The Ultimate Webinar Checklist

8 Weeks Prior

Pick Your Date and Time

Determine Your Topic

Select Your Speaker(s) / Host(s)

Set Your Goal

(Optional) Reach Out to Partners
 to Be Featured

5 Weeks Prior

Create Webinar Registration Page

Select Webinar Platform to Host On

Create Outline for Webinar

3 Weeks Prior

Create First Draft of Webinar Slides

Begin Webinar Promotion

 Email

 Social

 Blog

 Partners

 Customer Communication

 Paid Promotion

Complete Webinar Promotion Designs

2 Weeks Prior

Upload Presentation Into
 Webinar Software

Re-Promote Using Above Platforms

1 Week Prior

Send Reminder Email to Registrants

Re-Promote Webinar

 Email

 Social

 Customer Communication

Do Dry Run of Webinar

3 Days Prior

Send Reminder Email

Book a Conference Room for the Webinar

Day of Webinar

Send Reminder Email to Registrants

Promote on Social Media

Gather Speakers and Call in Guests

During Webinar

Record Webinar

Have a Team Member Live Tweet

Gather & Answer Attendee Questions

After the Webinar

Adjust Landing Page Copy

Convert Recording to Viewable File

Upload Video to Your Website

Upload Side Deck to Your Website

Send Thank You Email with Recording
 and Slide Deck to Registrants

Enroll Registrants in Nurture Stream

Inform Sales of Webinar and Share Leads

Analyze Webinar Metrics & Performance

Manage Your Webinar Campaigns and Marketing Strategy with HubSpot

Click Here to Get Our Free Marketing Tools