WEBINARS CHECKLIST
for successful content marketing in B2B

Complete the checklist and find out where you stand!

Team:

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📄 Webinar planning

Define the goal of the webinar.

Choose the target audience you want to reach.

Determine your key success metrics of the webinar (registrations, viewers, leads, etc.)

Define clear roles within the team (Technical moderator, Host, Presenter)

Determine the subject; does it offer added value for your target group?

Choose a suitable date and time (based on the preference of your target group).

Determine your budget for the webinar (technology, AV, speakers, promotion, follow-up).

Is there a landing page where registrants can register? What information does the form require?

Do you have a backup or contingency plan? (technology, speaker, etc.)

🖥 Webinar platform

Decide which webinar tool to use and whether you want to do it yourself or require professional support.

How can you include your corporate brand in the design?

Test all equipment and software.

Is the audio / video quality up to par? Can it be seen / heard on all browsers and devices?

Do you work with a screen sharing option and will you also show other applications?

Is there a good (quiet) location where the webinar can be held?

✅ Webinar preparation

Promote the webinar (social media, emails, website banners, through promotional partners, etc.)

How will you send reminders to the participants (email or text message?)

Choose an attractive title for the webinar

Think about the interaction during the webinar; can participants ask questions, will you use polls, chat, call2actions and / or a survey?

Plan a dry run. Do you have a good presenter?

Are you going international? Then take into account different time zones.

🗣 During the event

Don't let a webinar last too long (30-60 minutes). No longer than 60 minutes.

Is there enough variety in the presentation? (voice, speakers, images)

Are the slides designed professionally? (Too much text? Enough images?)

Determine the tone of voice of the presentation.

Make sure that you won't be interrupted (Cell phones off, door closed, outside noises etc.)

Is it clear how the questions of the participants are dealt with? Is there a live Q&A?

Is there a clear (concluding) call-to-action?

Hand out a bonus to viewers.

⭐ Afterwards

Provide a quick follow-up based on the call2actions and feedback from participants.

Is an on-demand version of the webinar available? If so, how can you further promote / use it?

Send an email to the no-shows ("too bad you weren't there") and to the participants ("thank you very much for your presence").

Have all questions been answered?

Can the content of the webinar be re-used?

Are the slides available online?

Evaluate the session with the team.

Have you achieved the previously set goals and expectations?

What are the areas for improvement?

Need help with webinars?

Reach out to our team. We can offer you flexible support in webinars. Contact us via **shimon@spotonvision.com**.

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