

# THE ULTIMATE WEBINAR CHECKLIST



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Generate leads that convert

Here's what you need to keep track of when planning & executing your webinar.

## 1 SET YOUR GOALS

- **Business goals:** to sell something, raise awareness, generate leads & subscribers, and convert leads
- **Webinar goals:** set goals for registrations, attendees, leads, conversions, etc.



## 2 WEBINAR TOPIC

- Offer real value to your target audience
- Focus on solving ONE problem of your audiences'

## 3 WEBINAR OUTLINE

- Introduction
- Webinar agenda
- Main webinar content
- Time for some Q&A

## 4 LANDING PAGE

- Have you created a landing page for the webinar?
- Did you include the benefits of attending in bulletpoints?
- Have you included an opt-in form and CTA?



## 5 PROMOTE YOUR WEBINAR

- Have you invited your email list to attend?
- Are you promoting the webinar landing page on your social profiles?
- Have you optimised the landing page for search engines?
- Do you have a webinar opt-in form on your website/blog?
- Have you promoted the webinar on your blog?

## 6 WEBINAR EMAIL WORKFLOW

Have you set up email automation to:

- Send a confirmation email after registering?
- Send a reminder email a week before the webinar?
- Send a reminder email right before the webinar?
- Send an email a few days after the webinar:  
1 for those who attended?  
1 for those who didn't attend?



## 7 AFTER THE WEBINAR

- Have you measured your results and goals?
- Are you repurposing your webinar?

