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BUSINESS COACHING

Event Marketing Ideas

How to Market Workshops, Teleclasses, and Webinars

Workshops, teleclasses, and webinars are a great way to allow people to have a live experience of you. Live experiences often translate into revenue because once you get a person into a room, on the phone, or into a learning experience with you, they will be more likely to make an investment. This guide offers you some ideas, which I hope will inspire you to come up with your own – sky is the limit!

1. USE MULTIPLE STRATEGIES

First, you must make sure that you do multiple activities to fill seats at live, phone, or web events. Everything will have SOME traction, but in most cases, you won't be able to fill an event using just one strategy alone. What I mean is, don't rely ONLY on sending out emails to your list. People are busy, and on many other mailing lists, so you can't expect them to read all your emails. Also, even if your list generates high engagement for one activity, it may or may not work the next round. So, let's take a look at some ideas.

2. MAKE COUPONS FOR NETWORKING EVENTS

Every time you go to a networking event, you may meet someone idea for your class or event. Print out and bring several coupons to every networking event you go to. On the coupon, list the name of your event, the date and time, the website, and a special coupon code. Hand out the coupon to everyone you meet that might be a good fit, and ask them to inform anyone they may know who could potentially be interested.

3. OFFER INCENTIVES

You can send this to your mailing list, or, also inform people you hand out coupons to. Create a way to inspire people to bring more people. For example:

- For every paying guest, they get a complimentary ticket to bring another guest FREE
- Any person that pays and gets 2 other paying guests to attend receives a gift card

4. OFFER MONEY BACK

One tactic that's used a lot is to charge a fee ($50 or more) and offer to provide a check with that money given back to the attendee, if they show up.

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5. OFFER A TICKET TO YOUR EVENT AS A DOOR PRIZE

If you are associated with any organizations that do events where they let members offer prizes, make one of those a ticket to your event, usually priced at XXXX, yours free!

6. MAKE A SPECIAL OFFER TO "YOUR PEEPS"

Call or reach out to people in your circle that you know, like and respect. Ask them if they'd like to attend your workshop and offer to spend a little extra time putting them in the "hot seat" for some individual coaching as a bonus.

Now, let's look at some planning checklist and timing ideas to market your workshop. Below is a list of what you need to have prepared.

Title of Event/Topic	
Start Date/Time:	
End Date/Time:	
Website URLs	
Sales Page	
Event Registration	
Thank You Page	
Key Dates	
Date of Event	
Sales & Registration page launch	
End of early bird rate	

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When it comes to ONLINE PROMOTION of your event, you will want to consider that MOST of your posts should be helpful content, and a minority of your posts should be promotional. On Facebook, it's a 9-to-1 general rule of thumb where you should have 9 helpful posts for every 1 promotional post. Timing are estimates, and you should tweak for your response rates – track those at the end of the document!

Social Media

Your BLOG – for the weeks leading up to your event, plan some posts that are directly related to the content. At the end of each post, have a CALL-TO-ACTION to learn more about your event. You can link to your event sales or registration page.
TIMING: Workshop, weekly for 6 – 8 weeks prior. Teleclass/Webinar, weekly for 4 weeks prior

Facebook – Create an event and publish it on your business page, and share it to your personal profile page. Write a free report related to the event, and buy an ad bringing people to that free report. Provide links to the event in the report.
TIMING: Workshop, 6 weeks prior, again 3 weeks prior. Teleclass/Webinar, 3 weeks prior

LinkedIn – post articles related to your event topic, like with your blog. Create a link to your event sales or registration page.
TIMING: Workshop, start 4 weeks prior. Teleclass/Webinar, start 3 weeks prior.

Twitter – Tweet the URL for your registration page with a short note, as well as tweeting your blog posts and LinkedIn articles.
TIMING: Workshop, start 4 – 6 weeks prior. Teleclass/Webinar, start 3 weeks prior

Newsletter

Your newsletter subscibers definitely want to know about your events! They key is to try and balance the information so they don't get bombarded with so many emails that they end up unsubscribing. Ideally, you have a message announcing the workshop with a special discount coupon. Another email when the early bird rate is about to expire. And a final email with a "last chance to register" announcement.

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Conducting Market Research

Sample timeline. This is an idea of how you might do your promotional emails and social media to plan for a workshop, versus a teleclass or webinar. The Workshop timeline is noted in green, the Teleclass timeline is noted in purple. This assumes you are doing one OR the other, not both at the same time!

Workshop Timeline

Teleclass Timeline

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
4 weeks before	Confirm workshop location, and create registration page. Promote workshop to main list, social networks. 1st email announcing workshop and registration site. Provide coupon code to list.						
3 weeks before	Begin opt-in for related workshop material, and run Facebook Ad. Offer Opt in to existing mailing list as additional incentive. Begin using creative ideas mentioned on page 1 with your communities.						
2 weeks before	Remind mailing list that early bird is about to expire. Run articles on blog and LinkedIn. Promote on Twitter.		Create registration page and secure teleconference line/webinar site. Promote teleclass to main list, social networks. 1st email announcing teleclass and registration site.				
1 week before	Send last chance email to list. Create final post on blog, LinkedIn, and tweet details. Ask network to help you promote.		Mention in newsletter and social networks.				
week of	Send meeting location and time reminders to attendees.		Last chance email to main list. Send out call reminders to sign ups.				Workshop date Teleclass/Webinar Date

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Now, document your progress!

- ☐ **Secure teleconference/webinar or workshop venue**
- ☐ **Create Event Sales and Registration Page**
- ☐ **Send 1st email announcement to list**
- ☐ **Try a creative way to fill seats (see page 1)**
- ☐ **Create event on Facebook and promote on Social Media Channels**
- ☐ **Write articles for blog and LinkedIn and publish one week apart**
- ☐ **Send reminder that early bird rate is about to expire**
- ☐ **Send Last chance reminder by email and social media**
- ☐ **Send call/event reminder to attendees**

Notes