



BetterWork
Media Group

Better workplaces, better lives.

PRE-WEBINAR ENGAGEMENT GUIDE

PROVEN STRATEGIES FOR
ENGAGING YOUR AUDIENCE





Welcome to the "Pre-Webinar Engagement" guide, designed to empower you to take charge of your webinar's success. We've curated actionable strategies that will not only engage your audience before the event but also pave the way for long-term engagement.



HOST A FUTURE DEMO WEBINAR:

Set up a demo webinar that aligns with your event's theme. Offer participants a taste of what's to come, showcasing your expertise and captivating their interest.

Actionable Steps:

- Example: If your sponsored webinar is about "AI in Talent Management," host a demo webinar showcasing your solution titled "Unlocking AI's Potential in Talent Management."
- Craft a compelling CTA to encourage registration: "Join us for an exclusive preview of what our AI-powered webinar holds. Reserve your spot now!"
- Include the registration link for the demo webinar in the sponsored webinar description.
- Purchase passes as a giveaway to the [CLO Symposium](#) to drive demo webinar registrations.
- Give away single or group CLO+ and/or TM+ 1-year memberships to clients and their teams. https://resource.chieflearningofficer.com/clo_membership
- Give away enrollments in [CLO Accelerator](#) or ask your rep how your organization can sponsor scholarships.
- 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.
- Offer Uber Eats vouchers to those who attend the Showcase Webinar. Purchase a set amount of tickets. Example: Offer to the first 50 people who attended the Sponsored Webinar and also attend the Showcase Webinar. Must be present for the full event to receive—\$5,000 for 50 UberEats vouchers.
- Giveaway/Raffle to those who attend the Sponsored Webinar or Showcase Webinar. Examples: Apple Watch, Amazon gift card. Must be present for the full event.

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Leverage Webinar Promotions:

Utilize your sponsored webinar as a promotional opportunity during other webinars, podcasts, or content you create before the event.

Actionable Steps:

- Example: Mention your sponsored webinar in your podcast episodes: "Stay tuned for our upcoming webinar on AI-powered Talent Management Solutions!"
- Include a registration link or QR code for quick access.

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Interactive Content:

Create engaging content related to your webinar topic, such as polls, quizzes, or short video clips, to generate buzz and curiosity.

Actionable Steps:

- Example: Post a poll on social media: "What aspect of AI are you most excited to learn about in our upcoming webinar?"
- Share these content pieces on social media platforms.
- Include a link to your webinar registration page.

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Email Campaigns:

Send targeted email campaigns to your existing audience, highlighting the value of your sponsored webinar and encouraging registration.

Actionable Steps:

- Example: Send an email teaser to your subscribers: "Discover how AI is revolutionizing Talent Management. Secure your spot for our upcoming webinar!"
- Craft attention-grabbing subject lines and engaging content.
- Include a clear CTA with the registration link.

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Social Media Teasers:

Create short and intriguing social media posts that tease the content of your sponsored webinar.

Actionable Steps:

- Example: Share a teaser video on LinkedIn: "🔥 Sneak Peek: Our AI-powered Talent Management webinar is around the corner. Get ready to be amazed!"
- Develop eye-catching graphics or visuals.
- Direct viewers to the registration page.

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Utilize Your Blog or Website:

Create dedicated blog posts or landing pages that dive into topics related to your sponsored webinar. Offer insights and build anticipation.

Actionable Steps:

- Example: Write a blog post on "5 Ways AI is Revolutionizing Talent Management" and mention your upcoming webinar.
- Include banners or sections promoting the webinar.
- Integrate registration links in the content.

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Sponsor Engagement Checklist:

Use this checklist to stay organized and maximize your pre-event engagement strategies.

- Host a future demo webinar.
- Promote the sponsored webinar in your content.
- Create interactive content for engagement.
- Launch targeted email campaigns to your audience.
- Craft attention-grabbing social media teasers.
- Develop dedicated blog posts or landing pages.
- Maximize exposure with cross-promotion.