

# Business Hacks to Grow Your List with **Webinars**



## Business Hacks to Grow Your List with Webinars

Video is responsible for over half of all traffic to websites. Because of that, webinars are amazingly effective in helping you build a responsive email list. But, to be successful you need to choose the right topic for your audience, present it on the right platform, and get the word out about your webinar so that you have plenty of registrations.

Remember, registrations equal email subscribers, not necessarily live viewers so you want to offer a recorded replay of the live webinar too because that's what's going to ensure that they stay on your list and respond to your offers.

There are many reasons webinars work to help you build your email list. You're going to be seen as an expert by your audience. Plus, you'll stand out from your competition, grow your list, and increase profits all because of webinars. Let's look at the process of growing your email list with webinars.

### Choose Your Topic Wisely

Picking a webinar topic is one of the most important aspects of using webinars to build your email list. You need the webinar to be valuable enough for people to want to spend an hour with you, but you don't want it to give everything away so that they have no reason to purchase your offers.

- **Make it Useful** – Your ideal audience member should be able to attend the webinar and learn something useful that they can put into use right now to solve one of their problems. You don't want to make the topic too broad because it'll be too much to deliver in just an hour, but you want it to provide something useful enough that they want to stay on your list and even join your wider community and hopefully become a paying customer.
- **Is Specific & Focused** – Keep the webinar very focused on that one thing that you want to teach your audience. Don't get off on any tangents because it'll make the webinar feel unfocused. When you focus it, you'll have plenty of time to deliver value including questions and answers. Plus, the more focused your topic is, the more relevant subscribers you'll get from the webinar.
- **Get Ideas from Your Current Content** – Do some research to find out what content you already have that is most popular. What is getting the most views, the most engagement, and the most shares? That's what you want to do a webinar on to get more sign-ups. That's what your audience is interested in.
- **Conduct Some Research** – If you don't have an audience yet, conduct some research using Google to find out what your audience likes. Find some experts and look at what they're talking about that has the most shares, follows, and engagements.

- **Ask Your Audience** – If you have an audience on social media or via email, you can poll the audience to find out what types of topics they'd love to see a webinar about. Even though these are your current audience members, that's going to attract more people just like them which is what you want.

When you pick your topic wisely, you'll get a lot more subscribers due to their interest in the topic. They'll want to subscribe and learn more. They'll also feel as if you're just the person to learn it from because you are so good at reading their minds about what they want to know.

### Pick Your Tech Carefully

Like most things, your audience has opinions about the type of technology they like to use. Plus, some technology just works better than others for your purposes. If you want to build your list with webinars, you'll want to ensure you have the right type of website, webinar software, autoresponder as well as a good camera and mic so that people can actually see and hear you during the event.

- **Website** – When you start hosting webinars to build your list you'll want to redesign your website to be focused on your webinars and promoting your webinars. You can choose to create an entirely new site for this or you can use your current site. But, being able to direct your audience to a specific URL, where they can sign up to your webinars, will make marketing a lot easier.
- **Webinar Software** – The webinar software you choose is also important. It should easily integrate with other technology such as your email autoresponder choice, social media for marketing, and enable you to automate the registration process and list building process. Some good choices for this are [Zoom.us](https://zoom.us), [Zoho.com/meeting](https://zoho.com/meeting), and [Bigmarker.com](https://bigmarker.com).
- **Email Autoresponder Software** – Choosing the right email marketing software depends on what you use for other aspects of list building. You want software that is compatible with your other software. You also want it to have features for marketers, allows single opt-ins, and lets you schedule emails. Options like tagging, for better segmentation, helps too. Some good options are [Drip.com](https://drip.com), [Aweber.com](https://aweber.com), [Infusionsoft.com](https://infusionsoft.com), and others.
- **Good Camera & Mic** – While this doesn't directly affect people signing up for a webinar, it will affect your reputation and whether people sign up for future webinars or not. Plus, you want the quality to be good enough that you can reuse and repurpose every webinar that you host to increase your list building opportunities.

Getting people on your list is only part of the process of building your list with webinars. You also want to keep them on your list by providing top-notch information in a way that your audience relates to and understands.

## Fill Your Autoresponder

You'll want to add autoresponders to your service that help your new audience remember the webinar, engage with the topic of the webinar, and even help you market the webinar. Let's look at some messages you can add to the autoresponder that will encourage sharing, help them remember, and help you make some money too while growing a strong list.

- **Thank You Messages** – The first message they should receive is a thank you message that congratulates them on signing up for the webinar. This message should recap when the webinar will begin and what the topic will include. It should also include additional information to help them get the most out of the webinar. You should also let them know what to expect in terms of related messages, so they'll watch for them.
- **Extras** – Provide some surprises in your email messages prior to the webinar. For example, if the webinar has more than one presenter, provide some background information about each presenter in separate emails leading up to the event. You can also point them to products and services that they may need, with discounts only for them, if possible.
- **Reminders** – Schedule reminders every single day and then several times a day the day before and the day of the event. These reminders should also ask your subscriber to share the event with their friends by asking them to share using easy share to social media buttons.
- **Replays** – Once the webinar is over you'll want to send a recap to your subscribers with a link to the replay of the webinar. Some of the subscribers will have attended live but some won't be able to due to time issues. Sending the replay and then giving them 24 hours to watch and take advantage of the offers. It's okay to give a better offer to live viewers but you want to give something to later viewers too.
- **Relevant & Useful Content** – In addition, once the webinar is over you can continue to send relevant and useful content to the subscribers if they stay on your list. If you make the content useful and relevant, they'll be likely to stay a long time.
- **Offers** – Don't forget to find ways to work in offers. A good rule of thumb is to send an offer after ever three informative bits of content and freebies you send to them. Don't forget to add in information about future webinars too.

The right messages in your autoresponder will help you retain subscribers once they join, weed out non-responsive subscribers, and even help get more subscribers when

you inform, educate and entertain your audience because they'll want to share with people they know who will be interested.

### The More the Merrier

When you plan webinars to grow your email list, a great way to accomplish that is to leverage other people's audience and lists too. Therefore, consider co-hosting your webinar with one or more partners.

- **Find a Partner** – Find someone (or more than one someone) who serves your audience in a complimentary way to host the webinar with you. They'll market the event along with you at the same time which will garner more buzz. You'll introduce them to your audience and they'll introduce you to their audience.
- **Host a Webinar Conference** – A conference involves having several speakers for the webinar. This works for day-long online events. A good example of this is [Tawnya Sutherland's twice-yearly Virtual Assistant multi-day conference](#). There are 20 speakers. Each speaker markets the event to their audience and it helps grow everyone's list. This is a paid event, but the price is very low, so it can still qualify as a list building activity for the speakers.
- **Run Them Again** – Just like having more people involved with your webinar will help grow your list fast, so too will using the webinars again. There is technology that enables you to run your recorded webinars as if they're live events. A good explanation of this is on [GoToWebinar's page here](#). Other software allows you to do this too.
- **Repurpose Recordings** – In addition to running recorded webinars as live to grow your list, you can use a recorded webinar as a content upgrade, a lead magnet, as membership content and even cut them to use in advertising for future webinars to help build buzz about your future webinars.

Getting everyone involved with your webinars will definitely help you grow your list. But, to ensure that you get to enough registrants so that you get more email subscribers you'll need to get the word out about your event via marketing and advertising.

### Market Your Webinars

When you've decided on a topic for your webinar, you can start marketing it right away. You don't have to be finished with the design, the content, or anything. You just need to know approximately when you'll be doing it and what it's going to be about, and you can get started telling people and building buzz.

- **Blog About It** – The moment you are thinking about hosting a webinar start talking to your audience about it via your blog. Give them your thoughts about

topic ideas you're considering. Ask them to submit their ideas and to share the buzz about the upcoming webinar too.

- **Show Social Proof** – Once you decide on a topic when you make the landing page on your website for the event you'll want to show some form of social proof. That can be about you as a business, as a person, or about the solution you're offering depending on what you have available.
- **Reach Out to Your Colleagues** – Once you have a good idea of the topic, reach out to colleagues to find out if anyone wants to join you. You can do one big conference with several people or you can be more strategic and do a separate webinar covering different aspects of the topic with different experts over a few weeks.
- **Share on Social Media** – You'll want to share your process and your event via social media. You can use different methods to accomplish this. You can share all your blog posts on social media, the event landing page, interviews with your speakers, and interview of yourself and more to get buzz going.
- **Encourage Sharing** – Don't forget to ask your audience to share everything you share with them. Getting them to share with their friends is a good way to get more people interested in your event. But, if you don't ask, they may not do it.
- **Pay for Advertising** – It isn't expensive to pay for advertising on social media such as Twitter, Instagram, and Facebook. If you really know who your audience is and can target them specifically running paid promotions will help you get even more subscribers to your email list.
- **Let Your Affiliates Help** – You can use a webinar as a lead magnet for your affiliates if you also have a good upsell opportunity so that they can earn money. You can also pay them directly for each subscriber if you set it up that way. It can be more than worth it to pay for these leads.
- **Your Thank You Page** – You can also market your webinar via the thank you page by setting it up so that your subscribers can share the webinar on social media and via email with their friends. This is an excellent place to market your next webinar, if you have one scheduled.

Marketing your webinar requires a multipronged approach. You'll want to shout it out to the world using your own blogs, social media, and friends. But you'll also want your affiliates to tell people about it as well as those who sign up. When you use different ways to get the word out about the event you're going to have a lot of subscribers. Webinars are one of the fastest ways to grow your list and they can be fun too.

Get started right now by picking a topic or two and running it by your current audience to find out what they'd like to learn about. You won't regret it. You'll grow your list super-

fast which will also enable you to make a bigger impact on your audience which means ultimately, you'll make more money too. It's a win-win.