

# Webinar email CHECKLIST

## Save the date: 3-4 weeks prior

- Webinar Topic/Title & #1 benefit of attending
- Date, Time, Duration, clearly stated
- The subject line is engaging/motivating
- Your preheader text builds the story
- Your From and 'reply to' address is friendly/inviting
- Clear CTA and multiple registration links throughout message in imagery/text/button
- Your brand is visually recognisable

## Invitations: 2-1 weeks prior

- Indicate deadline i.e. "Just one week to go" etc
- Copy is clear, concise and appropriate for the audience i.e. use of jargon
- Introduce the people presenting, guests, hosts, etc
- Convert for timezone if necessary
- Include content teasers or a more detailed agenda
- Social share buttons are included
- Focus on what the registrant will get from attending

## Transactional emails

- Confirm date/time/topic
- Link to join webinar is clearly accessible
- Add to calendar functionality included
- Social share buttons included
- Consistent branding with all other campaign assets
- 'Reply to' address is friendly/inviting. Invite questions prior to the webinar
- Alternative ways to join audio clear

## Post webinar follow-up

- Link to webinar recording
- Link to download slides
- Links to additional resources
- Promotion of next webinar/event
- Invitation to find out more about your solution - book a demo/consultation
- Email series' for attendee, non-attendee and webinar recording view
- Post webinar nurture series