Training or Teaching
- Demonstrations and Presentations
- Information Sharing
- Case Study
- Module Two: Review Questions

Module Three: Successful Webinar Criteria

- Passion and Enthusiasm
- Value
- Knowing Your Target Audience
- Grab and Keep Attention
- Case Study
- Module Three: Review Questions

Module Four: Find the Right Format

- Tailor It To Your Audience
- Pre-Recorded
- The Live Webinar
- Two Person Team
- Case Study
- Module Four: Review Questions

Module Five: Marketing and Social Media

- Blog Posts and White Papers
- Email Marketing
- Offer an Exclusive Deal
- Hashtags
- Case Study
- Module Five: Review Questions

Module Six: Drive Up Registration

- Avoiding SPAM Filter
- A Great Title
- Solicit Questions
- The Registration Page
- Case Study
- Module Six: Review Questions

Module Seven: Leading up to Your Webinar

- Reminder Emails
- Practice and Rehearse
- Test Your Technology
- Insert Solicited Questions
- Case Study
- Module Seven: Review Questions

Module Eight: Presentation Tips

- Show, Don't Tell
- Sharing Your Desktop
- Strong Visuals
- Script It
- Case Study
- Module Eight: Review Questions

Module Nine: Interacting With Your Audience

- Polling and Surveys
- Answer Solicited Questions
- Activities
- Q&A Session
- Case Study
- Module Nine: Review Questions

Module Ten: Mistakes To Avoid

- Technical Issues
- Ignoring Your Audience
- Audience Not Participating?
- Timing
- Case Study
- Module Ten: Review Questions

Module Eleven: Post Event

- Contact No Shows
- Follow Up Email
- Call To Action
- Make it Easy to Share
- Case Study
- Module Eleven: Review Questions

Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations