



**BetterWork**  
Media Group

Better workplaces, better lives.

# POST-WEBINAR ENGAGEMENT GUIDE

*SUSTAIN* MOMENTUM AND  
DRIVE CONTINUED IMPACT





Welcome to the "Post-Webinar Engagement" guide, designed to help you maintain momentum and foster ongoing engagement after your successful webinar. We've outlined actionable strategies to keep your audience engaged and excited about your topic long after the virtual stage lights have dimmed.

1

# LEVERAGE ON-DEMAND CONTENT:

Utilize your webinar recording as an on-demand asset to provide access to those who missed the live event.



## Actionable Steps:

- Example: Share the recorded webinar on your website, social media, or email: "Missed our insightful AI in Talent Management webinar? Watch the replay now!"
- Include a clear CTA to access the on-demand content.
- LinkedIn Live or Replay later as a LinkedIn Live - included in the Webinar Platinum Program. Details are in the media kit.
- Replay your webinar in multiple time zones. Ask your rep for details.

# 2

## Create Recap Content:

Summarize your webinar's key takeaways and highlights in a visually engaging format.

### Actionable Steps:

- Example: Design an infographic highlighting the top 5 insights from your webinar.
- Share the infographic on social media platforms with a call to action to access the full recording.
- BetterWork Media Group can create video clips or audio for a podcast or customize a promotional campaign. Contact your rep for customized pricing.

# 3

## Amplify Q&A Highlights:

Feature the most engaging Q&A moments in short video clips or blog posts to rekindle interest.

### Actionable Steps:

- Example: Share a series of short video clips on social media: "Discover our expert's insights on AI's role in shaping future talent management strategies."
- Add a registration link to access the full webinar content.
- BetterWork Media Group can create video clips or audio for a podcast or customize a promotional campaign. Contact your rep for customized pricing.

# 4

## Send Follow-Up Resources:

Deliver additional resources related to your webinar's topic to continue educating your audience.

### Actionable Steps:

- Example: Send an email with a downloadable e-book: "Dive Deeper into AI-powered Talent Management. Download our e-book now!"
- Include a link to the e-book and an option to access the webinar recording.

# 5

## Invite to Future Webinars:

Include your webinar registrants in your upcoming webinars or related events to maintain engagement.

### Actionable Steps:

- Example: Send a personalized invitation: "Join us for our next deep-dive session on AI's impact in HR. Your insights would be invaluable!"
- Provide registration details and options.
- Add on idea - purchase a Showcase Webinar with BMG: We will include the Showcase Webinar registration link in the description of the assets you provide us. The 30-minute webinar option lets you present a 10-minute case study/success story and a 20-minute product demonstration. You will have the option to have a client deliver the case study portion and then remain on the webinar for the demonstration to provide valuable context and perspective. Price: \$7,500, including a 4-6 week promotion plan with six dedicated emails and newsletter inclusion. We provide you with a custom URL that you can use in your own promotions.

# 6

## Feedback and Survey:

Request feedback from attendees and encourage them to provide insights to shape future content.

### Actionable Steps:

- Example: Send a post-webinar survey: "Your opinion matters! Help us improve by sharing your thoughts on our recent AI webinar."
- Include a registration link for your next event as a thank you for their feedback.
- BetterWork Media Group can add up to 3 custom questions to a post-event survey. The survey pops up just before the webinar ends. Contact your rep for more information and pricing.

# 7

## Engage with Q&A and Chat Participants:

After the webinar, review the Q&A and chat logs provided by BMG to identify actively engaged participants. Look for those who asked insightful questions, shared their opinions, or interacted with the presenter and other attendees.

- Customize outreach: Provide additional insights to answer their chat questions.
- Exclusive Insights: Reward active participants with exclusive insights or data not covered in the webinar, fostering a sense of exclusivity and engagement.
- Deeper Discussions: Extend an invitation to highly engaged participants for post-webinar discussions, like virtual roundtables, where they can interact with presenters and experts.
- Feedback Loop: Collect feedback through post-webinar surveys, tailoring follow-up communication to address specific challenges and needs.
- LinkedIn Interaction: Connect on LinkedIn with participants, engaging in discussions beyond the webinar platform and extending the event's impact.

# Sponsor Engagement Checklist:

Stay organized and ensure a comprehensive post-webinar engagement strategy using this checklist.

- Share the webinar recording as on-demand content.
- Create engaging recap content to highlight key takeaways.
- Amplify engaging Q&A moments through video clips or blog posts.
- Deliver follow-up resources to continue educating your audience.
- Extend invitations to future webinars or related events.
- Gather attendee feedback and insights for improvement.
- Maximize engagement with cross-promotion.

By implementing these post-webinar engagement strategies and using the checklist, you'll independently drive sustained engagement, nurture relationships, and ensure that the impact of your webinar endures far beyond the virtual event itself.

# Thank you for your partnership!