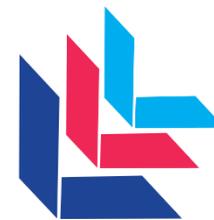


# Leads Launch LEVERAGE



## 101 Ways to Drive Traffic to Your Webinar

Getting targeted traffic to your webinar is essential to making it a success. Not only do you need targeted traffic, but you need engaged traffic, those that are ready to listen and act. Sending your traffic to a signup box on the webinar service's site may seem like the simplest solution but the best solution is to send this traffic to a specially made registration page on your website.

This not only gives you the ability to offer more information about what your audience will learn when they attend, any bonuses they'll receive by opting in but it gives you a page that you can use time and again that already has a ton of incoming links to. You can use this page to post your webinar replay (and upsell offer) or redirect the link to another page on your site. You can use it to promote your next webinar and so much more.

The 101 ideas below will help you drive traffic to your webinar opt-in page on your website and encourage visitors to sign up.

1. **Create a dedicated page for it.** As mentioned above, create a dedicated registration page to your webinar that gives more details about what people will learn, receive and be able to do during your webinar.
2. **Create a custom URL.** Once you've created your dedicated page, create a custom URL for it; [yoursite.com/webinarname](#) This can be done when you create the page or by using a plugin like Pretty Link Pro.
3. **Blog about it.** Announce your webinar on your blog. Write value-driven, interactive posts related to the webinar topic. At the bottom, direct readers to sign up for the webinar. Create cliffhanger posts that talk about a problem or question you'll answer in the webinar.
4. **SEO your site.** Make sure your site is properly optimized for search engines. Use engaging, keyword rich headings and subheadings. Optimize images and links.
5. **Tweet about it.** While not as popular as it once was, there are still millions of people using Twitter. Post about your webinar. In fact, because Tweets get buried fairly quickly, post about it a few times a day.
6. **Email your subscribers.** Your email list is already full of people interested in what you have to say. 2-3 weeks prior to the event, send a few emails about the webinar topic to start subscribers thinking about it. 1-2 weeks in advance, send an announcement about the webinar to start generating buzz and continue to remind subscribers to sign up.
7. **Host a Facebook Live event.** Create live promotional videos to give an inside look at what you'll be teaching. Talk about the problems you'll be offering a solution for. Give them a 'peek' into the topic and webinar.
8. **Ask for shares.** Ask your followers to share your posts and event recordings with their audiences.

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9. **Promote on your site.** Add promos to your website/blog sidebar or header area. There are plugins that allow you to add information and promos to the bottom of every post you make. This might be handy if you post a lot of content and already have a steady flow of readers.
  10. **Advertise.** Purchase advertising on search engines, social media and other websites that relate to your webinar topic.
  11. **Update thank you / download pages.** Add a promo to your product and membership download pages. Add one to all mailing list thank you pages as well.
  12. **Let your followers submit questions.** 1-2 weeks prior to the event, set up a form where your followers can submit questions about the webinar topic. This gives you another opportunity to post on your blog, social media accounts and email about your webinar. It will also help you see if you've missed anything important that your audience wants to know.
  13. **Use a popup.** While some find popups annoying, they have a wonderful success rate. Add an entry or exit popup to your site so it's one of the first or the last thing they see when visiting.
  14. **Use Hashtags.** Create a special hashtag for your webinar and use it on all social media sites that allow hashtags.
  15. **Invite a guest speaker.** Generally, when guest speakers are invited to speak, they will tell their audience about it (ask them to). This allows you to tap into their audience and provide additional advice to your audience.
  16. **Add bonus material.** Adding valuable, additional items to your webinar such as workbooks, prizes and other freebies, will oftentimes convert those who are still sitting on the fence into attendees. In addition, friends love sharing freebies with others so they're more likely to tell others about your webinar.
  17. **Hold a contest.** Nothing gets people more excited than winning something of value. Hold a contest to win access something your audience would find highly valuable. It might be information, a physical product, free tickets to some live, in-person event, free consultation with you or a whole host of other things.
  18. **Use Facebook Retargeting Ads.** It usually takes someone seeing something a few times before they decide to buy or join. Retargeting ads are a great way to keep your webinar information in front of those who have visited your website, Facebook page and more.
  19. **Make use of banner images.** These can be added to your website, your social media profiles, given to affiliates to use to promote the webinar and more.
  20. **Cross-promote.** Find some JV partners with similar interest lists who would be willing to promote your webinar to their audience in exchange for you promoting something of theirs to your audience.
  21. **Offer access to replays.** Not everyone who wants the information will be able to attend your live event. Offering access to the replay recordings for anyone who signs up will give those who can't attend live, the motivation to register.
  22. **Give them a signup freebie.** Give people a freebie for signing up for your webinar. Everyone loves free stuff. Reports, guides, checklists and more can work well for this.
  23. **Create shareables.** In addition to the signup freebie, create some other sharables that your affiliates, list subscribers, website visitors and social media followers can
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share with their own audiences. Be sure to include a promo about your webinar at the end of each freebie.

24. **Activate your affiliates.** Give your affiliates a variety of tools to help promote your webinar. Images, pre-written emails, blog posts and more...ask them what they need most.
  25. **Update off-site content.** If you have content posted around the net, update it with a link to your webinar registration page.
  26. **Promote it offline.** From newspaper ads to contacting event organizers and community leaders, there are tons of ways you can promote your webinar offline.
  27. **Ask those who sign up to promote.** There's no shame in asking and chances are, your subscribers know others who could use and would enjoy the information you will be teaching.
  28. **Ask influencers within your niche to promote.** Don't cold call or spam them. First make real connections with those folks, then ask for the promotion.
  29. **Write a press release.** If the topic is of importance to a lot of people or addresses a particularly interesting topic, write a press release about it and submit it online and offline.
  30. **Have a friend interview you.** Draft a list of questions related to your webinar topic (but not covering what you will be discussing in the webinar) and have your friend interview you. Share the recordings and transcripts (that contain your webinar info and registration link) with your subscribers and followers. Ask them to share it too.
  31. **Make use of your email signature.** Add your registration page link to your email signatures.
  32. **Create a Facebook group.** Create a group related to your business where people with similar interests can interact with you and each other. These types of groups can grow quickly giving you another audience of potential attendees.
  33. **Be active and involved.** If you're part of other groups, forums or even your local community groups, be active and involved in them. Spread the word about your event.
  34. **Boost a post.** Use the Boost a Post advertising on Facebook.
  35. **Create a public event on Facebook.** It's like a calendar of sorts on Facebook that notifies your followers of your upcoming event.
  36. **Thank your audience.** Thank them for following you with a special prize given on a custom thank you page...one that has a promo for the webinar. Include on the page a request for them to promote you.
  37. **Guest bog.** Offer to make guest posts on related sites. The more visible you make yourself, the more targeted traffic you will receive. Make certain to guest post on a site that is relevant to your topic.
  38. **Set yourself up as an authority.** Get out there and be seen in your local area and online. Share your knowledge and experiences. Then share about your webinar.
  39. **Participate on topic related sites.** Interact on similar sites and in groups that discuss topics such as the ones covered in your webinar. Your visibility and consistently knowledgeable contributions can create curiosity about your website and webinar.
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40. **Collect and review traffic data.** Collect and use traffic data to analyze your traffic, marketing endeavors, and advertising campaigns. Keeping track of where your traffic comes from, what actions visitors take, and where they go, enables you to identify what works, what doesn't work, and what you can do to draw in more targeted traffic.
  41. **Make network connections.** Make new friends but keep the old ones too. Keeping up with your network connections can give you an edge, especially when it comes to traffic.
  42. **Create some infographics.** People love visuals and a picture really is worth a thousand words. Using infographics is a great way to explain complex or confusing concepts to your readers. Readers also tend to share these helpful infographics, which drives more traffic to your website. Add your brand and URL to the infographic.
  43. **Quote yourself on memes.** Add one of your own quotes to a post-related image. Share the image on social media sites with a link back to a post or webinar registration page. This helps to drive traffic to a targeted area of your site while helping to elevate your authority level.
  44. **Use your elevator speech.** If you want to draw more traffic, craft and practice your ever-ready elevator speech. The elevator speech lets your prospects know what you do, why you do it, and most importantly, how this could benefit them. Snippets can also be used in various places on your website as part of the descriptions.
  45. **Add videos to your site.** Include multiple types of content on your website, including videos. Mention the webinar and add a URL to the registration page in your videos.
  46. **Add photos.** Photos of people enjoying or using your products can encourage your prospects to take action, in this case, sign up for your webinar. Be sure to associate the image with a positive emotion that your prospect wants to have or feel.
  47. **Create Listicles.** "Top 7 Reasons to..." or "Top 10 Best..." are great for drawing in traffic.
  48. **Make a tutorial.** Create tutorials with specific instructions on how to complete something related to the webinar topic. DO NOT give away the same advice/strategies you'll be discussing in the webinar, but something similar that you can include a call to action for at the bottom of the tutorial to get them to sign up for the webinar.
  49. **Join Facebook groups relevant to your niche.** When you want to draw traffic, it's important to join several different groups on Facebook and become active in them. Once you gain trust, make friends, and gain followers, you can promote your business appropriately in these groups.
  50. **Post on Pinterest.** Create irresistible, action-inspiring pins - with your URL, of course.
  51. **Share on Google+.** You can share your content and promos with others in your circles and they, in turn, can share it in their circles.
  52. **Add graphs, pie charts and case studies to guides/posts.** If you're offering more technical or comprehensive information, these visuals to squash any fears, doubts, or insecurities readers may have about whether or not they can understand the information you will present.
  53. **Create an opinion post.** Don't be afraid of a little controversy. If your topic is on a controversial subject or it offers a solution that is not mainstream, make a post about it. Encourage others to leave a comment with their opinions.
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54. **Create an FAQ section.** Having an FAQ section answers many of the questions that keep people from acting. FAQs are also frequently accessed which tells search engines that the page(s) is important, moving it up the search engine ranks.
  55. **Offer hacks on topics related to your webinar.** Everyone enjoys shortcuts that make life and work easier. If you know some shortcuts related to
  56. **Offer coupons.** Everyone loves a great deal. They also enjoy telling others about them. If your webinar is a paid training, offer coupons for discounted price. You can also offer coupons to other products and services you offer - just remember to add a promo to the thank you pages.
  57. **Share case studies.** Track your stats and document your process. Turn these into case studies you can share with your audience. It's a great way to prove your expertise and show readers they need to follow your lead (and attend your webinar). You can also offer to be a case study for others in your niche.
  58. **Make use of Instagram.** With millions of users, Instagram is a great place to attract attention. Upload pictures related to your topic and share them on your profile.
  59. **Promote on LinkedIn.** When you make a new post on your blog, post about it on LinkedIn. Include a link to the post. Add a link to your webinar in your profile. Create custom content for LinkedIn and include a link to the webinar registration page.
  60. **Comment on blogs.** Find industry or topic related blogs and leave value-driven. Related comments on their discussions and posts.
  61. **Answer questions.** Scan the questions on places like Quora and Yahoo Answers to find questions related to your topic. Provide quality answers and a link to your site.
  62. **Add videos to YouTube.** Those videos you made for your site can also be loaded to YouTube to tap into their billions of users. Just be sure to SEO it before publishing.
  63. **Partner with others.** Partner with others who offer a complimentary or similar topic as you to create webinars or products that will meet the needs of both audiences. Partners are great about helping you promote your other products and services.
  64. **Comment on social media.** Just like commenting on blogs, find groups and pages related to your niche and share quality comments.
  65. **Submit posts to Medium.com.** If the topic you are teaching comes from personal experience. If you're sharing your journey with your audience, you can create posts specifically for the Medium audience that help tell your story.
  66. **Submit to Reddit.com.** Where Medium prefers personal stories, Reddit is open to a wider variety of posts. Add your website URL or link to your registration page in your posts.
  67. **Create a limited offer.** Like using coupons, limited time offers motivate people to make quick decisions. To kick off your webinar promotions, consider adding a limited offer to the first 50 people who join or a limited-time offer discount for the first 24 hours.
  68. **Host a JV giveaway event.** Contact other business owners in your niche to see if they'd like to participate in your giveaway event by offering a freebie and promoting the vent. The benefit to them is that they get their freebie in front of a large audience since every participant, including you, will be promoting the event.
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69. **Promote on Snapchat.** With millions of active users and billions of daily video views, Snapchat is a great way to promote your webinar event, especially if you target a younger audience like millennials.
  70. **Offer to be a guest speaker at a live event.** It doesn't matter if the event is large or small, when you share your experience, it will generate interest which you can direct to your website and registration page.
  71. **Be a guest on a podcast.** Same as in-person events, you can be a guest speaker on podcasts to share your knowledge and a promo for your webinar. Just choose podcasts that have the same target audience as you.
  72. **Contact the media.** Check [Help a Reporter Out](#) (HARO) to see if any reports are looking for people to interview about your topic. If not, reach out to reporters too see if they'd be interested in your topic.
  73. **Create SlideShare presentations.** Take some tips or hacks and create a slideshow of them. Add a promo at the end telling viewers they can get even more by attending your webinar. Be sure to embed the registration URL into your presentation.
  74. **Promote through Skype.** When you add links to your status, everyone on your skype list is notified. You can also use Skype messenger to send them a quick announcement message.
  75. **Make use of Facebook bots.** Remember that FAQ? You could add one to Facebook that is manned automatically by bots then share the chat bot link with your followers. Anyone who uses it will be subscribed to your FB bot list which then can send more messages to them about your webinar.
  76. **Post about your webinar on your Facebook page.** Encourage followers to like your page so they'll receive notifications each time you post to it.
  77. **Make use of Facebook messenger.** Use Facebook message to contact anyone who has questions about your event or topic. This will make it more personal. Then you can turn those questions into posts for your blog or social media sites.
  78. **Use apps** such as [BuzzBundle](#) that allow you to connect with people worldwide. BuzzBundle scans the net to locate conversations related to your search terms. You can then join the conversations.
  79. **Create a viral quiz** using a plugin such as [Thrive Quizbuilder](#). These quizzes are like the ones you see on Facebook that everyone is taking. Create your own quiz for your audience.
  80. **Make use of Flickr.** Include your URL in your profile. Share videos relevant to your topic.
  81. **Register your business with local listing places** such as Google Places, Yahoo Local or Bing's local service.
  82. **Use online directories.** You can find a large [list of directories here](#) to promote your business on.
  83. **Share testimonials.** If you have some great feedback, share it with your followers.
  84. **Create a challenge.** Challenge your followers and others to do something related to your topic (share memes, post a story, share a post, etc.). Everyone who participates will be entered into a drawing for a special prize.
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85. **Review a product or service.** Offer honest feedback about products and services related to your topic. In the review, you can let people know you're hosting a webinar to take a more in-depth look into the topic.
  86. **Create a comparison chart** of products or services related to your topic. As with product reviews, include information about your webinar for people to learn more about.
  87. **Host a free workshop.** If your webinar training will be a paid event, host a short workshop to help educate attendees on a related topic. Promote your webinar at the end of your workshop training.
  88. **Attend in-person networking events.** It's a great way to meet new people who are interested in similar featured products and services. You can share your webinar information with them and may even find some great future JV partners.
  89. **Stress the benefits.** When talking about your event and creating your marketing material, always stress the benefits of attending. People want to know what's in it for them, how will they benefit, what will they learn or get from it.
  90. **Ask employees to promote it.** If you're working with a staff, ask them for ways they can promote your webinar in their everyday tasks. For example, support staff can let customers know when they answer questions. The sales team can include a brief mention when working with clients.
  91. **Choose a good webinar platform.** In this case, you need to be selective when choosing the platform, you use. Always choose a quality service that has all the features you want and an easy-to-use method for your subscribers to connect. If subscribers have trouble connecting they simply won't attend.
  92. **Publish it everywhere.** Once the webinar is over, if it's a freebie, consider publishing it on YouTube and other video sites. The more places you publish, the more people will see it.
  93. **Tap into your older lists.** If you have a lot of mailing lists, don't just contact those on your most active or general list. Send an email to all of your lists as the webinar might be something they are interested in.
  94. **Make it an upsell or downsell.** When you sell other products or services, include access to the webinar as an upsell or downsell offer.
  95. **Make it a bonus.** If you promote other people's products or services as an affiliate, include free access to your webinar as a bonus for buying through your link.
  96. **Have it transcribed.** Once the webinar is finished, have the recording transcribed. These transcripts along with your robust notes can be turned into an ebook, report or guide which you can sell or give away. They can also be used for blog posts, tip lists and more.
  97. **Promote previous podcasts and webinars.** If you've created webinars or podcasts in the past, remind people about them. Let your audience know that you'll have a new webinar coming up.
  98. **Ask for testimonials.** Ask customers, clients and anyone else who has had access to your content or training in the past to share their feedback and a testimonial. Post these to your website, registration page and social media, with a reminder about your upcoming webinar.
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99. **Create cliffhanger content.** Cliffhangers can be created in just about any format. Simply share some highly valuable information, but leave out some important parts. Tell your audience they have to attend your webinar to get those golden nuggets.
100. **Create a multi-part series.** If the topic you are covering is complex, consider making it a multi-part series. Let part 1 be a freebie that you post on your site, on YouTube, social media and other video sites. Add a promo for part 2 at the end.
101. **Publish previews.** If your webinar will have pre-recorded pieces, post a short clip on your social media channels and blog. Post some images that offer a small preview of what is to come.

As you can see, driving traffic to anything isn't as hard as it first seems. All it takes is some planning, prep work and a little bit of time.

Would you like to work with us to create your perfect strategy?

Book a call here <https://www.leadslaunchleverage.com/contact/>

