

f. How to automate your webinar sessions!

Marketing automation adds a power punch to your webinars. Benchmark data shows that automated pre- and post-webinar reminders can increase attendance by 32%.

Schedule your webinar using a brief online form and GoToWebinar will create a hosted registration page and invitation email for you to send, which you are able to brand with your own logo and image. You can rehearse in advance to make certain everything goes as planned.

First of all log into your GoToWebinar account and set up a test webinar just to see how things work.

Go to My Webinars and choose your test webinar. You will see that you can do a practice session.

If you click on practice you will have to download and install a small file.

Further down the page you can set all of the parameters like automated emails, invitations and registration settings.

When you click on the Practice button and have installed the required file you will see that you can control your entire webinar with this tool.

GoToWebinar as well has training videos on their site in case something isn't clear.

Just make sure to practice so you know how to use all the tools and so everything will go smooth.

There you have it. Now start making some money with webinars.