



**Elite Webinar Mastery™**  
by  **easywebinar**

# Marketing Fast Track Program

Week 3: The Engagement Syphon  
[Lead Generation]

This week is all about promoting your webinars through paid and organic traffic.

Facebook ads:

Ad Creation

Ad Funnel

Ad Design

Ad Targeting

Ad Best Practices

Content Marketing

Email Marketing

- You are all set up on EasyWebinar, Leadpages page, ClickFunnels, OptimizePress, etc (the registration page of the event itself)

**We will talk about marketing  
for both live and automated  
webinars.**

**Live Webinars and Automated Webinars  
use many of the same techniques to  
market.**

**ie. Facebook ads, blog articles, YouTube  
ads, YouTube content videos, etc.**

# Ways to Promote

- Facebook Advertising
- YouTube content videos (teasers & promo video)
- Facebook posts, groups, and event listings
- Blogging, Content Marketing (teasers)
- Live video like Periscope, Create an Instagram image, Post on Snapchat
- Run a contest and give CTA (Launch Style)
- Google+ to build your circles
- LinkedIn (if you have a community there)
- Ask existing community members to share
- Joint Venture Partners—create a promotion around it for them
- People love to syndicate good content—  
find those in your niche that will share

# My Traffic Favorites

## Traffic and Advertisement

Facebook Ads (50%)

Periscope (10%)

FB Live (15%)

FB, Twitter, YouTube organic (12%)

Podcasting/Blogging organic 11%

YouTube Video Ads 2%

How to video content + repurposed to YT

How to video (Native video creation & ads for social growth)

Interviews/case studies  
FAQ/SAQ

All Content Drives Leads to Mini Course or Webinar

Free Mini-Course

automated Webinar

Live Webinars for list building and engagement

*Build your list using Email Service such as mail chimp, aweber, infusionsoft, constant contact*

Use a tool such as OptimizePress  
Leadpages and EasyWebinar for your Free Funnels

Paid Products

Course, Membership, Other Product

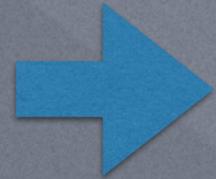
Coaching and Consulting

Service

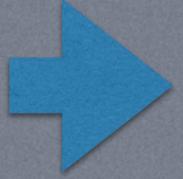
Payment gateway using Paypal, Stipe, JV Zoo, Clickbank

# Phases of optimization & qualification

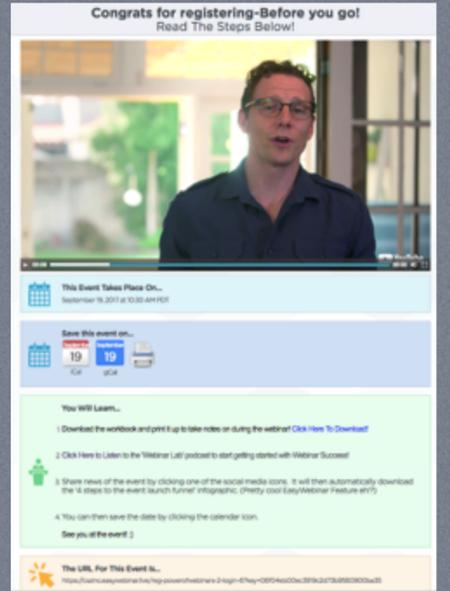
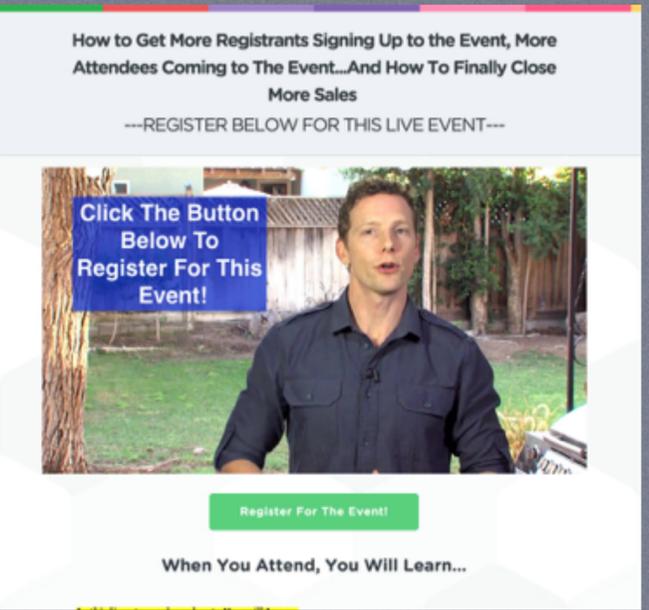
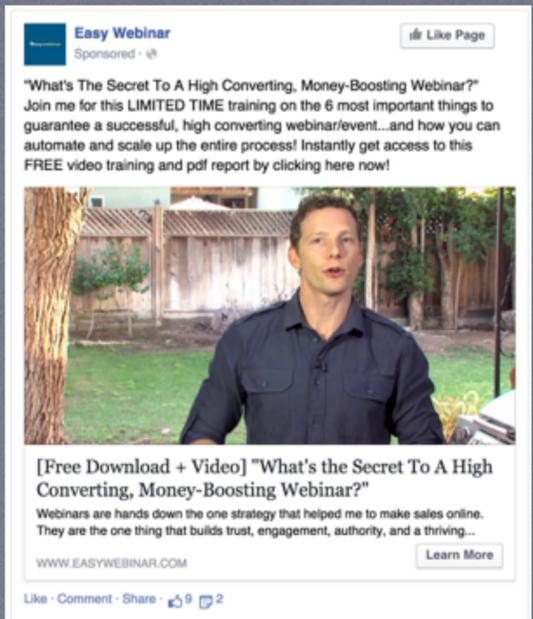
FROM YOUR AD/PROMO  
ideal cost per lead is no more than  
10-13 dollars



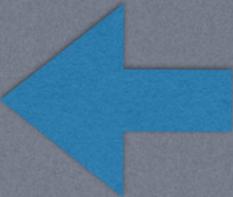
Value Bribe to sign up



Value bribe to get  
them to the webinar



30% of those who apply buy...  
Either let them schedule their  
own time or call within 48 hours



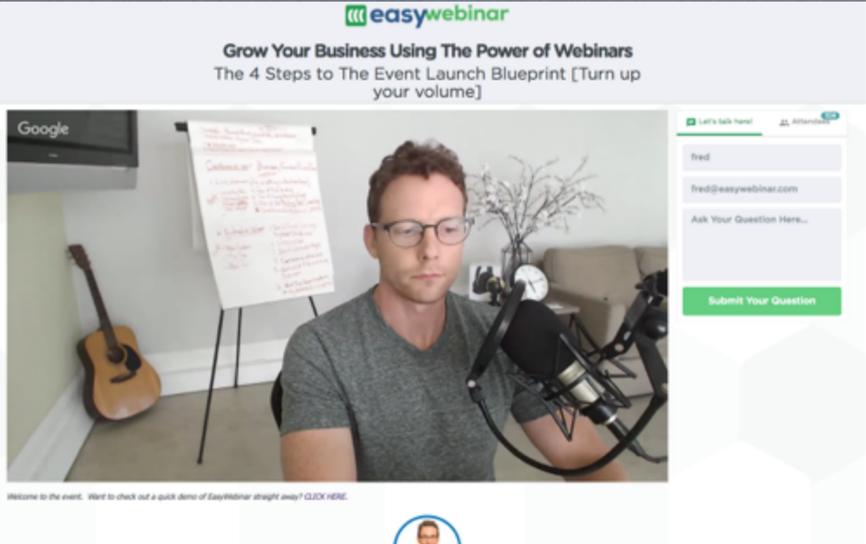
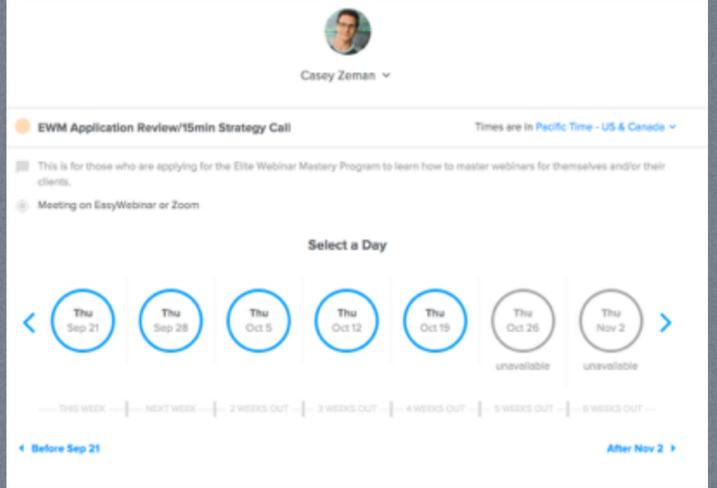
Application conversion  
goal is 50% of  
those who click to apply  
actually apply.



45-1.5 hour long webinar (35-45% show up  
to the webinar designed to get applications



Facebook  
conversion:  
100 dollars  
per app or  
less



# Let's Create The Scenario for a Live Event

The three that I focus on the most are:

1. Facebook Ads
2. Content Marketing
3. Email Marketing to My List

# Let's Create The Scenario for a Live Event

You have the date for your event scheduled. Give Yourself 10 days.

## Facebook ads Strategy

Run and get set up with Facebook ads 10 days before the webinar starts.

By creating a killer Facebook ad you can get low cost per conversions on your leads.

# Facebook ads Strategy

What Kind of Facebook Ads  
Should You Run?

# Facebook ads Strategy

## 1. FB IMAGE AD BASED ON CONVERSIONS

 **Easy Webinar** Like Page  
Sponsored · 

**"What's The Secret To A High Converting, Money-Boosting Webinar?"**  
Join me for this LIMITED TIME training on the 6 most important things to guarantee a successful, high converting webinar/event...and how you can automate and scale up the entire process! Instantly get access to this FREE video training and pdf report by clicking here now!



**[Free Download + Video] "What's the Secret To A High Converting, Money-Boosting Webinar?"**  
Webinars are hands down the one strategy that helped me to make sales online. They are the one thing that builds trust, engagement, authority, and a thriving...

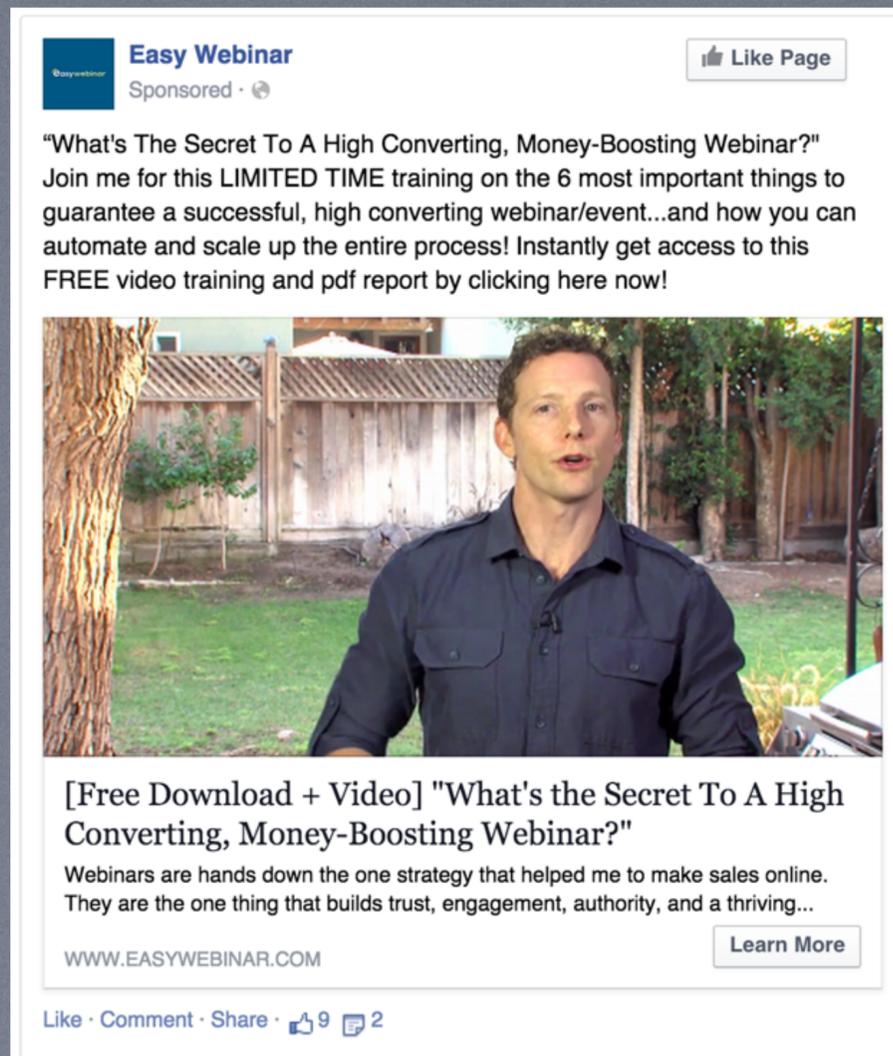
[WWW.EASYWEBINAR.COM](http://WWW.EASYWEBINAR.COM) Learn More

Like · Comment · Share ·  9  2

Strategy 1:

# From Paid Traffic Like Facebook To a Webinar

*Keep consistent branding across all mediums...*



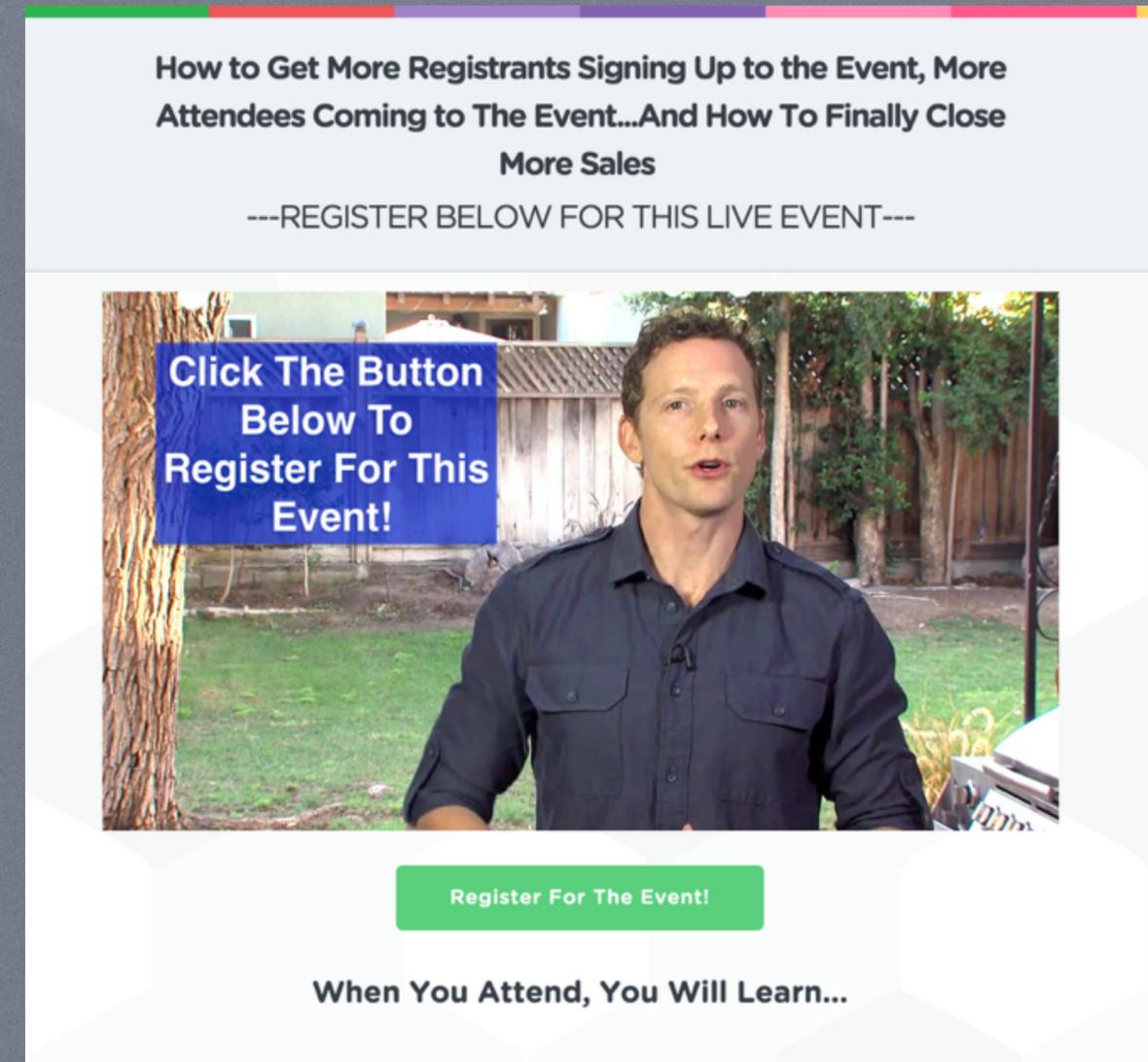
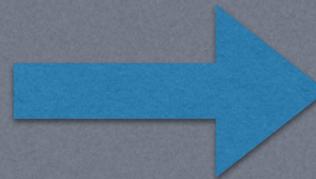
**Easy Webinar**  
Sponsored · 🌐 Like Page

"What's The Secret To A High Converting, Money-Boosting Webinar?"  
Join me for this LIMITED TIME training on the 6 most important things to guarantee a successful, high converting webinar/event...and how you can automate and scale up the entire process! Instantly get access to this FREE video training and pdf report by clicking here now!



[Free Download + Video] "What's the Secret To A High Converting, Money-Boosting Webinar?"  
Webinars are hands down the one strategy that helped me to make sales online. They are the one thing that builds trust, engagement, authority, and a thriving...  
WWW.EASYWEBINAR.COM Learn More

Like · Comment · Share · 9 2



**How to Get More Registrants Signing Up to the Event, More Attendees Coming to The Event...And How To Finally Close More Sales**  
---REGISTER BELOW FOR THIS LIVE EVENT---



Click The Button Below To Register For This Event!

Register For The Event!

When You Attend, You Will Learn...



Easy Webinar

Sponsored · 🌐

👍 Like Page

"What's The Secret To A High Converting, Money-Boosting Webinar?"  
Join me for this LIMITED TIME training on the 6 most important things to guarantee a successful, high converting webinar/event...and how you can automate and scale up the entire process! Instantly get access to this FREE video training and pdf report by clicking here now!



[Free Download + Video] "What's the Secret To A High Converting, Money-Boosting Webinar?"

Webinars are hands down the one strategy that helped me to make sales online. They are the one thing that builds trust, engagement, authority, and a thriving...

WWW.EASYWEBINAR.COM

Learn More

Like · Comment · Share · 👍 9 💬 2

## FREE! "What's The Secret To A High Converting, Money-Boosting Webinar?"



FREE TRAINING ENDING IN...

0 days, 0 hours, 0 mins, 0 secs

Instantly Download This Webinar Blueprint and Training

[Instantly Download This Webinar Blueprint and System](#)

\*This is a Free service and no credit card is required.



**Rick Mulready**

Sponsored · 🌐

👍 Like Page

Want to get started with Facebook ads? In this BRAND NEW online workshop I'll show you EXACTLY how to create killer Facebook ads on less than \$10 a day. Click here or the image below to reserve your FREE spot:

<http://fbadsfornewbies.com/webinar/> You'll Learn:

1. A proven system for making FB Ads profitable on less than \$10/day....

[See More](#)



### New Online Workshop [Free]: FB Ads for Beginners

You'll learn my exact proven system for making FB Ads profitable on less than \$10/day.

[FBADSFORNEWBIES.COM](http://FBADSFORNEWBIES.COM)

[Learn More](#)

Like · Comment · Share · 👍 1



*with Rick Mulready*

## Free Online Workshop!

### Facebook Ads for Beginners: *How to Create Killer Facebook Ads on Less than \$10 a Day*

Ready to grow your business? If you're a small business owner, online entrepreneur, shop owner, coach, consultant, a service professional (such as a local marketer or social media manager), or even if you don't have a product to sell and want to start generating income online, then this workshop is for you!

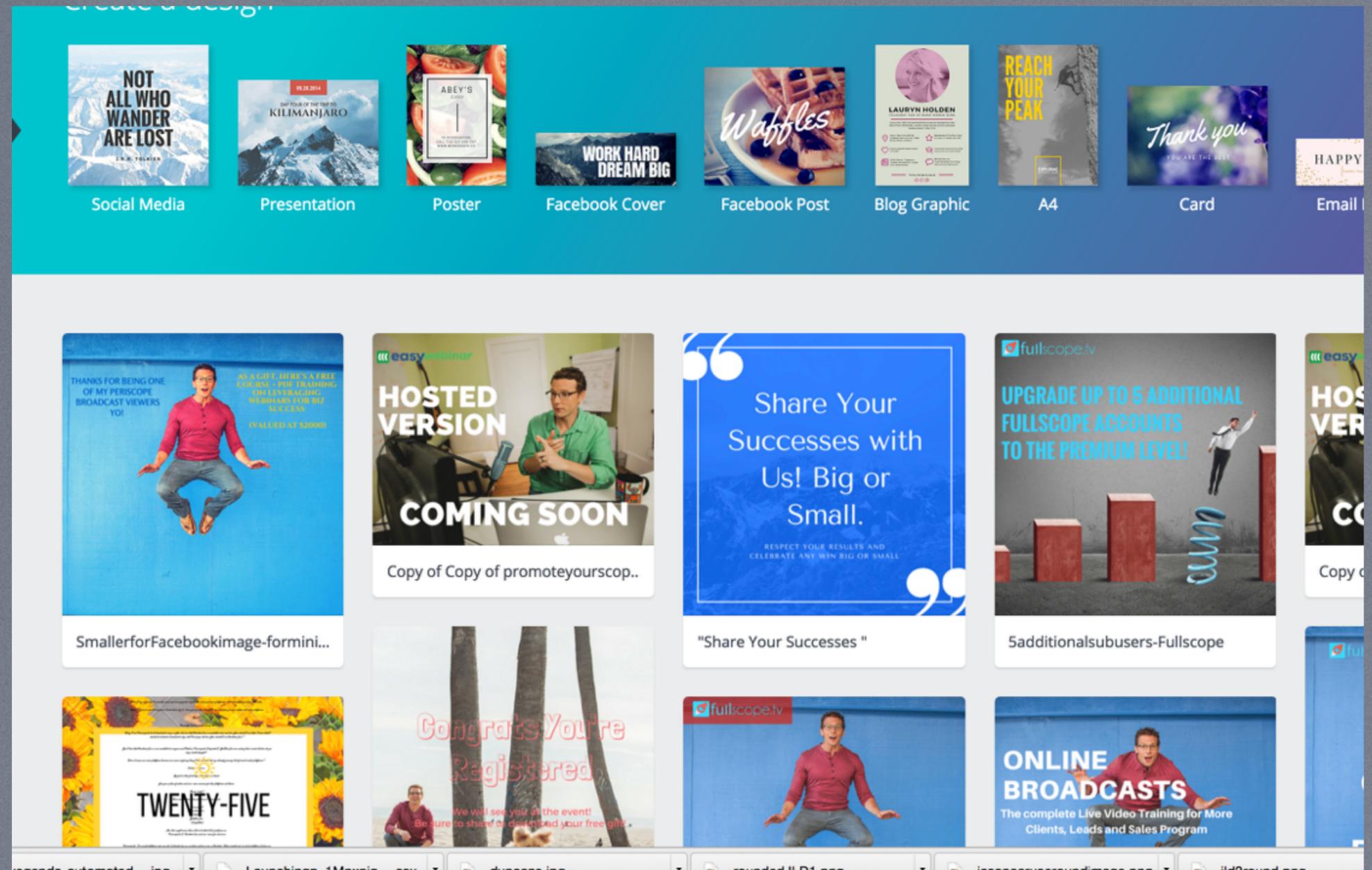
[Yes, Claim My FREE Spot Now!](#)

## During this FREE ONLINE WORKSHOP you will learn:

- ✓ How to get started with Facebook ads today **WITHOUT** losing your shirt or spending a lot of money.
- ✓ A proven step-by-step system for quickly creating **PROFITABLE** killer Facebook ads while spending **less than \$10 a day**.
- ✓ **THREE** strategies that will help lower what you need to spend on your ads in order to get more sales (more quickly) and increase your profit.

**What do I use to  
create my images?**

# Canva!



# Facebook ads Strategy

## 2. FB VIDEO AD ALSO BASED ON CONVERSIONS



Casey Zeman

10 February ·

Video 1 of the Webinar Mini Course-Get the rest at <http://webinarminicourse.com>



27k Views



Like



Comment



Share



You, Diana Francesca Newton, Greg Hickman and 71 others

Chronological

40 shares

13 comments



**Beth St. Claire** I really like the idea of doing webinars (I have experience as an actor and performer and run a lot of group programmes, so this feels like something I could be good at)... but I am a psychotherapist, and that's my highest skill-set and qualification, ... [See more](#)

Like · Reply · 12 February at 23:21

## THIS VIDEO SCRIPT FOR FB

In that scenario:

- A. I make sure my video is less than 2 minutes long
- B. Use this particular outline:

1. What is the biggest problem that your audience is facing?
2. Your intro: (add social proof-why are you the expert?)
3. What they will learn and how you will solve their problems:
  - Bullet point one
  - Bullet point two
  - Bullet point three
  - Bullet point four
4. Call to action (reiterates the problem):

### Learn 4 Simple Steps To Launching Any Product or Service Using the Power of Online Events

Register Below and Instantly Receive a Free Gift!



[Register For The Event!](#)

#### When You Attend, You Will Learn...

- In this never before seen training, I am going to be teaching all about the **Event Life Cycle** and the '*4 step Event Launch Blueprint*' for maximizing your profits.
- How to start looking at your events more like mini product launches that can be replicated over and over again.
- How to turn these launches (that start live) into **evergreen sequences** that can continue to make passive monthly income for you over and over again.
- How to not get stuck on the live event 'drop off' where no matter how many attendees you have for your live event, (and how little money you might make), you can do **triple and sometimes quadruple** the

# Quick and simple

1. Are you are a photographer whose been struggling to get business because of the sea of steep competition you're faced with?
2. Hi my name is Casey Zeman (author of YouTube Revealed) and I've worked with fortune 500 companies and small businesses on building authority and engagement and I wanted to bring these unique and untapped strategies to you!
3. I'm holding a special limited-time training where I'll reveal:
  - How to create an emotional connection to your audience that will always separate you out from the competition.
  - How to stop running around like a chicken with it's head cut off taking every job that pops up. Instead how you can position yourself as the authority in your specific field and take only the clients that YOU want.
  - The 3 B's for building a profitable and consistent online community with your brand.
  - Finally, the 5 most important assets for tripling your growth that you create once that can work for you over and over again.
4. So if you've been frustrated and worried about where your next gig is coming from, join me at 2pm PST April 5th where I will spill the beans to this unique system. Register on this page!

# Facebook ads Strategy

FB AD

The screenshot shows a Facebook advertisement for 'Easy Webinar'. At the top left is the 'Easy Webinar' logo with a 'Sponsored' tag and a 'Like Page' button. The main text reads: "What's The Secret To A High Converting, Money-Boosting Webinar?" followed by a promotional paragraph: "Join me for this LIMITED TIME training on the 6 most important things to guarantee a successful, high converting webinar/event...and how you can automate and scale up the entire process! Instantly get access to this FREE video training and pdf report by clicking here now!". Below the text is a video thumbnail showing a man in a dark blue shirt speaking outdoors. Underneath the video is another headline: "[Free Download + Video] 'What's the Secret To A High Converting, Money-Boosting Webinar?'" and a short paragraph: "Webinars are hands down the one strategy that helped me to make sales online. They are the one thing that builds trust, engagement, authority, and a thriving...". At the bottom left is the URL "WWW.EASYWEBINAR.COM" and at the bottom right is a "Learn More" button. The bottom of the ad shows engagement icons for 'Like', 'Comment', and 'Share', with counts of 9 likes and 2 comments.

Direct to webinar registration page

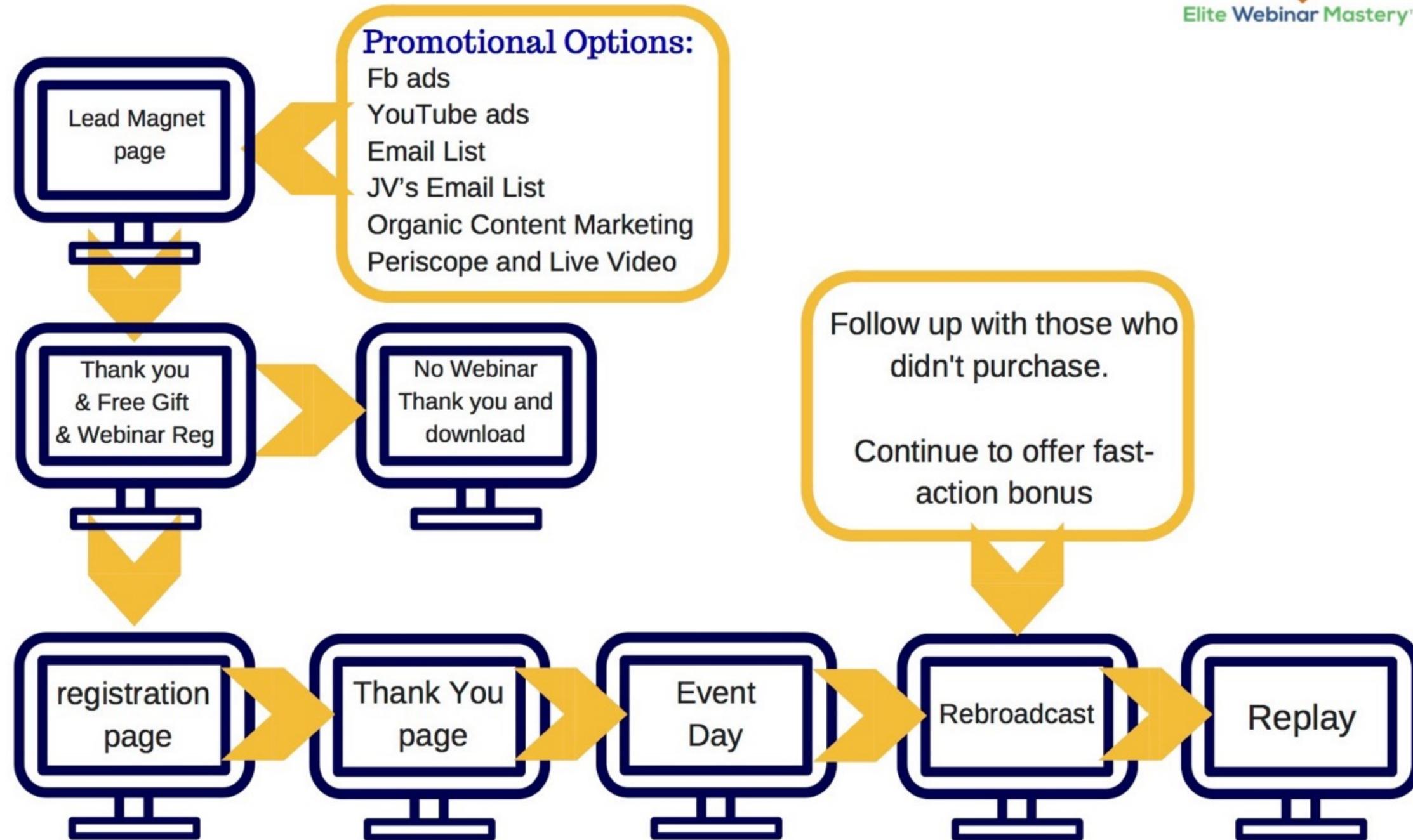
Landing Page that promotes webinar on the thank you page

Send to a content piece/blog article that promotes webinar

# Facebook ads Strategy

- You can send FB traffic direct to webinar registration page
- Send to an opt in landing page
- Send to a content piece/blog article that is content driven or case study that talks about the opportunity, the problem, and solution (the webinar). Then drive traffic from the article to the webinar or landing page.

# Lead Magnet to Webinar Funnel



## Live Webinar Email Sequence

- 48 hrs before - Email 1: More about Content (re-offer free gift)
- 24 hrs before - Email 2 : Why I'm teaching this
- 3 hr before - Email 3: Why you will want to attend (value bribe)
- 1 hr before - Email 4: We begin in 1hr. remind them about who this is for
- At the time of the event - Email 4: We are starting now, come on in

## Automated Webinar Email Sequence

- 24 hrs before - Email 1: More about Content (re-offer free gift)
- 3 hrs before - Email 2 : Why I'm teaching this
- 1 hr before - Email 3: Why you will want to attend (value bribe)
- At the time of the event - Email 4: We are starting now, come on in

## Facebook ads Strategy

- The goal here is to start early enough to get Facebook to work with the low starting bid you put in.
- I would suggest with starting at 5-20 dollars and let that run for the day. Then go in and see how that 5-20 dollars is performing.
- If it looks good boost spend up by 15% increments.
- And then by day 3 you should have a stream lined idea of conversion costs so that you could even go up to 100 a day for the next 5-6 days before the webinar starts.

# Facebook ads Strategy

New Ad:

**Text:** [Free Workshop + Workbook] Create a 6 Figure, Money-Boosting Webinar. These 6 strategies along with a webinar launch plan will get you that much closer to mastering the NEW Evolution of Webinars!

**Headline:** [Free Workshop + Workbook] Create a 6 Figure, Money-Boosting Webinar

**News Feed Description:**

Hands down Webinars are STILL the best ways to sell and build a thriving community whether you are an expert, author, coach, consultant, product creator, or service...BUT there are just a few key skills needed especially with how popular Webinars have gotten to rise above and create the NEXT EVOLUTION of Webinars. Want to Learn How? Come on Through!

**CTA BUTTON** (Learn more or sign up)

**Display Link:** Something simple

# Targeting

- Audience targeting based on interests, behaviors, job titles, employers.  
(ie. a person of interest in your niche who has an audience similar to yours.  
Or finding people who LIKED some interest that is wrapped around your business. Ie. look for an age range that fits your customer profile and a specific niche you are solving a problem for.

- Example:

Millennials women who work for ad agencies.

Or millennial women who work in the financial services industry

Or millennial women who work in real estate niche

Tool: Use the audience builder tool to build this audience...

# Targeting

- Target based on existing audience who is hitting your website...  
(Using Retargeting pixels/Add Audience Pixels to ALL your pages)
- Target by uploading custom audiences (CSV FILES) found on your existing list. Upload a customer list or database list and retarget your ads to that list.
- Take your uploaded list and create a look a like audience to it.
- Build your Facebook Public Figure page up through video engagement ads which in turn help to get more likes to your page. (Then retarget those who watch your videos)

# Facebook ads Strategy

1200 x 628 for image  
Create the Ad on Canva.

20 % tool Facebook ads

Grid TOOL

\*\*LONG AD COPY

\*\*link description:

\*\*Headline:

\*\*Display Link:

\*\*Call to Action Button

\*\*\*\*\*short ad

copy\*\*\*\*\*

Best Practices:

-go to audience insights and flesh out an audience group there.

-Pick the countries to target (ie, USA, UK, Australia, New Zealand, Canada)

Use Likealyzer.com to glean inspiration from other pages and niches similar to yours to know what not only your business pages should look like but also the best practices for keeping engagement up.

# Facebook ads Strategy

## Simple ad tweaks that work:

1. Using [BRACKETS] in your title can often times peek more interest.
2. When something is free mention that it's free. Such as :  
[Free Workshop + Workbook] Create a 6 Figure, Money-Boosting Webinar
3. Consider using ... to elude that there is more to learn or discover
4. Consider questions in your title...such as: 'Tired of spending thousands on web design?'
5. For the headline mention the hope...in the TEXT mention the pain point...and in the description go into a 50-70 word summary of the WHY they need to attend.

**Day 1:** Set up your ad

**Day 2-5:** check conversion costs (Only spend 5 dollars)

**Day 6-10:** Up your cost to 100 dollars a day once your conversions have been tested

*Cost goal is between 1 dollar (CPC) cost per conversion to 4-5 dollars cost per conversion.*

**Day 1:** Set up your ad

**Day 2-5:** check conversion costs (Only spend 5 dollars)

**Day 6-10:** Up your cost to 100 dollars a day once your conversions have been tested

*Cost goal is between 1 dollar (CPC) cost per conversion to 4-5 dollars cost per conversion.*

# Content Marketing Strategy

Instant micro content  
about the topic

For SEO, Authority Seeding,

# Content Marketing Strategy

- Start at the top of the food chain (Use Periscope/FB Live to Create Micro Content (10 ideas around your topic))
- On Your blog (create 1-3 blog articles about it)
- In the form of images for Instagram, and Facebook (Use Canva to create images that you then post)

Blog article that shares:

- Why is this opportunity important for them.
- What is the opportunity and how is it going to change their lives and then teach micro solutions.

Craft message based on 2 archetypes who will buy...

1. Those who don't know they need the opportunity but need a solution to their situation.
2. Those who've been unsuccessful with the opportunity thus far but know it's valuable.

# Who is your ideal customer?

EX. Judy sells USB 64 g USB sticks on Amazon.  
Her customer are 13-35.

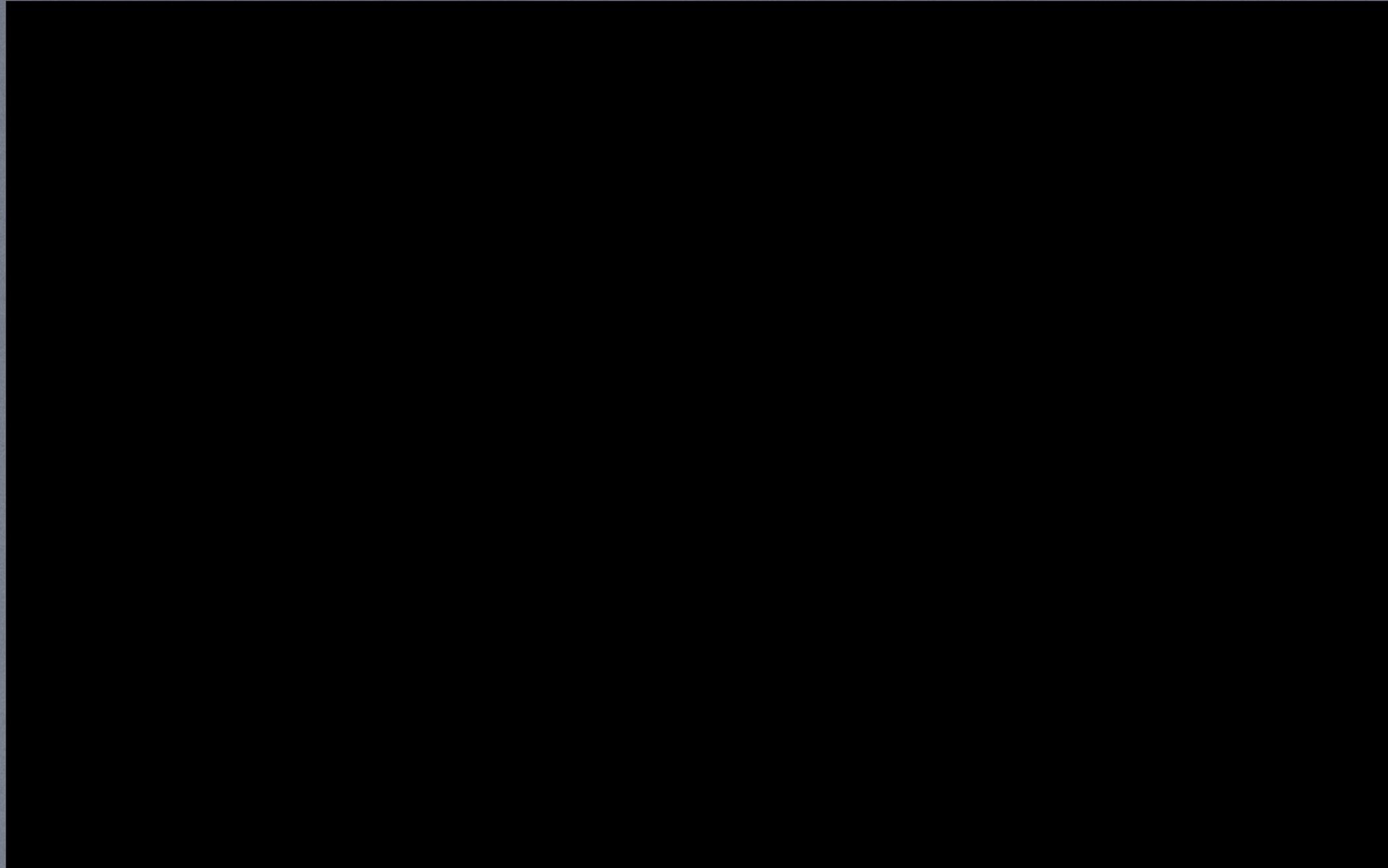
What how to video content can she create that  
will drive people back into her Free gift or  
store?

[Judy plans to give away as her free gift a  
resource guide where her audience can get the  
best free music and video content to store on  
their 64 G USB sticks.]



1. Do you download a lot of video or make a lot of videos? How to stop seeing 'Your start up disk is full' message on your computer!
2. How to compress your video files to save on storage space.
3. Why iPods are dying for music and video playback.
4. How to store your USB sticks in an organized way.
5. What kind of cars can take USB sticks without devices?
6. How to move video content and music content to your USB device and organize the names of your files.
7. File naming for better organization and storage!
8. How the world of technology and storage is changing.
9. How to save yourself a ton of money by not spending on external hard-drives.
10. Are you an iPhone user with limited data abilities on your phone? Check this out.

# Contests To Build Interest



Create 3-5 pieces of content that you can repurpose on the blog. These can also be turned into Contests that you incentive people to come to for 3-5 days

# Email Marketing

**Invitation  
Emails**

**Follow up  
Emails  
From The  
Invitation**

**Segmented  
Reminder  
Emails**

# Before You Start Writing

- 1. Define Problem/Empathy**  
Get detailed. The more detailed the better. “I want to lose weight for my wedding but not starve myself”
- 2. Define Common solutions :** What others do and why it’s wrong. For instance women can lose weight for their wedding but often times it bounces back and many times over they cant even enjoy their wedding because they’ve lost the weight in the wrong way. Pills, No caloric intake, etc
- 3. Define Uncommon solution (Better solution and insights...story driven)**  
Losing weight vs. changing your lifestyle. (Create aha moments here and in the webinar)
- 4. How does your product/webinar solve the problem and is different from your competitors? USP (Unique selling proposition)**  
This is not just a weight lose program but a lifestyle changing program designed to lose weight AND keep the weight off without starving yourself, damaging your body or ruining your social life.

# Structure Of Your Emails!

1. **Your Hook:** (Eat like a horse before your wedding)
2. **Problem:** (You want to look great for your wedding without starving yourself in 8 weeks)
3. **The Real Problem:** (You need to change your lifestyle habits to lose the weight and keep it off)
4. **Most people common solution:** (Most people will take damaging pills, seriously drop their caloric intake and create 'high and low' weight fluctuation that will create way more harm than good. Also if they do lose the weight for their wedding, the weight comes immediately back)
5. **real solutions:** You need a simple lifestyle tweak. Rewire your metabolism with a few simple steps.
6. **Insights :** After years of trying to lose weight the one thing that finally started to work was a 4 pronged approach to weight lose that covers...alternative habits, exercise hacks, eating more often, mind over matter.
7. **CTA** [Come to this workshop where you'll learn all there is to know about these 4 steps and how to have results in 8 weeks or less. Register for this workshop now!

# Invitation Emails

1. From people that registered for your free gift but didn't register for your webinar on the Thank You Page

2. Direct To Email List...

*Disarm and create  
(Personal Story)*

*Defining the problems  
(Empathy)*

*Breaking down common  
solutions*

*Revealing the uncommon  
solution and the insights of it.*

*The CTA*

From people that registered for your  
free gift but didn't register for your  
webinar on the Thank You Page

**Subject:**

**Your free download  
[PDF + Video]**

**Body:**

Awesome! Here is your free PDF.  
This PDF will help to [Clear up x,y,z]

I did want to remind you that we are  
running a workshop that goes into even  
more details into this subject and more.

# **Follow up Emails**

**For those who  
didn't register for  
the webinar from  
the first  
invitation email**

## **Follow up #1 :**

- Did you see this ?
- Include new intro and same invitation
- Also include an objection that your customer archetype might have

## **Follow up #2 :**

Get more direct  
Speak to the pain and negative.  
(There are a lot of mistakes people make...) Here is one mistake, and on the workshop we talk about more of them.

# **Segmented Reminder Emails**

**In the future module you'll learn about scheduling your webinar reminder emails for those who registered...as well as ways to get more people to show up to your webinar!**

# What is your homework?

Go through Modules 3: Webinar Day

Dive into the various pieces of homework around creating your webinar.

What else?

Get Canva and use it for your images!

Go into Facebook and start an image ad!

# Module 3 Covers

6 strategies for a high converting sales webinar

5 key differentiators for automated webinar presentations vs. Live presentations

Let's get authentic!  
4 stigma's that stop us from pushing broadcast

The secrets to more engagement in your webinars! (For live or automated!)

If you decide to go 'LIVE'!  
Secrets to going live using the technology that we use with EasyWebinar!

(Strategy & Tech)