

Checklist to follow before you create and or launch your webinar

Before you launch your webinar, plan out the content you want to produce and when you plan to launch the webinar. Here is a basic webinar planning checklist to take you from idea to post-webinar.

1. Set up a kickoff meeting with your team (the speakers/tech person).
2. Set the event date.
3. Create an invitation email.
4. Find the right audience (such as start-ups).
5. Consider partnering with a larger company in your niche.
6. Create a PowerPoint deck and rehearse your webinar talk out loud at least three to five times.
7. Begin registration and track sign-ups.
8. Hold a dress rehearsal with your team.
9. Hold the live event and record it for future replays.
10. Review the relevant metrics.
11. Begin lead nurturing with the people who attended the webinar.

It's also useful to plan your webinar to make sure it provides enough value for your audience. If they find it boring, they can "leave" it at any time. Choose your topic with your audience in mind. You might choose to talk about a specific legal issue or one that seems topical and timely in the current climate.

Once you've decided on the topic, do some research to add to your existing expertise on that topic. You may find it's an added benefit to write a supporting blog post about your webinar topic — there's the SEO bonus of having the blog post drive traffic to your webinar sign-up page. Consider using paid ads on relevant media to get extra eyeballs.

When planning your webinar, remember that you won't be marketing it to "everyone." You might decide to market to other lawyers or to your prospective clients. Whomever you choose, make sure the content you put together is targeted for them.

See more at <https://www.legalmarketingreview.com/content-marketing/why-your-law-firm-should-start-using-webinars/>