

**THE WEBINAR  
WAY**

# **WEBINAR MARKETING OVERVIEW**







Marketing Overview | The Webinar Way | [www.TheWebinarWay.com](http://www.TheWebinarWay.com)

## Marketing Overview (Simplified)

### 4 KEY AREAS

**Webinar** = promotion + training + authority building  
+ sales offer (and product creation)



 <p><b>Product or Service (Packaging)</b></p> <p>Create product / program Sell services – coach, mentor “AUTHORITY” Delivery – subscription, membership</p> <p>Gifts/bonuses</p> <p><b>Webinar can be the product (webinar series)</b></p>	 <p><b>Marketing Campaign (Positioning)</b></p> <p>Sales Page/Video Sales Letter &amp; Offer Shopping cart Auto-responders emails Thank you and follow-up (include mobile formats and SEO)</p> <p><b>Webinars (auto-webinars) for marketing</b></p>
 <p><b>Promotion</b></p> <p><u>Ad Campaign</u> Google PPC, CPA, Facebook ads. Know EPC.</p> <p><u>Social Media</u> Strategy, tools, and engagement. Create unique landing pages for <b>TRAFFIC</b> sources Test to get optimum results.</p> <p><b>Webinars are “the offer” in promotions</b></p>	 <p><b>JV &amp; Affiliate (Partnering)</b></p> <p>Joint Venture = often webinars and interviews. Provide sales tracking</p> <p>Affiliate = similar to marketing campaign Prepare for affiliates: custom links, email swipes, social swipes, banners, tools, sales tracking. The JV &amp; Affiliate is optional.</p> <p><b>Webinars used to train and promote</b></p>

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