AUNCH AUBSRECKLIST AUGUSTA





Integrate HubSpot with your webinar provider -

Make sure the connection is set up successfully for a two-way data sync

- ☐ Setup connection in HubSpot
- ☐ Confirm connection in webinar provider
- ☐ Test data by setting up a webinar and signing up



Create a campaign in HubSpot (if applicable) -

A Campaign helps with organization and reporting. Be sure to associate each element you create on this checklist with your Campaign.



Create a form for your webinar -

You should use a form that only captures the 3-5 most important fields for your business. Standard webinar best practice is: First name, Last name, and Work email.

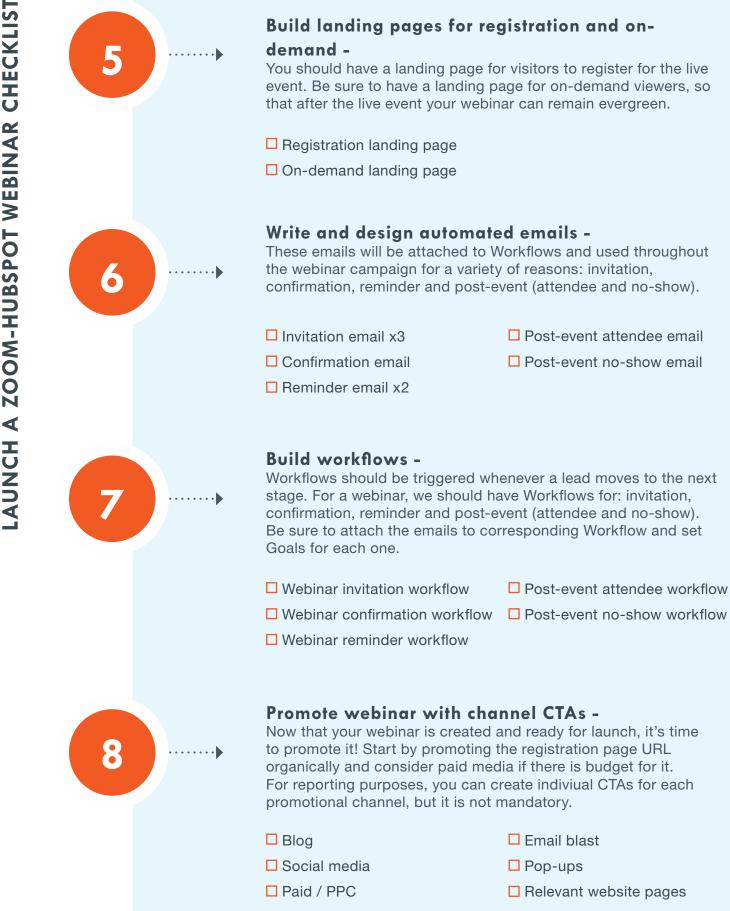
☐ Create webinar sign-up form



Create a list for your webinar -

Creating a list will allow you to segment your audience for further outreach. At any given time, you can see who has signed up and who hasn't. Be sure to exclude any sign-ups from further invitation emails. Use a Static List so you can include it in Workflows.

☐ Create webinar list



GET YOUR TURNKEY EXPRESS WEBINAR CAMPAIGN

You have the checklist and all the steps needed to create your own webinar. However, if you don't have the time or resources for manual creation, we have the full campaign pre-built and ready to transfer to your HubSpot portal.



GET WEBINAR CAMPAIGN

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