

How to Put on a Seminar / Webinar

Marketing Checklist	Status
6 Weeks Before	
Start weekly organic posts on social media	
Send a hold-the-date email to your email list, mail a flyer, send a text	
Create a banner or callout on your website	
Create an event-specific page on your website and Facebook that includes information about the event and a link to the online registration. If you are having an online webinar, DO NOT put the link on your website or Facebook. Give it only to people who register. Only link to the registration page.	
4 Weeks Before	
Continue weekly or bi-weekly organic social media posts	
Start paid advertisements on Facebook, Google, Groundtruth with a link to the event specific page on your website	
Contact your stagers, inspectors, or other industry partners about the event. Ask them to tell their email lists or social followers in exchange for including their information in participant handouts	
Send out a second email to your email list, mail a flyer, send a text	
2 Weeks Before	
Continue with frequent organic social media posts	
Send out a third email to your email list, mail a flyer, send a text	
1 Week Before	
Continue with frequent organic social media posts	
Send out a fourth email to your email list	
Send a reminder to participants who are pre-registered - include location or link reminder and handouts	
1 Day Before	
Send a reminder to participants who are pre-registered - include location or link reminder and handouts	

