POST-WEBINAR

Follow-Up Process

Call immediately. Your attendees don't have to drive home like they would for a standard in-person event, so you don't necessarily have to wait until the next day to call them. Give all of your attendees a quick call after the webinar and see what they thought. Remind them to make sure they take advantage of the complimentary consultation you're offering. Make sure you offer a virtual setup for them to meet with you, like a Zoom call, in case they are not comfortable meeting in person.

- Being able to meet face-to-face virtually, instead of a phone call, will not only help convert more appointment opportunities, but it will also help you build more rapport with them and gauge their interest level.

Monitor your survey responses. Make sure you're checking all of your survey responses as they come in. All of your responses can be monitored in your Leads Dashboard as well as the email notifications you'll receive. These can provide invaluable information as to what the attendees major retirement concerns are to guide your conversations and follow up, as well as indicate if they are open to a 15-minute consultation if they didn't schedule through your calendar link.

- Your survey responses can also give you a good idea around how well received your presentation was. Not seeing the type of feedback you'd like? Talk to us about our C1 Coaching program and we'll help you clean up your presentation for the virtual world.

Follow up with no-shows. Life happens. People are going to register and miss the event. That's where the beauty of the webinar comes in. You can record the event and send it to them. Request your recording from us and send it out to all of your no-shows with a personal note. Follow up with a phone call and remind them that they'll be receiving the recording and to make sure they take advantage of the complimentary consultation.

- Give them a strong reason to take advantage of the consultation or to make sure they watch your recording. For example, if your webinar was about taxes, reinforce one of the major takeaways from your webinar on why they should meet with you like the historically low tax rates and future uncertainty around taxes.
- Don't give up after a call or two. Call seven to eight times at a minimum and try different days of the week and different times of the day to try to catch them when they may be more likely to answer. Leave a voicemail and let them know why you'll be calling them back. Persistence is key.

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Send a personalized video email. You won't connect with everyone by phone, but sending a video email is a great way to get a personalized message across and get some more face time with your prospects. Using a service like BombBomb or Dubb, you can quickly record a video message on your phone or computer and send it out with a templated message. This is a great way to connect with and thank them for registering for your event and encouraging them to reach out about their complimentary consultation.

- Short on time or resources? We can help you set up an email template with a video recording that goes out to all of your no shows and/or attendees. Taking the time to personalize messages can pay big dividends, and if you're short on time, something is better than nothing.

Polish your online presence. Make sure your registrants can find you online. After attending your webinar, they might Google your name and/or your business, look you up on LinkedIn or Facebook, etc. Ensure your website is up to date, your contact information across the web is accurate and they can find you on social media. Make sure your LinkedIn profile is polished and clearly details what you do, defines how you provide value to your clients and has your professional certifications.

- These things are important regardless of what type of marketing you're doing. If you need help with any of these things, make sure you're asking us about our SiteOne websites, SEO Local Spark and Social Media Elite.

Continue to nurture your prospects. Make sure you continue to nurture your registrants. You're not going to be able to make contact and set appointments with everyone who registers for your webinar right away. By having a process in place to nurture your prospects long term to continue to provide value, showcase your expertise and build authority, you'll be able to have a much better shot at converting these prospects into clients.

- If you're not enrolled in our Social Media Elite program, make sure you get set up before your next webinar so you have a system in place to nurture your registrants.

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