[Webinar Name] Strategy

*[Project Manager Name]*

*[Project Manager Email]*

*[Date of Webinar]*

Project Details

**Title of Webinar:** *Insert title of webinar.*

**Topic of Webinar:** *Insert topic of webinar.*

**Description of Webinar:** *Write a brief description of webinar.*

**Buyer Persona / Target Audience:** *Who is this webinar targeted to?*

**Webinar Date**: *When will the webinar be held?*

**Webinar Time**: *What time will the webinar start, and when will it end?*

**Webinar Host(s):** *Who will be hosting the webinar?*

**Webinar Guest(s):** *Will anyone else be appearing or speaking during the webinar? If so, who?*

**Registration Goals:** *How many people do you want to register?*

**Attendee Goals:** *How many people do you want to attend the webinar?*

Webinar Details

**Purpose of Webinar**

*Explain why you are hosting this webinar and what you hope attendees will learn, take away, or what action you want them to take afterwards.*

**Outline of Webinar**

*Typically, webinars will hit upon a series of topics pertaining to one larger subject. Walk through the topics you’ll be covering in the webinar, once by one, and what the key talking points and takeaways will be.*

*Topic 1*

* *Key Takeaway 1*
* *Key Takeaway 2*
* *Key Takeaway 3*

*Topic 2*

* *Key Takeaway 1*
* *Key Takeaway 2*
* *Key Takeaway 3*

*Topic 3*

* *Key Takeaway 1*
* *Key Takeaway 2*
* *Key Takeaway 3*

*Topic 4*

* *Key Takeaway 1*
* *Key Takeaway 2*
* *Key Takeaway 3*

Promotion Plan

**Partner Marketing Strategy**

*Will you be leveraging partners in this webinar? If so, what will they be doing to boost attendance?*

**Social Media Strategy**

*Outline the social media channels you’ll be utilizing to promote the webinar and if any visuals will be required.*

**Email Marketing Strategy**

*Email is an extremely useful promotion strategy for your webinar. Outline how many emails you’ll send and to which audience you’ll be sending it to (blog subscribers, sales prospects, existing customers,  etc.).*

**Blog Promotion Strategy**

*Explain how you’ll use the blog to drive registrants. Will you write a blog post / series of posts? Will you be adding or changing CTAs on the blog to promote the event?*

**Paid Media Strategy**

*Will you be using PPC, search ads, or social media ads to promote your webinar?*

**Social Media Strategy**

*Outline the social media channels you’ll be utilizing to promote the webinar and if any visuals will be required.*

Project Timeline

*Go line-by-line through each activity and its due date. You’ll want to cover when your slides are due, when promotion is happening, looping in stakeholders, and what time you’ll be reaching out to webinar attendees after the recording.*

Technology

**Hardware**

*List the hardware that will be used in this webinar, including the computer type(s) and any special cameras or microphones.*

**Video Software**

*How will you be streaming your broadcast? What software or service will you be using?*

**Hosting Software**

*Provide a link to the hosting software you’ll use if it’s different than the video software.*

**Marketing Software**

*List the marketing software that you’ll use to nurture webinar attendees to become customers.*

Goals and Expectations

**Registration Goals:** *How many people do you want to register?*

*Justify the registration goal by saying how you reached that number and, if applicable, how many registrants each source should drive.*

**Attendee Goals:** *How many people do you want to attend the webinar?*

*Justify the attendee goal. What percent of people who registered do you expect to attend, and why?*

**Revenue Goals:** *How much revenue do you expect to generate from this webinar?*

*If this webinar has revenue goals attached to it, explain what they are and how you determined them.*

Post-Webinar

*Once the webinar is over, how will you capitalize on it? Lay out your plan for nurturing attendees, applying learnings to future webinar planning, and making the recording available to other attendees.*

Resources

Link to Slide Deck

Link to Recording

Link to Landing Page

Link to Campaign Homepage

Link to Partner’s Website