

WEBINAR TRAFFIC SECRETS

How to Fill Your Webinar
Funnel With Potential
Buyers & Keep Them On
For More Than 7 Minutes



INTRODUCTION

If you have a webinar funnel running and are looking for untapped ways to fill it with hundreds of prospective buyers - and keep them on and engaged for longer than 7 minutes, keep reading.

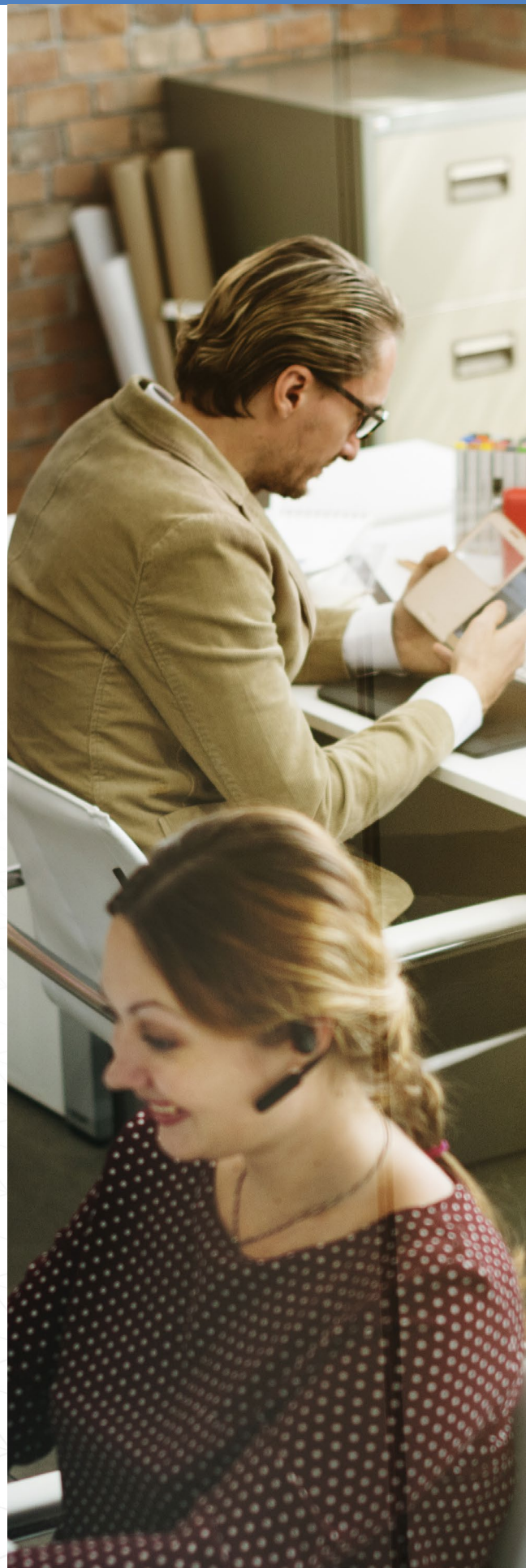
To meet (and exceed) your webinar goals you need an effective webinar promotion and optimization strategy. Over the last 10 years, the LinkedSelling team has used webinars to launch products and sell services and programs that range from \$1,000 to \$10,000 per month. To give you an idea of how much we've invested in webinars - and how much weight we give them in our marketing mix - we've allocated \$3.3MM during the last few years towards optimizing them so that they continue to drive our business growth.

We've already done the research and know what works and what doesn't when it comes to webinar promotion. Unfortunately, it's just as easy to get them wrong - and too many businesses fall into this trap. For example, if you do not know how to fill your webinar and then convert that traffic into paying customers, it can also be a great way to flush all of your company's revenue right down the toilet.

How One Consultant Booked 273 QUALIFIED Appointments Using These Exact Webinar Traffic Secrets

"Prior to working with LinkedSelling, I had personally been handling most of our Facebook marketing, and I was essentially throwing stuff up and seeing what stuck. I hired them because they are professional and experienced at getting into exactly what works best and what will resonate with our specific target audiences. We've generated over \$200,000 in revenue from these Facebook ads alone."

- Stephen Oliver, Martial Arts Wealth Mastery



Benefits of Webinars:

An optimized webinar funnel can:

- ✓ Build your brand.
- ✓ Establish and grow authority (trust) in your industry.
- ✓ Create high engagement and interest.
- ✓ Generates high quality leads and sales opportunities.
- ✓ Be repurposed into blogs, videos, and other types of content.

ARE WEBINARS STILL EFFECTIVE LEAD GENERATION TOOLS?

Despite the \$3+ million we've invested in webinar promotions, you may still be asking if webinars are actually still relevant - and if they're still effective.

...Aren't people tired of the same old, same old?

...If we say they're so effective, why do so many webinars fall flat?

The good news is that webinars are even more relevant in this ever-virtual world and are being used even more now as a replacement for - or supplement to - in-person events and seminars.

In fact, 73% of B2B marketing and sales leaders say webinars are the best way to generate high-quality leads — and for good reason. We know the average webinar attendee session time is nearly an hour. No other content drives that kind of engagement.

However, not all webinars are created equal. In fact, if you currently have a webinar funnel, you might be struggling with:

- ✓ Filling it up
- ✓ Lowering your opt-in costs
- ✓ Keeping people on for longer than 7 minutes
- ✓ Increasing your conversion rate to convert attendees into paid clients (or at least get attendees to take the next step)

So how can you effectively and consistently turn your webinar funnel into a lead generation and profit conversion machine?

These webinar traffic secrets you'll learn here will teach you the key factors that will turn a flat webinar funnel into a profit turning machine that consistently brings you new clients.

You'll learn how to:

- ➡ Conquer what may be an untapped traffic source for you (especially if you're currently only using social media or email marketing)
- ➡ Fill your webinar funnel at the lowest cost possible
- ➡ And how to keep your prospects on the webinar for more than seven minutes.

If you get this right, you can get hundreds or thousands of people to sign up for and engage with your webinars, leading directly to increased leads and sales opportunities.

WHAT AN EFFECTIVE WEBINAR FUNNEL LOOKS LIKE

Your webinar funnel is more than just creating and recording the content for the webinar itself.

You need a fully fledged and optimized funnel that:



A modern interior space featuring a large, lush green living wall on the right side. In the foreground, there is a teal-colored armchair with black legs. The floor is made of light-colored wood. The ceiling has exposed black beams with several track lights. A large, circular pendant light hangs from the ceiling on the left. The overall atmosphere is bright and contemporary.

PART 1: ATTRACTING WEBINAR REGISTRANTS VIA PAID SOCIAL MEDIA ADVERTISING

Unfortunately, it doesn't matter how great your webinar is if no one knows about it.

You've got to be strategic in how you fill it because more traffic means...

1. Filling your pipeline with quality prospects primed for sales opportunities
2. New leads to follow-up with (the more the better!)
3. And that cold traffic specifically represents an evergreen opportunity to get your message in front of new prospects

A major part of our webinar success, along with the success of our clients - is what many might consider an untapped traffic source: **paid social media ads**.

Whatever your time commitment, budget, or goal, paid media when done well, is an effective arm of any marketing mix to help you fill your webinar funnel.

- ✓ It's instant (as opposed to inbound content and social media marketing which can take months or years in some cases to build a following)
- ✓ It allows you to target specific prospects,
- ✓ It offers spend control,
- ✓ It's 100 percent trackable,
- ✓ And most importantly, it helps you rise above the clutter on search engines, social channels, and beyond.

WARNING!

You can quickly waste all your time and promotional budget if you don't have three important things dialed in. You need to know how to...

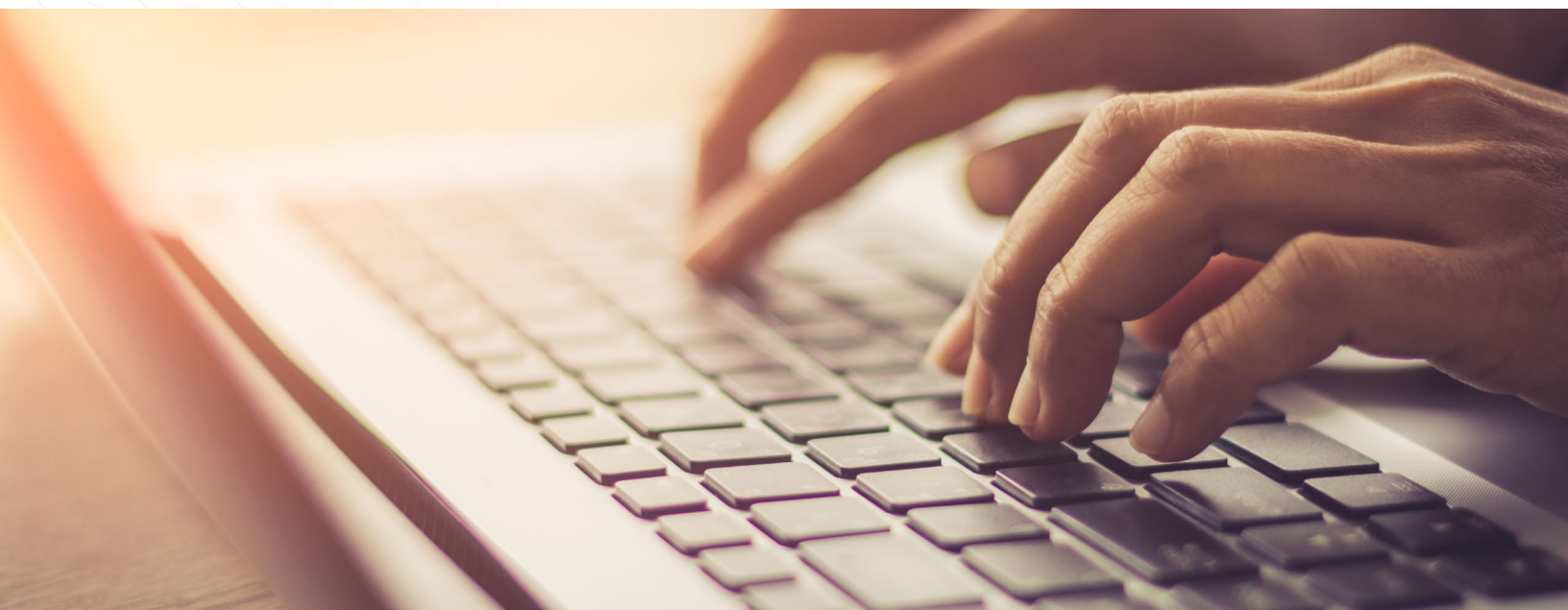
1. Attract Quality Prospects
2. Leverage Consistency
3. Stretch Your Ad Budget by Getting the Lowest Opt-in Costs Possible

1. ATTRACT QUALITY PROSPECTS

You don't want just anyone coming into your webinar funnel, ***you want engaged and interested prospects***, hopefully ready to buy. Here's what you need to know to fill your webinar funnel with the right people...

1. Proper Targeting

First, know who you want to target. Once you have a decent prospect profile including company size, job title, interests, specific pain points, and if relevant, even geographical location or age, you can use that information to shape your messaging.



How Dr. Tom Orent was Able to Get 1341 Webinar Registrants and 60 Qualified Direct to Appointment Bookings Using Facebook Ads

Dental Marketing Consultant, Dr. Tom Orent wanted to get in front of the right people using paid social media. By launching 2 different Facebook ad campaigns (one for webinar registrants and one for direct to appointment bookings), he was able to reach out to those most likely to be interested in growing their dental practice. *These webinar traffic secrets allowed us to generate 1341 webinar registrants and 60 qualified appointment bookings on his behalf in less than 2 months after launching.*

2. Proper Messaging

Your messaging needs to attract and entice your targeted prospect to **take action!**

TIPS:

- **The Copy.**

Direct response copy that is outcome focused delivers the best results. This is text designed to elicit an immediate response in the form of some action.

For example, to make this resource more compelling to the people it will help most, instead of saying "How to Fill Your Webinar With Paid Media Ads", we chose a title that drives action because it references a specific pain point and points to a specific outcome, "How to Fill Your Webinar Funnel With Potential Buyers & Keep Them On For More Than 7 Minutes"

- **The Creative.**

When it comes to imagery, your creatives should stand out from the newsfeed to increase hover time and click through rates (CTR). Think of your creative as the potential first-touch with a customer, and make it great! Choose stellar imagery, speak directly to your ideal prospect and stick to what is most important so that your ad is brief but compelling.

For example, here is one of our successful ads on LinkedIn. Imagine scrolling through LinkedIn. Think... what about this would catch your eye first?



Client Connect 365 used these webinar traffic secrets to generate 15,500 registrations & 1,325 free trials of their SaaS product in less than 90 days.

3. The Right Platform

Your own email list and website traffic make great low hanging fruit of course. Other digital traffic sources such as PPC, page/group posts, blog posts, newsletters, and even influencer marketing are other options to add to your marketing mix.

You could spend your marketing dollars on every available medium, but this will often result in wasted money and poor return on investment (ROI). Instead, focus on a few select channels, depending on your goals, budget, and audience. Industry benchmarks and best practices can be helpful when planning which channels to use.

Remember that not all marketing channels are created equal. We argue for paid social media ads because of the control it gives you over the volume and type of prospects.

For example...

- ➔ If your target audience includes CEOs of tech companies, you might want to focus your efforts on LinkedIn and other B2B media.
- ➔ Facebook might be a more appropriate option for visual brands and B2C companies.



TIPS:

- **LinkedIn or Facebook?**

KEEP IN MIND: Even if you're a B2B service company, do not disregard Facebook. You can use it to create lookalike lists to expand your targeting and get in front of users who match your current clients & prospects.

Remember that LinkedIn is much more B2B focused, but it is significantly more expensive. Facebook is going to be a cheaper testing ground and be able to deliver a larger volume, while LinkedIn has a higher quality lead who is already in a business mindset while browsing their feed. The best choice for you will depend on your ad budget and audience, you may want to start with Facebook ads.

This is especially true for newer or less proven webinars and messages.

Because Facebook is significantly cheaper, you can test more messages and more variations faster than you would be able to on LinkedIn. Then, once you have your proven message and proven webinar, you can scale to LinkedIn and other platforms.

- **Optimize Your Paid Ads**

Regardless of which channels you choose, remember that you must continually evaluate and optimize your ad campaigns in order to make sure you're achieving the best possible results. Use this as troubleshoot any issues:

Financial Planners Use Paid Social Media to Fill Their Workshops (and Get Clients!)

Lange Financial had previously only used direct mail to fill their workshops. They found a better traffic source with paid social media, *"We have been averaging roughly 15 additional attendees at each of my workshops because of Facebook. Frankly, up to now, I could not beat or even come close to direct mail dollar for dollar for filling seats, but you have well surpassed my 'control.' Facebook has provided the lowest cost and yet quality leads of any other channel."*

- James Lange

TROUBLESHOOTING GUIDE



The Slacker

Low Click Through + Low Results

- Check the set-up & targeting
- Rethink your messaging, ensure you're speaking to real pain points.
- Need More Specific Targeting? Consider adding a Lookalike audience.
- Need Less Specific Targeting? Remove interests.
- Check Frequency and Reach.



The Imposter

Good Click Through + Low Results

- Recheck your tracking setup
- Review the landing page for functionality & errors
- Is it congruent with the ad?
- Consider switching to Conversion ads or Lead ads
- Is frequency over 2 on newsfeed or mobile?



The Budget Buster

High Spend + Low Results

- Review tracking is setup correctly
- Review the landing page for functionality & errors
- Check Click Through Rate
- Test different targeting options
- Is your budget too high?



Failure To Launch

Low Spend + Low Reach

- Is your budget high enough?
- Is your audience large enough?

LS

2. LEVERAGE CONSISTENCY

The second factor to consider when filling your webinar and increasing engagement beyond seven minutes is consistency. ***Your webinar needs to pull its weight for the long haul.***

When using paid social media ads to fill your webinar, ensure that you (or your ads manager) is up-to-date on the latest updates because Facebook and other ad platforms change constantly. Staying up to date with the current working campaign models, mixed with a solid marketing foundation will help to create long term consistency in any campaign.

TIPS:

- **Test, Test, Test!**

Again, remember that regular testing is also needed to keep your creatives fresh and your target audience engaged. Remember that one image may do well for a while but can become stale with time.

- **Know Your Baselines!**

Well performing lead machines should be hitting these basic baselines. Look for these numbers:

FACEBOOK:

- Lead Magnet Opt-ins - Less than \$20
- Goal Conversion % on Landing Page - 20%+
- Click Through Rates on Ads - 1%+
- Cost Per Appointment Booked - \$150 - \$300 each
- Goal Conversion % on Consultation Page - 10%+

LINKEDIN:

- Lead Magnet Opt-ins - Less than \$100
- Goal Conversion % on Landing Page - 20%+
- Click Through Rates on Ads - 0.5%+ (LinkedIn average is 0.3%)
- Cost Per Appointment Booked - \$300 - \$500 each
- Goal Conversion % on Consultation Page - 10%+

WEBINAR:

- A 40%+ show up rate for your webinar
- A 10-15% "take rate" (or conversion rate) on the call to action (your CTA) from within the webinar.
- A close rate of 30%+

All baselines are estimates. When determining your client acquisition costs, we take into consideration the LTV of your clients, sales cycle and ongoing nurturing of leads.



3. STRETCH YOUR AD BUDGET BY GETTING THE LOWEST OPT-IN COSTS POSSIBLE

The third factor to keep an eye on when it comes to using social media ads to fill your webinar is knowing your opt-in costs. You want them as low as possible. This will not only give you a better ROI from your webinar (especially as you increase your final conversion rate), but it will allow you to stretch your ad budget by increasing the amount of eyeballs you can put your webinar in front of.

Low cost per opt-in = more sales opportunities and a higher ROI

Unfortunately, social media ads can become expensive quickly if you aren't careful. How do you make sure you are getting the most out of your paid social media ads?

TIPS:

****These tips were mentioned above but deserve another shout out here because when your audience is more responsive, your click through rates (CTR) will be higher and your cost per webinar registration will be lower...*

- **Dial in your targeting and messaging.**

To drive low opt-in costs, your targeting and messaging should be your primary focus. Your secondary metric will be to watch the Click through rates in your campaigns (the CTR) & the page conversion rate on your landing page (where the ad will take the prospect so they can register for your webinar).

- **Develop an in-depth prospect profile.**


- Do deep research on who your prospect is, develop a persona that you can market to that helps drive your copy & creative mixes.

- **Niche down as much as possible.**

- When you try to speak to everyone, you speak to no one. Be specific so that you can call out certain pain points and outcomes relevant to the exact audience you want to target.

- **Highlight one main pain point.**

- Use your prospect profile to craft ads that speak directly to specific pain points your potential prospects may have. The solution will be to register for your webinar where you will help solve this pain point for them.



How We Used Paid Social Media to Generate Over 5,000 Course Registrations, 912 Appointments, and 14 Sales in Less Than 90 Days Using Facebook Ads

Using a 5-step Facebook ads campaign, we were able to reach out to B2B companies who would most likely be interested in generating more leads for their business. Using ad copy that pitched our course, prospects were then sent to a landing page where they could enter their information to secure their spot in the course. They were then redirected to a consultation offer page where they were offered a chance to instantly schedule a call.

How Arria Was Able to Add 111 New Leads to Their List Using LinkedIn Advertisements for a Great Cost Per Acquisition in Less Than 2 Months...

Arria needed an easier way to reach their ideal customers in order to sell them on their natural language generation product. Lists, trade shows and prospecting just weren't cutting it anymore.

By launching 4 separate LinkedIn ad campaigns (each one pushing to either a video, PDF, or webinar), plus a sponsored InMail message, they were able to reach out to those most likely to be interested in purchasing their complex data translation software.

A modern office interior featuring a long white conference table surrounded by grey ergonomic chairs. In the background, there is a large living wall covered in green plants. Two large, white, dome-shaped pendant lights hang from the ceiling. A glass railing is visible on the right side of the frame.

PART 2: OPTIMIZING YOUR WEBINAR FUNNEL

PRE WEBINAR: YOUR LANDING PAGE

Think of your landing page as an extension of your ad. It should reflect the same message and look as the ad.

TIP:

- Keep it specific, benefit oriented, clear, easy to read, and continue the "flow" from the ad.



Insiders Look: Building Social Media Ads That Drive Leads & Sales

...from start to finish, we'll show you exactly how we create, develop and manage effective social media ads.

REGISTER NOW

You Are Going To Discover...

- ✓ How to leverage targeted online marketing and the "social appointment system" to create a flow of leads that can support a much bigger and faster-growing sales and client enrollment process.
- ✓ A never-before-seen look underneath the hood of this exact system we use for our clients and why it's essential to implement if you're looking for consistency in your pipeline.
- ✓ The 4-pillar campaign to drive higher-quality appointments and a lower cost-per-lead.
- ✓ The unique mechanisms within these campaigns that keep our sales team's calendar booked full each month.
- ✓ The #1 thing that 8 out of 10 Facebook campaigns get WRONG and results in massive losses.
- ✓ How to spy on your competitor's marketing and use that info to differentiate yourself.
- ✓ Plus multiple case studies from clients getting incredible results with this system from Facebook & LinkedIn *(even after all the "gurus" have declared it too expensive)*

SHOW UP SEQUENCE:

You paid for prospects to opt-in to the webinar, now you need them to actually show up and participate! Encourage this by sending a simple email sequence. Create a sense of urgency. Be clear, concise, and encouraging in these emails.

TIP:

- Offer a free bonus for attending the webinar and mention it in the show-up emails.



Landing Page

Goal:
Webinar Participation!



Email 1:
Congrats!
You're Registered



Email 2:
Reminder, webinar
is tomorrow



Email 3:
Morning of
webinar reminder



Email 4:
We're Starting Now!



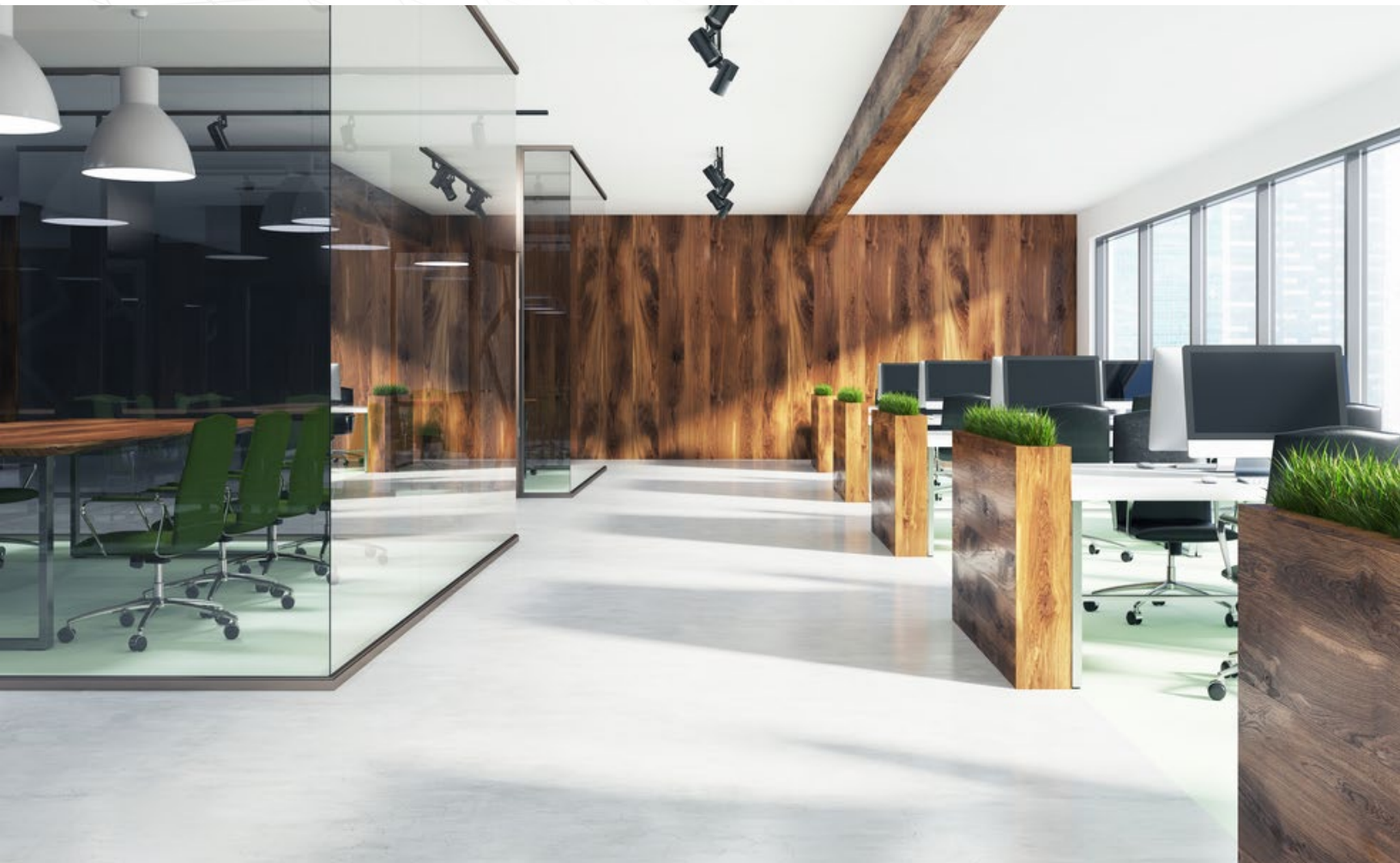
YOUR WEBINAR CONTENT

The most important thing to remember is that your content needs to be valuable and relevant to the specific audience you're targeting. You want them to stay on longer for 7 minutes?

Offer actionable, valuable content that will help fix an immediate problem. Remember that people attend webinars to learn. Make a promise at the beginning telling your audience what they'll learn and why they should keep listening. Mention that free bonus for attending.

TIPS:

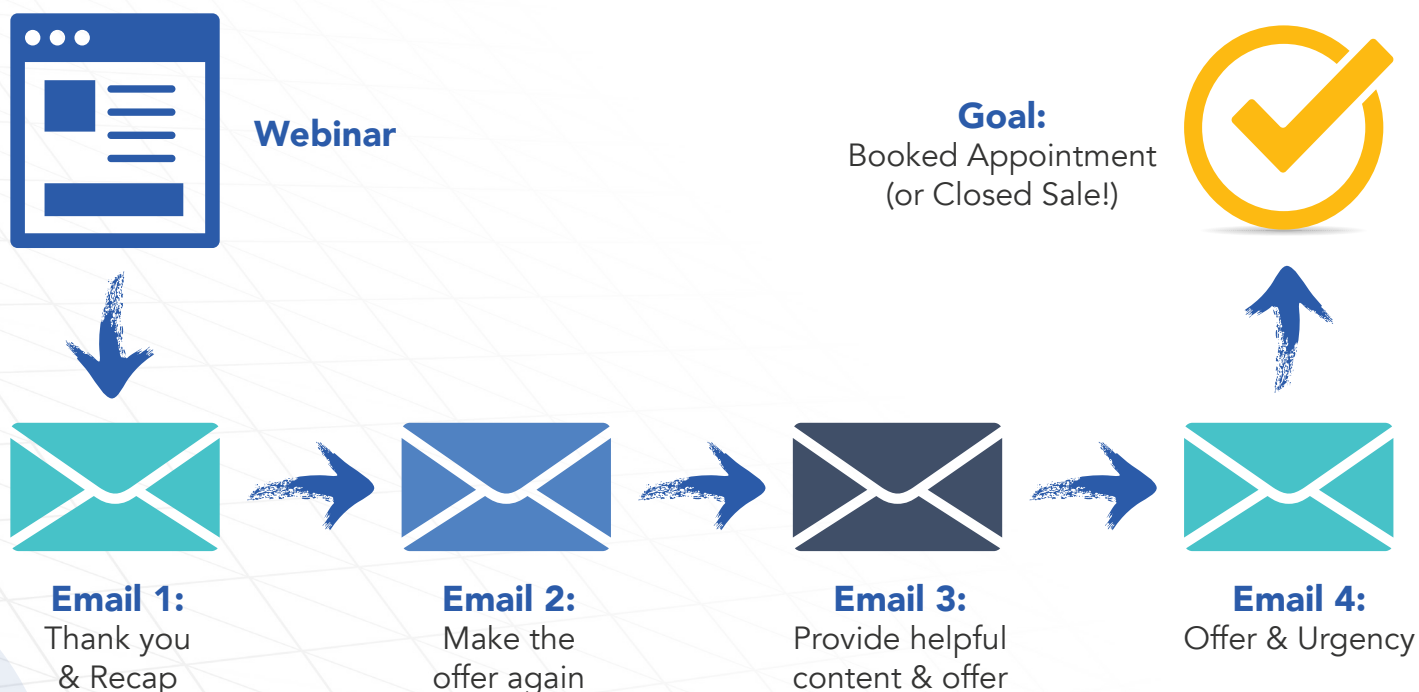
- Remember to SHOW, not TELL and TEACH, don't SELL.
- Keep it specific to one problem, helpful and relevant



POST WEBINAR

The key to every funnel is FOLLOW-UP. Create an email follow-sequence to convert new leads to clients for

- People who registered but didn't show up.
 - a. Attendees who left the webinar early.
 - b. Always send the recording to all registrants (not just attendees) and include links to your call to action from the webinar



In Less than 30 Days, This Estate Planning Attorney had 40 Event Registrations, Resulting \$6,000 in Revenue

When Linda Sherfey came to us, she had been relying on referrals and her monthly newsletter article to generate new clients. Each month, she would invite prospects to her local estate planning seminar where she would sell her services. She wanted to maximize her efforts by taking her print campaign online. Following these same traffic secrets, we launched social media ads directing traffic to the event registration page. From there she sent out a series of reminder emails to increase attendance.

The best part? This system is EASILY replicated month after month, consistently filling Linda's events and appointment calendar with qualified leads.

YOUR TURN: TAKE ACTION

A webinar only works when it has all the pieces working together as an effective webinar funnel. Only then can you fill it with targeted traffic using different sources, including social media ad campaigns and convert traffic into webinar registrants and registrants into either sales quality leads, or new clients.

If you'd like to speak to an expert about how to fill your webinar funnel with the right kinds of prospects, keep reading to learn more about how you can claim a free webinar funnel audit.

Our expert ads team will review your funnel and analyze where you might be losing prospects and leads - keep reading for more information on how you can get a free audit, why you should, and what to expect from it...

Have a webinar funnel you need to fill and optimize?

We can help! It starts with our in-depth Ad Campaign Audit.

Normally \$1000, because you've read this far, we'll waive the charge entirely.

What's an Ad Campaign Audit?

We will do a deep dive into your past Facebook or LinkedIn ads and review everything from technical set up, campaign structuring, and the copy used on the ads and landing page.

What You Get:

- ✓ A review of the cohesion between ads, offer, landing pages, and follow up
- ✓ An overall strategy of the offer and funnel as a whole
- ✓ Ad performance metrics
- ✓ A designed report PDF of our findings and recommendations for optimizations
- ✓ A video explanation of our findings and recommendations
- ✓ Optional 60 minute overview call to go through findings and recommendation

There is a right and a wrong way to webinar funnels. It pays to get expert insight. Schedule your free audit now.

CLAIM YOUR FREE AUDIT

