

MARKET YOUR WEBINAR TO THE RIGHT AUDIENCE

If you offer different products or services to different target markets, you'll also want to create unique webinars for each of your target markets. Simply put, one size doesn't always fit all. Create targeted webinars to meet the needs of particular groups and increase your chances of converting those groups from browsers to buyers. Here are a few suggestions to help your efforts.

- Create unique webinars for your different target markets
- Send webinar invitations and notifications to different opt-in lists
- Ask business affiliates to gauge interest and identify their target markets for your webinars

After you've determined who you'll target and how far in advance you wish to market your webinar, you'll want to evaluate marketing vehicles for your webinar. Here are some options to consider.

Social networking is a growing trend for businesses and entrepreneurs. People are increasingly turning to social networking for information. Use social networking to post related news and updates, and invite potential customers to your webinar through free posts and pay-per-click ads.

Online forums are great vehicles for connecting with potential clients. Join online forums that are related to your business and post regularly in each forum to build your presence. Include links to your webinar where it's appropriate, but don't alienate potential buyers by spamming forums inappropriately.

Press releases are a great way to spread the word about your webinar. Target local or global contacts serving major news sites or print media and they will help spread the word about your event.

Your list is a great marketing vehicle. Send e-mails to those who could be interested in your webinar, including those in your opt-in list, and provide a link to your webinar registration page for simple access.

YouTube videos are extremely successful in promoting events, including webinars. Post a teaser of your webinar on YouTube and promote the video in your social networks, online forums, press releases, and your list. Include information about your webinar and how to register, and make sure to utilize tags your target market is likely to search for.

Free Bonuses, while not a marketing vehicle but rather a marketing tool, will also help increase webinar attendance. The bonus should be something easy to distribute and inexpensive to produce. Examples include free e-books, white papers, or content outlines providing added value for your attendees.

I hope this helps and good luck!

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