

The number one thing that business owners want is an increase in revenue for their businesses. What's the best way to achieve that? Enter, automated webinar funnels.

Now, that may seem like a lofty statement, but regardless of your niche, and whether it's a brick-and-mortar or online business, a webinar can yield untold amounts of income. In this step by step guide, we'll walk you through how to create automated webinar funnels and tap into what is still an underused avenue for achieving passive revenue.

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Understand What a Webinar is, and How it Works

Before you can begin creating an automated webinar funnel, it's important that you're clear on [what a webinar is, and how they work](#).

What is a Webinar?

Webinars are essentially a meeting or a virtual presentation that occurs over the internet. In a webinar, a host or multiple hosts can use slide presentations, polls, surveys, chats, or simply speak on the camera directly to their audience to convey a message or teach a lesson.

The important thing to know is that a webinar is an online presentation with two intentions. The first one is to give tremendous value to the audience by way of education and inspiration. The second one is to offer a sales pitch for goods or services that can solve a pain point or problem that the audience has.



How Does a Webinar Work?

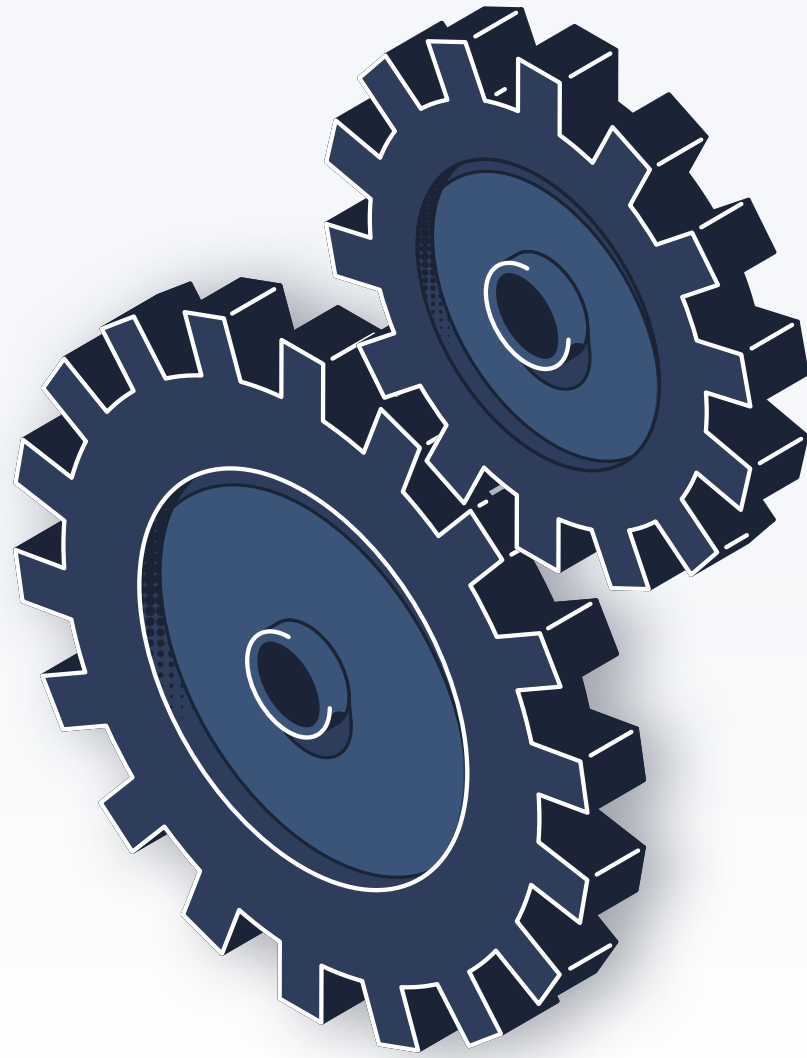
This will depend on the type of webinar that we are talking about, there are three types of webinars - live, automated, and hybrid.

A live webinar is a one-time event that happens in real-time, whenever the host chooses. An automated webinar is a video recording that can be shared multiple times but feels like it is happening live with the help of polls and questions that encourage engagement. The hybrid version is an automated webinar where the host is actually live for a portion of the presentation, the most common being the Q&A session at the end.



The Secret to a Successful Webinar Funnel:

Automated Webinars



Creating the funnel with an automated webinar is the [biggest secret to have a more successful webinar funnel](#). Using automated webinars instead of one-off presentations will help you grow your list of leads faster and more regularly, which in turn will yield more revenue.

You may be wondering, why is an automated webinar so appealing? Well, it's better for the audience and for the host.

The reason the automated webinar is better than a live webinar for your audience is simply that it gives your ideal customers more control. They can view it on their schedule, and on their terms. By putting the power back in their hands, they are more likely to actually sign up and watch your presentation. Then, once you have them hooked, it's much easier to make a sale.

Business owners prefer automated webinars because they can use them over and over again in an evergreen funnel. Instead of putting in a lot of effort for one presentation, they can enjoy sign-ups many days, weeks, or even months after the initial presentation has gone live. Then, as they continue promoting it, they can fine-tune their marketing and messages to get more people in their webinar funnel.



Planning a Webinar Funnel

The first and most important part of [planning a webinar funnel](#) is to **define your audience**. You wouldn't start a business without thinking about who you are selling to, and the same is true for planning a webinar funnel. It's in your best interest to be crystal clear on who your webinar will be for. Your audience will guide everything you do, from creating the webinar presentation, to building the pages of your funnel, through the way you execute promotion strategies, and more.

Once you have a clear idea of who your audience is, you can begin planning all the elements that compose a webinar funnel.

While the idea of building a webinar funnel might feel intimidating, it doesn't have to be. In fact, your webinar funnel can be as simple as this:

Webinar Funnel Structure

| | |
|---|--------------------------------|
| 1 | Promotion Strategies |
| 2 | Webinar Registration Page |
| 3 | Thank You for Registering Page |
| 4 | Webinar Event Page |
| 5 | Offer Page(s) |
| 6 | Retargeting Strategies |



We plan to go more in-depth with many of the elements, but for now, we'll briefly discuss the ones mentioned above.

1

Promotion Strategies

You'll need to promote your webinar to get as many "qualified" eyes on it as you can. What we mean by qualified eyes, is your target audience. In other words, you'll want to promote it primarily to people who will actually care about the content you're sharing.

2

Webinar Registration Page

All that traffic you're generating needs to be directed towards a place where they can sign up for your webinar, the webinar registration page. This page should be optimized for converting visitors into attendees.

3

Thank You Page

This is where you thank those that signed up to attend your webinar. Ideally, your Webinar Thank You Page turns into your Webinar Event Page so if people are registering for your next event, they are already on the proper URL.

4

Webinar Event Page

This page is where those that signed up get to watch your webinar presentation. It's designed to avoid distractions and keep the attendee engaged.

5

Offer Page(s)

Offer pages are the ones you will link to after pitching your sales offer within your webinar. These pages are where attendees can purchase what you offer.



6

Retargeting Strategies

What if they don't buy during the broadcast? That's where retargeting strategies come into play, these are the strategies you will use to get a second chance at a sale.

At each stage of your funnel, you need to "sell" the next step. Why would someone be compelled to move to the next step? Have that thought in mind as you create the pieces of your funnel. Put yourself in the mind of your potential clients and ask yourself:

Why should I opt-in for your lead magnet?

What will I get out of registering?

Is this presentation relevant to me?

Will the offer solve my problem?

Answering these questions will practically write your marketing materials for you.





Creating and Recording a Webinar Presentation that Converts

With a clear understanding of the audience you're trying to target and the elements of a webinar funnel, you are ready to start creating your webinar presentation.

A common question we hear from our clients trying to decide how to plan a webinar is, "How should I structure my presentation for the best results?" Here's a quick overview of the best method for how to create a webinar presentation:

- Begin with your face on the screen so your audience can see you.
- Share a statistic or contrarian viewpoint.
 - Your statistic can either be something shocking about your industry or just something most people might not know.
 - A contrarian viewpoint is something that goes against the grain. In some cases, it's the exact opposite of what "most people" would consider being true about a subject.
- Explain three subtopics related to your main topic that you will be discussing in your presentation. Why three? We have found this to be the optimal number to generate the highest sales conversions.



- Give your audience an incentive to stay to the end. This could be:
 - A free eBook
 - A consultation / one-on-one call
 - Your slides from your presentation or some other freebie
- Introduce yourself and share why you are an expert on your subject.
- Invite interaction with your audience as you share your knowledge with polls, surveys, and questions.
- Now, you'll do a deep dive into your three subtopics.
- Next, take some questions from your audience and answer them.
- Then, you will [ease into your soft sales presentation](#). At this point, your audience should be primed and ready to learn more about buying from you.
- Finally, you will make your sales pitch, thank your attendees for their attention, and conclude your presentation.

Believe it or not, creating an automated webinar is not that difficult once you have a formula in place. And, we're not holding anything back. [We'll give you our webinar templates](#), including the [Plug and Play Outline](#) and our customizable slide decks ([PowerPoint & Keynote](#)). These are extremely powerful and have been proven to make money for our clients. We're betting that after you see how easy it is to develop your presentation, you won't be able to resist trying it for yourself.

Once you have your slides and script nailed down, it's time to actually [record your presentation](#).



Tips on Recording your Webinar Presentation



- Start with your face on camera – this will help you build credibility with your audience, and give your presentation a human element
- Use visuals, but don't overload your presentation with them
- Speak clearly, and at a decent pace – far too many webinar hosts rush through their talking points. Slow down, and calmly, yet passionately deliver your speech
- Don't get too complicated with your presentation – less really is more, so keep it simple
- Avoid talking at your audience, and instead, talk with them. For example, ask questions – even rhetorical ones that will get your audience thinking. Add polls and surveys as well to keep them engaged



- Use a headset microphone or a podcasting microphone with a boom arm in lieu of your computer's built-in microphone for maximum quality
- Encourage feedback and comments throughout your presentation
- When recording, do so in a room that will be free from distractions and loud noises



- Use intentional micro-pauses to allow your audience to digest major points
- Limit your presentation to an hour or less – remember your audience has a busy schedule, respect their time
- Deliver all the value you can in the time period you have. Don't hold back anything
- As you ease into your sales pitch, try not to become pushy. It shouldn't feel like a hard sell, but rather a logical next step for audience members to continue on their journey with your company
- Answer frequently asked questions at the end
- Listen to your entire webinar recording before you load it to your automated webinar software – check for errors and sound quality issues.



Create a Webinar Registration Page

The biggest reason that people don't sign up for a webinar, is that the registration page fell flat. A good registration page will do four critical things:

- Tell the audience what will be shared in the presentation (why should they care?)
- Tell them when the presentation is being held (when should they show up?)
- Give them a way to register to watch the presentation (simple forms do best here)
- Redirect them to the viewing page or at least the viewing instructions upon registering (how do they watch?)

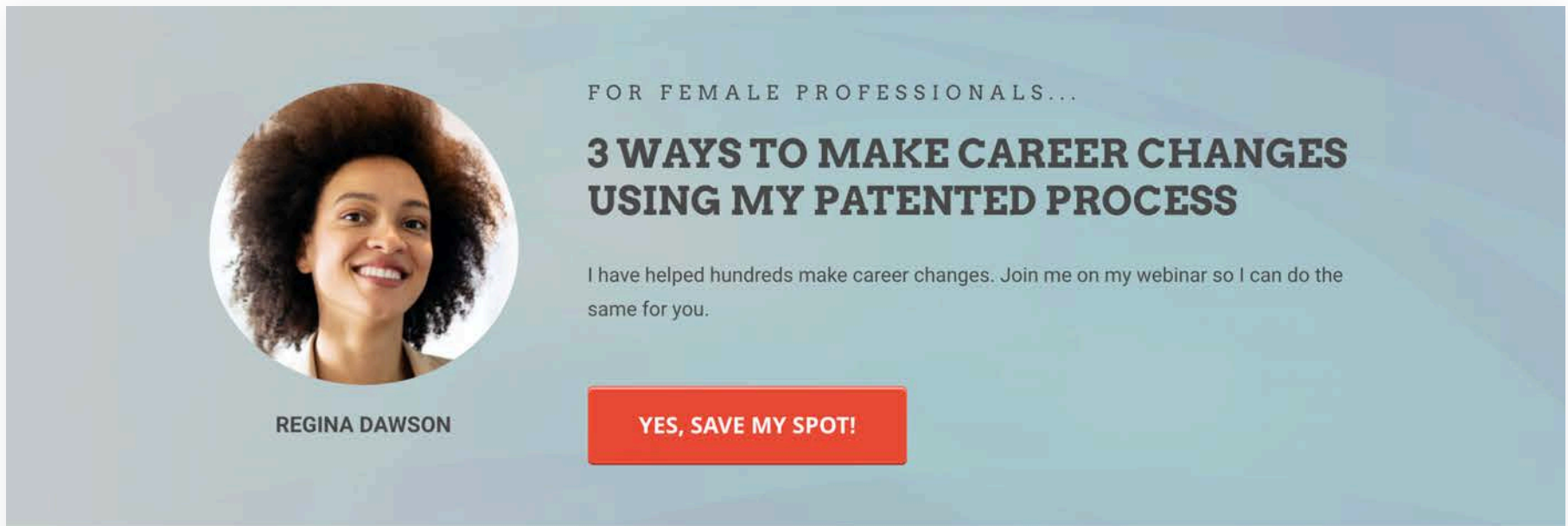
In just 30 seconds you will be one step closer to your goals. [Register Below:](#)

REGISTER NOW!

If you put too much information on your registration page, you risk losing people. They just want the facts so they can sign up and watch your presentation. The more you make them think, the less likely it is they will register. Keep it simple, and you'll enjoy more registrations as a result. Webinar registration pages don't have to be complicated to convert.

Here is a simple webinar registration page from Regina Dawson. The host uses an eye-catching headline. She also explains exactly what you're going to learn in her presentation, and invites you to click to get instant access. The host also includes a warning that space is limited. This along with a countdown compels the viewer to sign up quickly so they won't miss out.





FOR FEMALE PROFESSIONALS...


3 WAYS TO MAKE CAREER CHANGES USING MY PATENTED PROCESS

I have helped hundreds make career changes. Join me on my webinar so I can do the same for you.

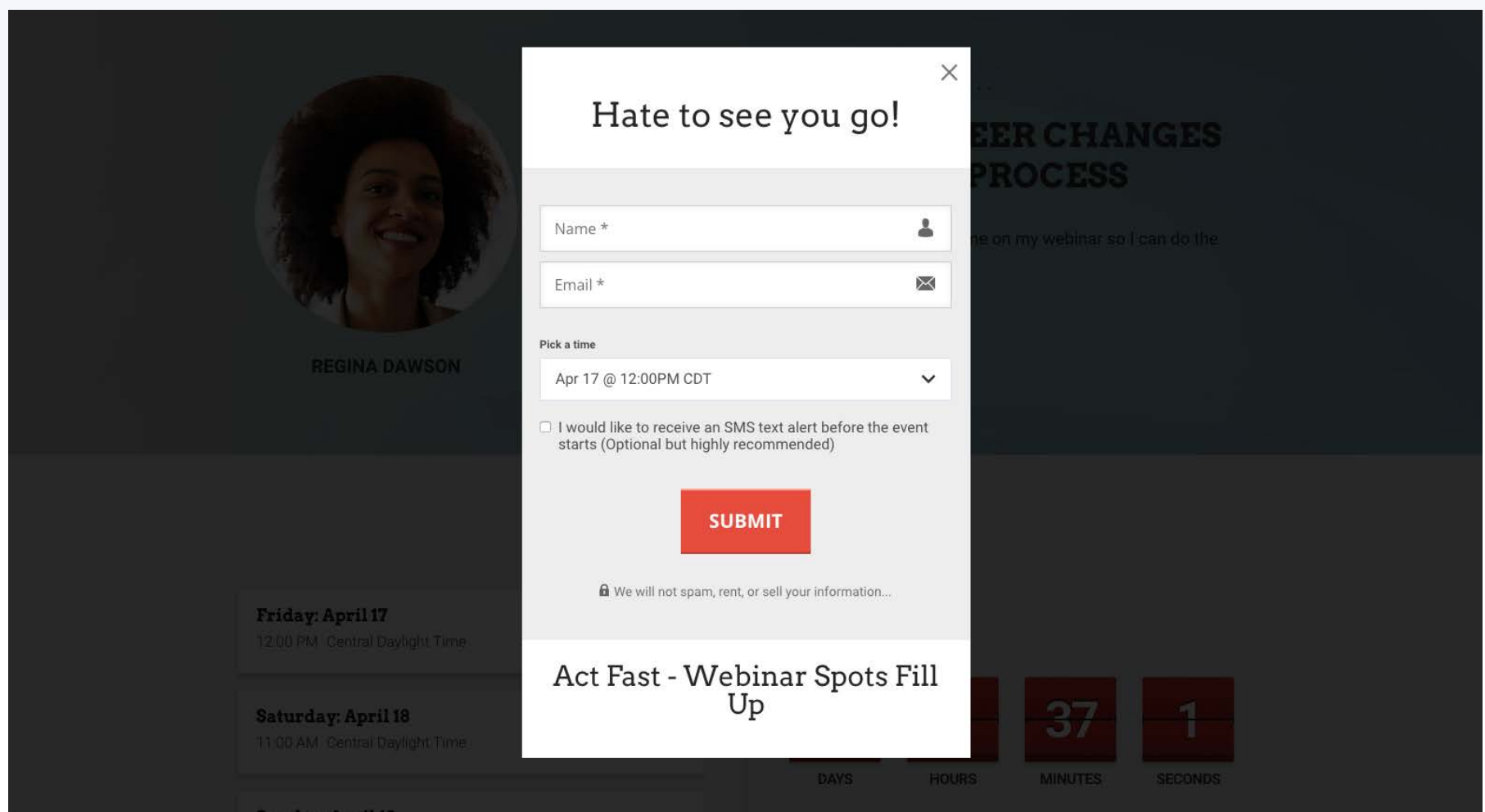
REGINA DAWSON

YES, SAVE MY SPOT!

When It's Happening

| | |
|---|---|
| <p>Friday: April 17 12:00 PM Central Daylight Time</p> |  <p>DAYS HOURS MINUTES SECONDS</p> |
| <p>Saturday: April 18 11:00 AM Central Daylight Time</p> | |
| <p>Sunday: April 19 07:00 PM Central Daylight Time</p> | |

Finally, if someone tries to leave the webinar registration page a pop-up window appears, prompting visitors to consider registering one last time before leaving. These exit pop-ups are surprisingly powerful and we highly recommend including them on your webinar registration page to increase conversions.



Hate to see you go!

Name *

Email *

Pick a time

Apr 17 @ 12:00PM CDT

I would like to receive an SMS text alert before the event starts (Optional but highly recommended)

SUBMIT

🔒 We will not spam, rent, or sell your information...

Act Fast - Webinar Spots Fill Up

DAYS HOURS MINUTES SECONDS



There are several pieces you need for your funnel, but luckily, if you are a StealthSeminar customer, we give you everything you need to build your funnels quickly. Not only do we give you webinar registration page templates that are easy to customize, but we also give you templates for countdown pages, presentation pages, and more.

We'll even host all the pages for your webinar funnel. No coding, no hassle – just add your information, and effectively plug and play without the nuisance. Or if you would prefer to host your pages on your own website, you can do that too. Bottom line – with StealthSeminar in your corner, you'll be well on your way to creating automated webinars that convert in no time.

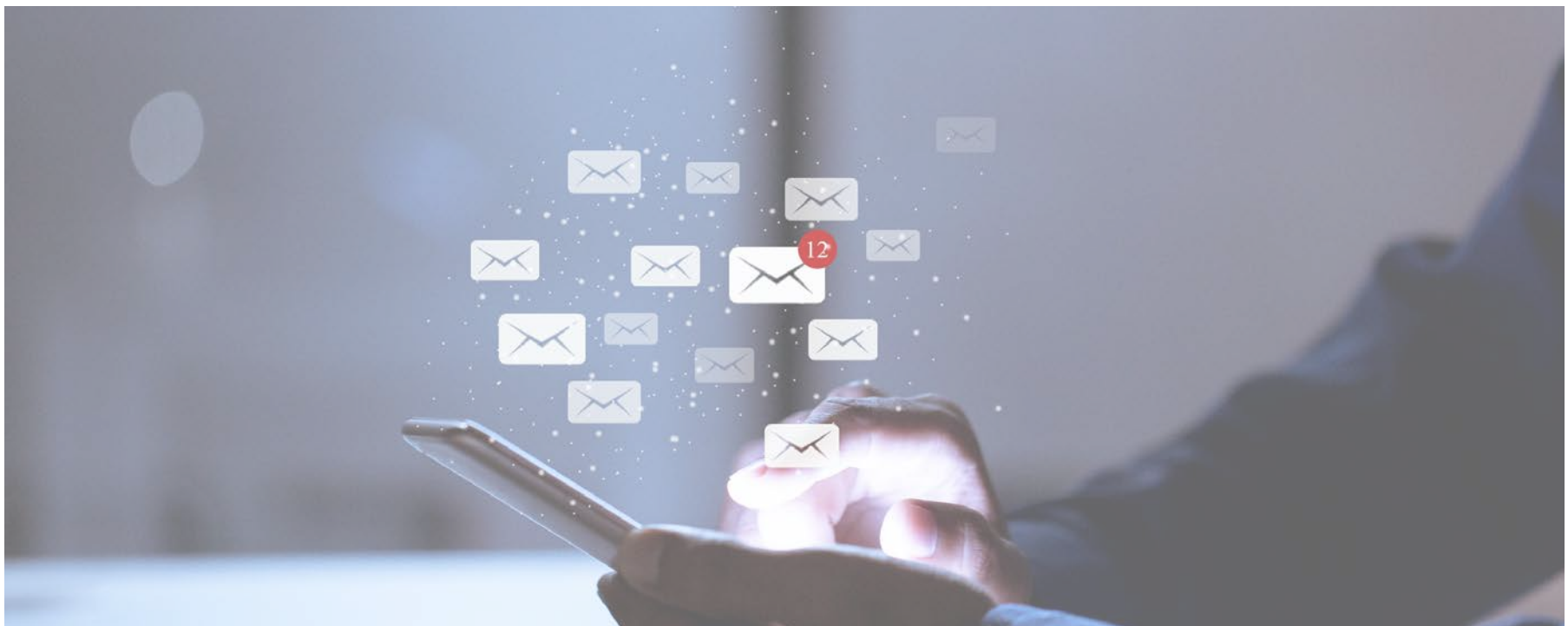
[Check another two webinar registration pages examples here.](#)



Remarket to Optimize your Webinar Funnel

After the presentation ends, the biggest mistake we see entrepreneurs make, is neglecting to [follow up with those who didn't purchase](#). If you don't reach out to those people again, you're leaving money on the table.

The first thing you should do is send an email to anyone who didn't buy and offer a replay of the presentation along with a reminder of your sales pitch. If they still don't buy at this point, continue remarketing to them for a bit. You can send them discounts, payment plans or content upgrades in an effort to incentivize them to make a purchase.



Another way to remarket to them is with what's called retargeting ads. These paid ads can be run on third party websites like PerfectAudience, Facebook, or Google, and they essentially follow your audience around the internet, reminding them of how amazing your sales offer is.

Have you ever noticed how when you personally abandon a sales cart, the company seems to pop up on Facebook and in the sidebars of the websites you visit? That's retargeting ads at work. You can generate ads just like this too that retarget people who have abandoned your webinar funnel.

The reason to continue remarketing and retargeting? Not everyone will buy in that first, second, or even third interaction with your business. In fact, some people will need as many as seven points of contact with you before they will make a purchase.

[Learn more about remarketing and retargeting techniques here.](#)



Promote, Promote and Promote Some More

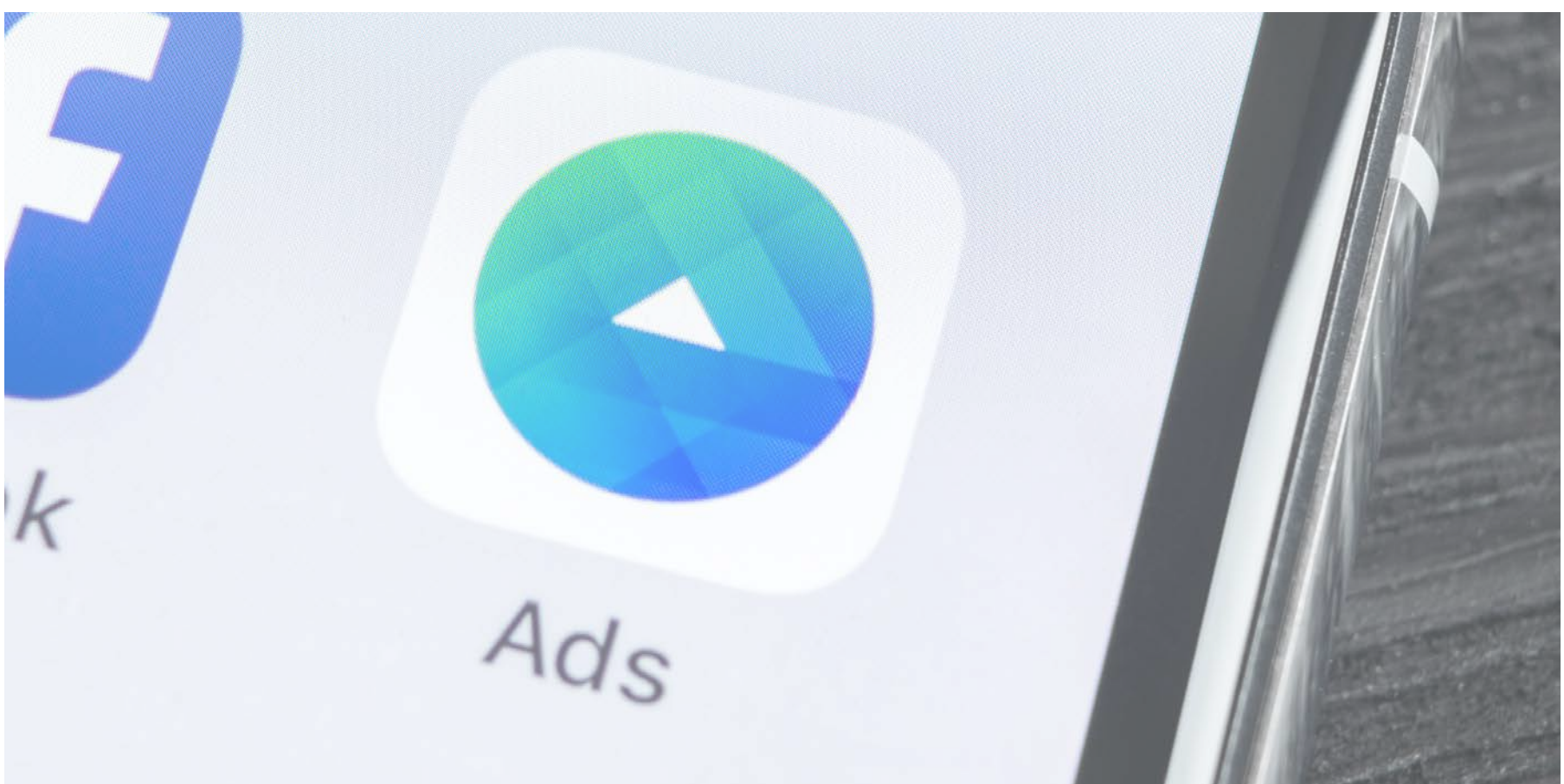
A webinar funnel doesn't do you any good if no one knows about it. You have to [learn how to promote your webinar](#) to get as many qualified people into your "room" as possible. You don't want just anyone to show up. You have to go after the specific people who are most likely to buy, the audience you defined in Step 2.

Figure out where they are hanging out, and then go hang out with them on those platforms so you have a chance to get in front of them. Share the messages they are looking for, and then invite them to sign up for your presentation.

There are two ways people go about promoting webinars:

PAID

Just like it sounds, you pay to market your webinar to potential attendees. Most of the time this means paying for marketing ads in different platforms, like Facebook ads, LinkedIn ads, Google ads, and more. Each platform has its best practices, that's why we recommend that you think of which platform your ideal client is most likely to be on and then become an expert in that platform.



ORGANIC

Organic marketing efforts focus on unpaid outreach and promotion. In the beginning, most entrepreneurs choose organic methods to promote their webinar funnel because ads can kill their marketing budget pretty quickly. The strategies we're sharing below are all based on organic promotion:

- Your blog
- Social media
- Your email list
- Other people's blogs
- Your own podcast or someone else's



Regardless of the promotion tactics you choose, keep in mind you will earn more money with automatic webinars than one-off live presentations.

In the event someone sees your promotions a week, a month, or even longer after you have posted it, automated webinars will still be relevant because they are evergreen. In contrast, if someone sees your promotion for a one-off presentation after it has already ended, you may have just missed out on an income opportunity.





Optimize Your Automated Webinar Funnel with Funnel Analytics

How can you tell when you lost your prospect in your webinar funnel? That's where analytics comes in.

According to [BusinessDictionary](#), analytics is defined as:

"The field of data analysis. Analytics often involves studying past historical data to research potential trends, to analyze the effects of certain decisions or events, or to evaluate the performance of a given tool or scenario. The goal of analytics is to improve the business by gaining knowledge that can be used to make improvements or changes."

Funnel analytics then, involves studying a funnel's effectiveness based on actions taken as someone moves through a funnel. In this case, our focus is on a webinar funnel and what happens at each step within it. The goal of examining your webinar analytics is to learn important information about the people who are going through your funnel so you can optimize it to yield the best results possible.

If your registration page isn't converting well, perhaps you need a different message. If you are seeing a substantial number of people leaving in the middle of your webinar presentation, maybe you need to re-record a stronger webinar.

The more you learn, the more you can work out the kinks of your funnel to successfully get more people through it.

StealthSeminar offers built-in analytics that gives you data on every step of your webinar funnel. You can split-test pages, track revenue generated, look into individual Attendee data, and more.

Our custom event pixels and dashboard give you the ability to analyze the number of impressions and clicks that occurred in each step of your funnel. Using that information you can make more informed decisions about advertising, possible changes to your messaging, refining your sales offer, and more.



STEP 8

Get Started Making Money with an Automated Webinar Funnel

We can walk you through the steps until we are blue in the face. But ultimately, none of this will do you any good until you actually take action. After you start putting lessons into practice - that is where the real magic happens.

You could just keep theorizing and planning, and dreaming of what-ifs? Or you could sign up for a free 30-day trial of our automated webinar software and try it for yourself. In fact, before you ever have to pay for a single day of using StealthSeminar's software, you could be making money!

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No Credit Card Required

