

York Small Business Enterprise Centre Presents:

WHAT YOU NEED TO RUN AN EFFECTIVE VIRTUAL CLASS

keynote speakers Hollie Hoadley & Maryam Golabgir



My Name is

Maryam Golabgir (Chief Amazement Officer of Digital Marketing Experts)

Maryam Golabgir is a digital marketing veteran with over 17 years of experience. She has worked in the Telecommunications, E-commerce, IPTV, A.I. Development, Broadband Alliance, and Financial industries. Maryam has worked with many B2B and B2C clients across many industries such as Sheridan Communications, Group of Gold Line, McFees Constructions, Snapd, Niche Decor, Roxborough Realty Group, Clifton Blake Asset Management, Ontario College of Social Workers and Social Service Workers and the Ontario Motor Vehicle Industry Council (OMVIC), among others.

Maryam believes creating a sustainable digital marketing strategy will require a sharp vision and loads of metrics to accompany digital plans. Maryam's digital expertise is in Social Media Marketing strategies, Website Development, Search Engine Marketing and Optimization, Online Advertising and Video / Mobile Marketing.



Hi, I'm Hollie

Founder, Creative Solutions

I have one goal, one team and countless possibilities to see your vision come to life. I love being able to support you along the way!

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Housekeeping

Feel free to take pictures or screenshots and post them! This will be recorded and shared with you after as well as the actual slides.

Tag @CreativeSolutionsHQ and @digitalmarketingexperts   

Please ask all questions at the end of this presentation. There are no stupid questions. You can also reach out after if you aren't comfortable asking online.

Views are our own and there are lots of different opinions out there.



Message us anytime!



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Planning Phase

Types of virtual events

Webinars

Summits

Conferences

Networking

Speed networking

Interviews

Live shows

Training

Workshops

Product launches

Masterminds

Courses

Live or Recorded?
Free or paid?
CTA or info only?
How long will the session be?

You decide



Is your event worth attending?

Before you simply throw an online event, you want to make sure the topic is valuable for people – what are you wanting to solve? You need to have a good reason for people to attend, a good speaker, and engaging content before you do anything to promote the event.



What is the best time of day to host?

As a rule, 11 a.m. to 2 p.m. are the best times to host an online event. The only exception within that time frame is noon—don't mess with people's lunch hour.

11 a.m. to 2 p.m.



Technology Phase

Event website and registration

Create a spot for people to register. Here are a few ideas to choose from:

- Create a new website or landing page and embed a form for registrations
- [Zoom](#) (for free events like this one)
- [Eventbrite](#)
- Facebook events on your business page (for free or paid events integrated with Eventbrite)
- [Google forms](#)



Hosting Phase

Video or not?

If you decide to host an event and you are on video, here are a few tips to remember and plan for:

- Lighting
- Background
- Audio
- Camera height


Hosting your event

Here are a few ideas to choose from depending on they type of event::

- [Zoom](#) (Live events, record them, registrations, live Q&A, and share screen)
- [CISCO Webex](#) (Live events, record them?, registrations?, and share screen)
- Go Live on Social = Facebook, Instagram, YouTube, LinkedIn, and Twitter
- [Remo](#) (Live networking, speed networking, panel discussions, breakout sessions, summits, sponsor showcase opportunities)
- **ALWAYS have a backup plan in case you have tech issues**
- **TEST everything before your event**
- If you can, have a co-host that will vet and organize any question for you



Marketing Phase



**No one will come if
you don't market it!**

5 essential steps to market your event

1

Create a
hashtag and
monitor it

2

Post on
social media and
ask people to
share

3

Send to your
email
database






4

Create a
Facebook
event on your
page

5

Post to online
community
bulletins and
calendars

Create a #Hashtag for your event

-  Align with your event
-  Stand out
-  Make it short
-  Make it memorable
-  Be unique

Note

Search Twitter and Instagram to see if someone is already using it. If they are, DO NOT claim it as your event identifier! Back to the drawing board you go.

Use it on EVERY post!! It is now just as important as the name of the event!

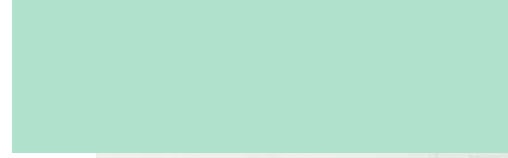
Other marketing ideas

Here are a few ideas to choose from depending on the type of event:

- ❑ Add the event link to your email signature
- ❑ Create an Eventbrite event whether you are using it as a main registration platform or not
- ❑ Share the event in LinkedIn and Facebook groups relevant to your audience
- ❑ Check Meetup groups to see if they would share with their members
- ❑ Run Contests "Who would you bring with you?"
- ❑ Leverage event sponsors and speakers (make it easy for them to share)
- ❑ Reach out to your strategic partners and ask them to share
- ❑ Treat attendees as collaborators and ask them to share once they register
- ❑ Consider offering incentives like Early Bird pricing

If you are going to be designing your marketing materials yourself, I highly recommend using a free design tool called [Canva](https://www.canva.com)! You can create images like:

- Flyers
- Covers for Eventbrite, Facebook events
- Shareable images for your attendees, speakers and sponsors
- Social media posts and stories



2 words

- 1. Be*
- 2. Proactive*

“I can't change the direction of the wind, but I can adjust my sails to always reach my destination.”

- James Dean



So, you're thinking of hosting a webinar - that's great! You've come to the right place. But, allow me pose a question: How do you ensure that the right people find your webinar online?



Webinar Search Engine Optimization



Traditionally, SEO is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.

By adhering to these webinar SEO best practices, you will improve organic traffic, rankings for relevant keyphrases and ultimately, increase attendance for your webinars.



Webinar Keyphrase Research



Conducting keyword research during the preparation stage will help you to ensure you're optimizing your webinar title and content for relevant keywords, so you can rank higher in SERPs, increase quality organic traffic to your webinar and drive webinar registrations.

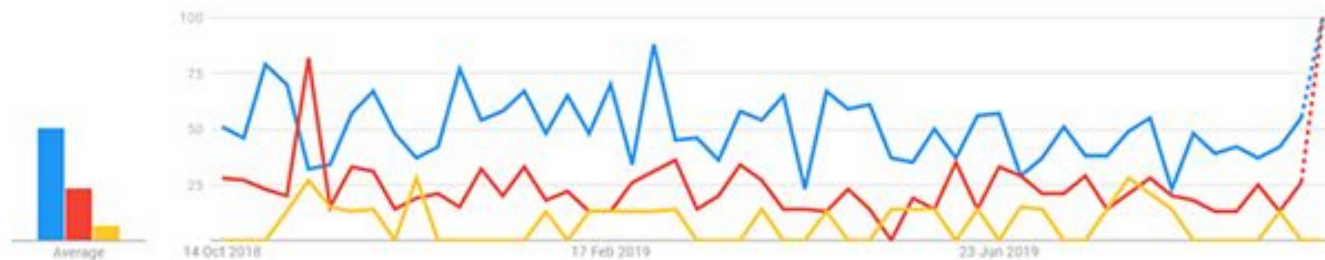


● webinar software
Search term

● webinar platform
Search term

● webinars us
Search term

Google Trends



When conducting keyphrase research for your webinar, I always suggest creating a dedicated keyphrase set and then grouping related keyphrases into smaller sets of similar topics a.k.a topic clusters. You can create a webinar using one of these topic clusters and target all of the related terms in the content and on the accompanying landing pages.



Optimize Landing Pages



Every webinar requires a registration page, where people can register for the event, so ensure that you optimize content on this page for target keyphrases, such as '**XXX webinar registration**'. As per SEO best practice, on-page optimization involves optimizing the following content elements on and off the page for relevant keyphrases:



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Meta data i.e. page title and meta description

H1 tag

H2 and H3 tags

On-page body copy

Internal links



Utilize Google My Business



You're probably wondering how Google My Business can help to increase webinar attendance? The truth is, it's a platform that many webinar presenters have overlooked in the past.



To get started with Google My Business posts for your event, all you need to provide is:

Optimized event title

Captivating image or video

Specific date and time

Description of the event, with relevant keyphrases throughout

Link to your registration page, with a tracking code for analytics



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Embed Your On-Demand Webinar



Once your live webinar is over, I recommend creating a dedicated landing page for the on-demand version of your webinar where you can embed the webinar video, provide users with a summary of the webinar and even provide a transcript. This gives you the opportunity to optimize the content for target keyphrases, so you can rank for relevant search queries.



Finally, you can enhance the visibility of your videos on Google by implementing structured data markup on your video pages to help search engines understand when videos appear on a page. This also increases the chances of your webinar video being shown as a rich result in the main Search, Videos Search or Discover page



Rich results usually sit in the coveted “position 0”, which means that they sit above the traditional text results in search engines. This makes them more eye-catching, so users are more likely to click through to your result. What does this mean for webinars? It means more organic traffic to your on-demand webinars, increased brand awareness and potential conversions on your site.



Create Good Content



if it's just time-filling fodder, or if it doesn't serve the search intent for the queries you're targeting, then frankly, it's not good quality content. This also holds true for content you wouldn't share with a friend or offer additional value when compared with that of your competitors'.

Considering your target audience first and foremost at every stage of the webinar production process will serve you well when it comes to webinar SEO and achieving success. This is an approach that can and should be adopted to any webinar programme and broader digital marketing strategy.





We are here to help you.



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Thank you to

