

Webinar Activities Calendar

Day 1: Validate your topic.

Day 2-5: Begin to share valuable and relevant content on all your social media channels. Attempt to answer 7 FAQs on the topic you have validated. Include teasers to hint that something is coming. Eg: Who's ready to learn? Who would like to learn? etc.

Day 5-6: Design flyer. Create registration pages, platforms and links.

Day 6: If a paid webinar, offer a freebie. Eg: A checklist, a free guide, etc. You can run ads to this freebie so you can build your list. Note to mention the webinar on the freebie 'thank-you page' or in the freebie as the 'next step' including a link to sign up.

If a free webinar, release the details of the webinar



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Day 9 -10: Keep sharing valuable content but also promoting the freebie/free webinar as a call to action.

Day 10: Announce the webinar on all your marketing channels.

Day 11 - 17: Double your promotions with live videos. Talk to influencers, encourage those who have registered to share it as.

Day 17: Send reminder messages/mails.



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Day 18: Host webinar

Day 19: Send replay link. If free webinar, make it available for 48 hours only.

Day 20-21: Promote upsell / downsell offers.

