

# 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 web Replay Page, Calendar booking page
- ✔ Emails Sequences: 3-5 emails per sequence
  - Invite Sequence: inviting your list to register for the webinar
  - Show Up Sequence: getting registrants to show up to the webinar, reselling them on the value of attending the presentation
  - Offer Close Down Sequence: pitching the value of booking a call to continue the conversation

### AUTOMATIONS, INTEGRATIONS, AND TECH SUPPORT

- ✔ Seamless automation so your webinar runs every day
- ✔ Design and develop the funnel, and integrate 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

