

LAUNCH A ZOOM-HUBSPOT WEBINAR CHECKLIST



EXPRESS
BY | CAMPAIGN CREATORS

1

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

2

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.

3

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

4

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

5

Build landing pages for registration and on-demand -

You should have a landing page for visitors to register for the live event. Be sure to have a landing page for on-demand viewers, so that after the live event your webinar can remain evergreen.

- Registration landing page
- On-demand landing page

6

Write and design automated emails -

These emails will be attached to Workflows and used throughout the webinar campaign for a variety of reasons: invitation, confirmation, reminder and post-event (attendee and no-show).

- Invitation email x3
- Confirmation email
- Reminder email x2
- Post-event attendee email
- Post-event no-show email

7

Build workflows -

Workflows should be triggered whenever a lead moves to the next stage. For a webinar, we should have Workflows for: invitation, confirmation, reminder and post-event (attendee and no-show). Be sure to attach the emails to corresponding Workflow and set Goals for each one.

- Webinar invitation workflow
- Webinar confirmation workflow
- Webinar reminder workflow
- Post-event attendee workflow
- Post-event no-show workflow

8

Promote webinar with channel CTAs -

Now that your webinar is created and ready for launch, it's time to promote it! Start by promoting the registration page URL organically and consider paid media if there is budget for it. For reporting purposes, you can create individual CTAs for each promotional channel, but it is not mandatory.

- Blog
- Social media
- Paid / PPC
- Email blast
- Pop-ups
- Relevant website pages

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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