







Webcast Promotion Tips

<p>Email</p> 	<p>Send emails to your prospect list. If you have budget, consider buying an email list of targeted prospects. On the topic of emails, have employees include a line about your webcast and the registration link in their email signatures.</p>
<p>Social media</p> 	<p>Promote regularly on your company's LinkedIn, Facebook, X [Twitter], YouTube, and other social media sites. Use a hashtag to stimulate a community around your event, and help people talking about your webcast to connect and exchange ideas with others.</p>
<p>Blogs</p> 	<p>Blog about your upcoming webcast. A blog can tell attendees what to expect from the webcast in greater detail than social media or email can.</p>
<p>Newsletters</p> 	<p>Depending on whether your audience is internal or external, promote your webcast in company or customer newsletters.</p>
<p>Partnerships</p> 	<p>Consider partnering with blogs or websites that cater to your target audience. If your webcast includes influential speakers, ask them to promote the event and share their excitement about participating with their fans and followers.</p>
<p>Event reminders</p> 	<p>Send reminder emails at least two weeks in advance of the webcast, one week in advance, the day before, and the morning of your webcast. The email should include login information for everyone who's registered. Also include the webcast hashtag, and ask people to tweet if they have any questions.</p>