

2024

Custom Webinar Package

Expert advice, start-to-finish content creation, seamless automation, and full-scale promotion with our Total Marketing Packages to launch your webinar with ease.

What To Expect

CAMPAIGN STRATEGY

- ✔ Funnel strategy
- ✔ Messaging strategy
- ✔ Offer strategy
- ✔ Geographic and demographic research

WEBINAR CREATION

- ✔ Webinar Topic Creation: Expert advice for choosing a winning topic
- ✔ Start-to-finish content creation including custom copy and design
- ✔ Detailed instructions on how to record a high-quality presentation
- ✔ Professional webinar recording editing with thumbnails, call to action, and disclosures

WEBINAR FUNNEL

- ✔ Webinar Registration Funnel: Registration page, thank-you page, automated webinar, replay page, calendar booking page
- ✔ Email Sequences: 3-5 emails per sequence
 - **Invite Sequence:** Invite your list to register for the webinar.
 - **Show-Up Sequence:** Get registrants to show up to the webinar, reselling them on the value of attending the presentation.
 - **Offer Close-Down Sequence:** Pitch the value of booking a call to continue the conversation.

AUTOMATION, INTEGRATION & TECH SUPPORT

- ✔ Seamless automation so your webinar runs every day
- ✔ Designing and developing the funnel, and integrating with your existing systems
- ✔ Creating and managing links for all of the unique pages
- ✔ Adding Pixels for tracking and creating custom audience

GET ATTENTION

- ✔ Full-scale promotion of your webinar, including:
 - Webinar rollout on your website home page
 - Custom LinkedIn campaign that targets approximately 450 new prospects
 - Social media posts twice a month for 90 days

COMMUNICATION

- ✔ Regular strategy calls and updates will be provided.



PRICING

\$6,500

ONE-TIME INVESTMENT

