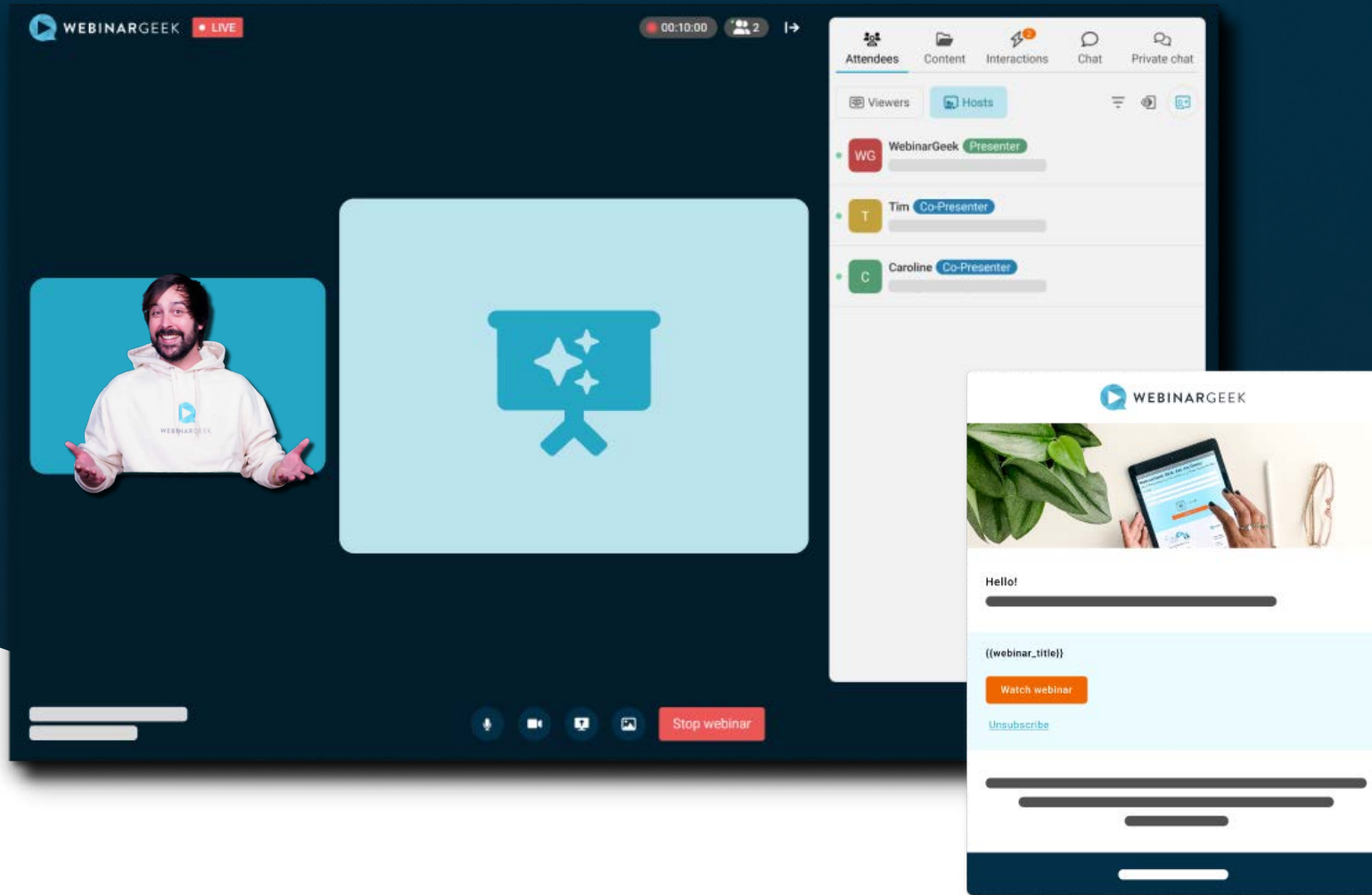




E-mails & webinars

E-mail marketing and webinar marketing go hand in hand with each other since the first day. When you are planning on creating a webinar you probably immediately think about how to get the most possible subscribers, viewers and results out of your webinar. Email marketing is the most effective way to achieve it all.

Sending invitations, confirmations, reminders and follow up emails is a huge part of getting in touch and staying in contact with your audience, that is also why the email creation process in WebinarGeek is so important and extensive.

WebinarGeek has unique features that give you the ability to create emails in your corporate identity. We provide a very user friendly interface to do so and even give you the opportunity to schedule emails ahead of time.

In this article we're giving you some more tips on how to write professional emails and want to make you aware of some opportunities that you might have missed before!

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Increase open ratio

The most important thing to remember is that people need to open the email before they actually read it. So if you have been spending hours on creating a beautiful email and you came up with a not so great subject line, all your work goes to waste.

Make sure to double check the following subjects:

Get recognized by the mailbox

When you want to send emails from an application with your own domain, you need to make sure that the application has the right to do so. Doing so also increases the chance of avoiding a spam box, so it's definitely worth it.

For this you'll need to add the DKIM (DomainKeys Identified Mail) and SPF (Sender Policy Framework) records to your DNS. If this sounds way too technical, make sure to ask your IT manager or domain administrator for help. It takes up to max 24 hours before the verification process is complete.

You can see this as a handshake between WebinarGeek (the application) and your domain. Now they are ready to work together as a team!

This is the most technical part, time to talk marketing again. You have the opportunity now to add email addresses with your domain. This is also the email address that people will see when they receive your email

First impression

The moment that your mail gets into that person's inbox it is completely up to them. Will they find your mail interesting enough to open it or will they just ignore it together with all other emails that are waiting to be opened? You can always send them a subtle reminder, but nothing beats that first impression.

To increase the open ratio and increase the amount of people actually reading your email you have influence over 3 elements:

- Author name
- Subject line
- Snippet - the first sentence in your email

All 3 elements are just text. So no images, no colors, no bold or italic, just plain text. This is why it is so important to choose every word carefully.



Instead of using `info@yourdomain.nl` or `marketing@yourdomain.nl`, you can also use a personal email address, for example the email address from the speaker. This makes the email feel so much more personal!

Inbox

● **Bryan - WebinarGeek** 10:16 >

Bryan, 50% discount on Premium Annu...

✨ End-of-Year deal ✨

50% discount on Premium Annual plans...

● **Caroline - WebinarGeek** 10:16 >

Bryan, the future of WebinarGeek is co...

Stop what you're doing, sit back and hold on tight....

● **Tim - WebinarGeek** 10:15 >

Bryan, be the first to experience the po...

Hi Bryan, Our new streaming app is available to you! 🎉 Join our group of customers who alre...

● **Pam - WebinarGeek** 10:15 >

Bryan, Restream your webinars to Link...

Hi Bryan, Summer isn't over yet! Do you have some spare time? We've created a bunch of a...

Jan Willem - WebinarGeek 10:06 >

Bryan, are you the geekiest of them all...

Hi Bryan, Are you looking for some way to up your Christmas spirit? Great news, WebinarGe...

Kiki from WebinarGeek 10:02 >

Ready to take webinars to the next level...

We are so proud to share something amazing with you! We've completely revamped the stre...

● **Sender name**

● **Subject line**

● **Preheader**

Adding a real name and the company name, makes it so much more approachable

Use someones first name, an action word, and an emoji to really stand out

Use the snippet to start the conversation

Author

Make this a personal and recognizable name. People intent to open emails from friends & colleagues much faster than emails from company names.

Subject line

There are plenty of articles which can help you write the perfect subject line. I would like to just make you aware of three things.

1. Personalized subject lines increase open rates of emails by 22.2%. Try to come across as personal as possible. Use someone's first name, company name or any other data you have.
2. Not many companies use emojis in their subject lines and that is a huge opportunity. Especially when you are aware that this is the only 'visual' you can use.
3. Get to the point in your subject line, people need to be triggered immediately and should not hesitate to open the mail. Use numbers, questions, percentages or mind blowing facts.

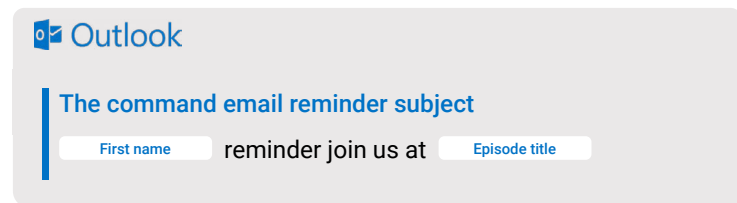
Snippet

The snippet is gray text behind the subject line, which is often also the first sentence in your mail. This is an opportunity that people often miss, make sure that you think about that sentence and motivate people a little bit more to open that mail!

Examples of different subject lines

Example 01: Remind people immediately from the start

Giving the feeling that they actually forgot something, creating the urge to quickly click and read more. Another smart trick is to start a subject line with RE:



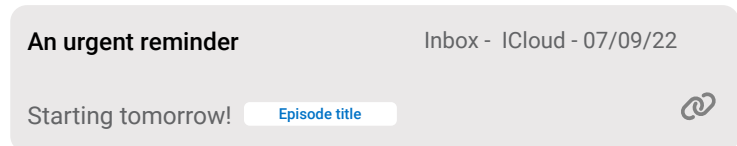
Example 02: Ask the question?

Great way to make people opening an email, because you make people curious about the answer.



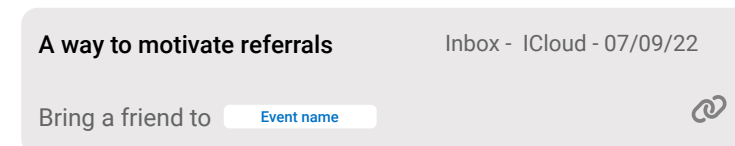
Example 03: Urgent reminder!

Making a very clear statement, so that people can't misunderstand you.



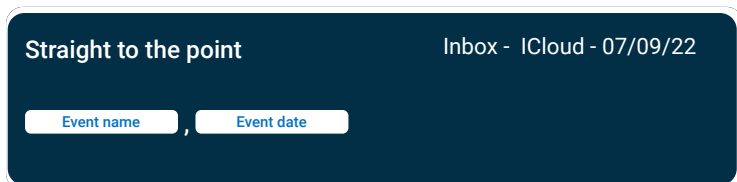
Example 04: Motivate people to spread the word

To create a snowball-effect you need help from the crowd.



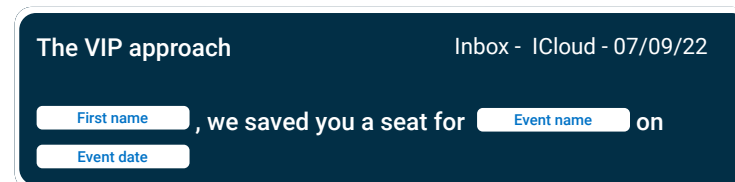
Example 05: Straight to the point

If your webinar title says it all, then say no more!



Example 06: The VIP approach

Make every single subscriber feel special. They are the chosen ones.



Give them what they want

Good job! Your audience opened the mail and is embracing the art of your creation. The most important thing now is that everything is inline with the expectation that they had before they opened your mail.

Get recognized by the reader

The easiest way to get recognized is by using your corporate identity. It doesn't matter whether you are sending an invitation or the 4th reminder mail, it needs to include your logo, font and colors.

What your audience wants to know

Make sure to choose one specific goal for your email and don't make it too complex. The clearer the message the better people will understand.



More than 50% opens their mail on mobile. You might also want to play around with the design of your email template. The mistake that's often made is that people spend too much time on creating columns in their emails. This looks great on desktop, but unfortunately has no added value on mobile devices since everything will be put under each other.



Date & time of the webinar

The most important thing for a live or automated webinar is to inform the audience when they should have their popcorn ready. Make sure to use this in the confirmation email and also in the reminder emails.



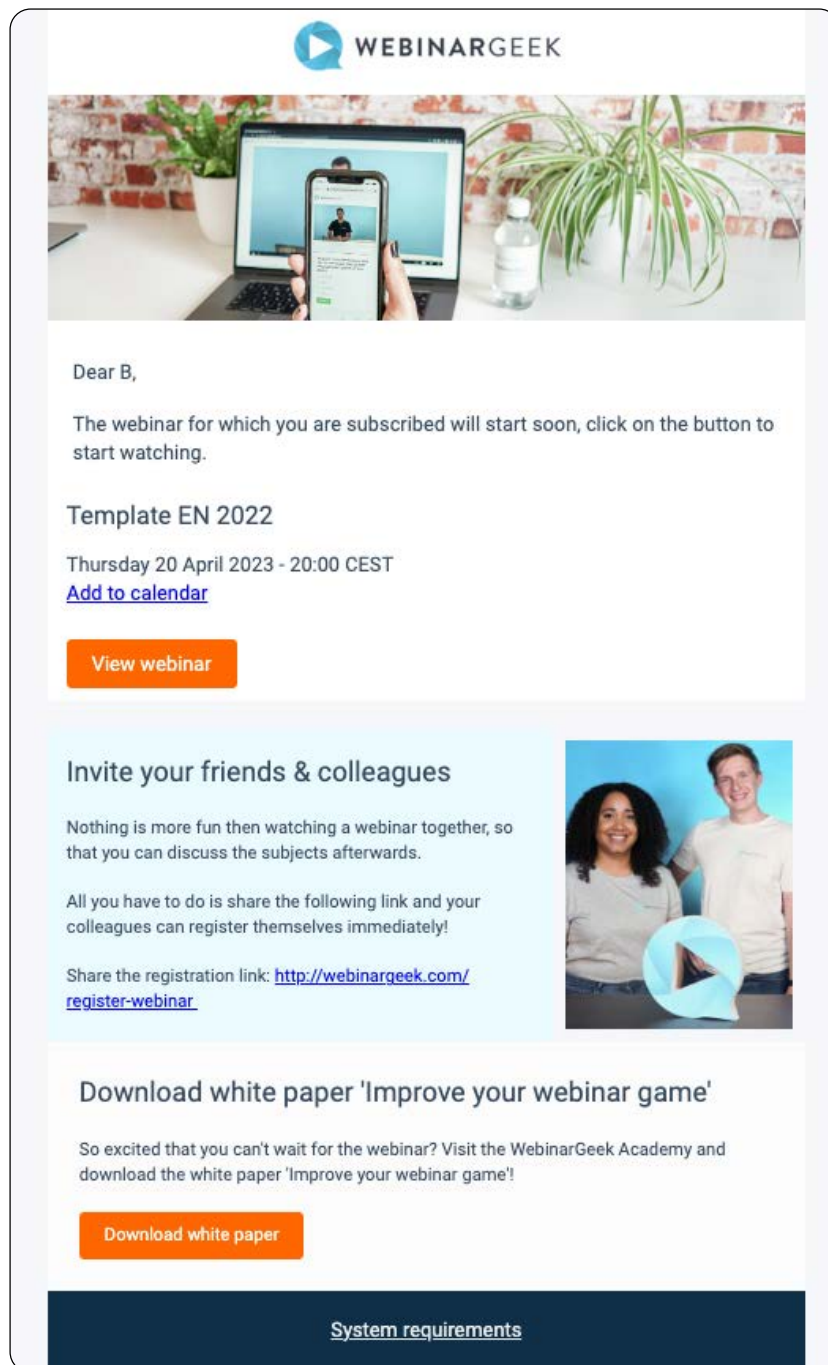
Event & speaker information

Describe what viewers can expect from the webinar. Give them bite-sized examples of what will be addressed in the webinar and give them some more background information about the speaker(s) in the webinar. Add a photo to make it more human or maybe even a small video to get everyone excited!



Preparation

We highly recommend you to use interactions during the webinar. One of the interactions that you can create with WebinarGeek is a quiz with which you test the knowledge of the audience. Another thing that we recommend is to share the recording of your webinar afterwards. We see that when people are informed about these things they are more likely to be prepared for the webinar.



Reminder emails

Content

A reminder email is an email that is automatically sent before the live webinar starts. It helps a lot to send multiple reminder emails to increase the attendance ratio.

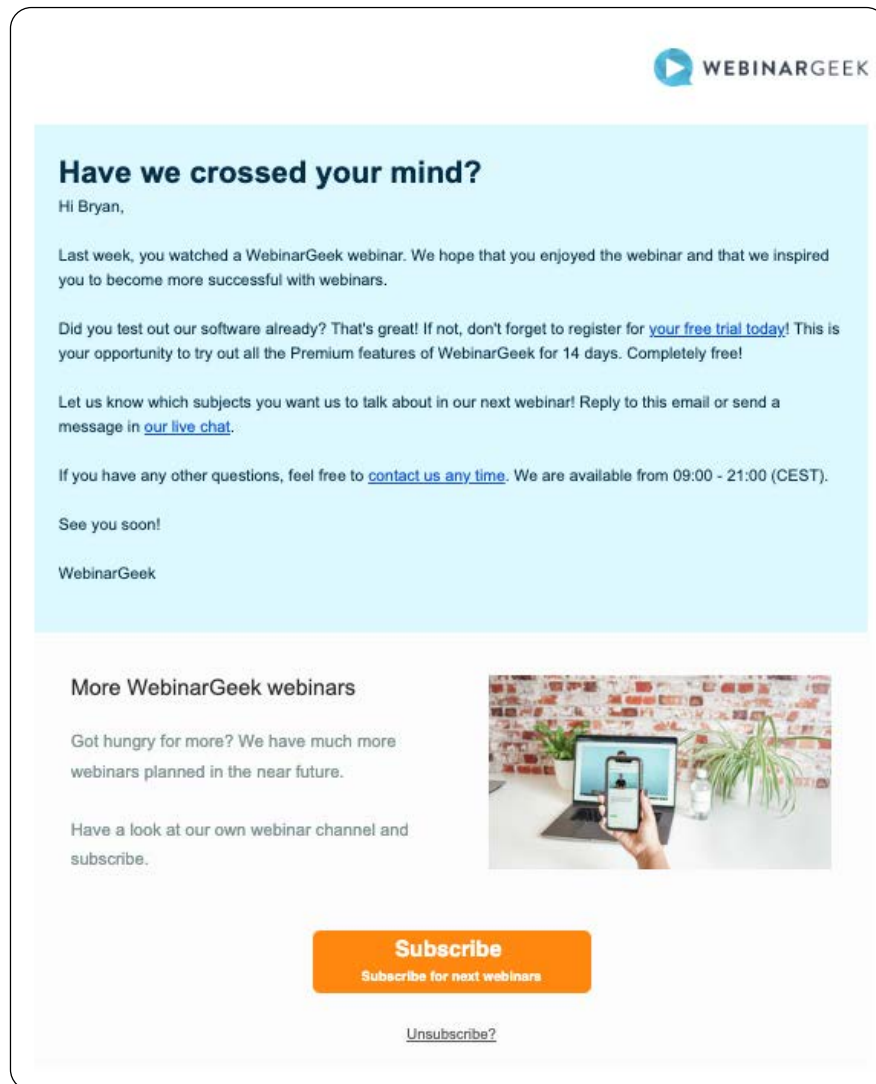
The reminder email should have the following information:

- Date and time of the webinar
- Triggering information about the webinar
- The unique link to join the webinar
- Invite a friend > link to the registration page of the webinar

If you would like to optimize your reminder emails, then measure the attendance ratio of your webinar. You can also choose to send the reminder mail a bit more frequent. For example; 5 days, 1 day and 15 minutes before the webinar.

The best way of optimizing the reminder mail is by checking the attendance ratio of your webinar or the open rate of the reminder email itself.

Follow up mails



A follow-up email is an email that is sent after the webinar has ended. You can use this opportunity to reach out to your audience. A great thing about the follow up email is that you can use the data/behavior from the audience. This makes your email look very personal and exactly hits the right spot!

The following email(s) should have the following information:

- A thank you note for those who watched the webinar
- One clear call to action with what you want people to do
- The invitation for your next webinar and/or the opportunity to get in contact with you.

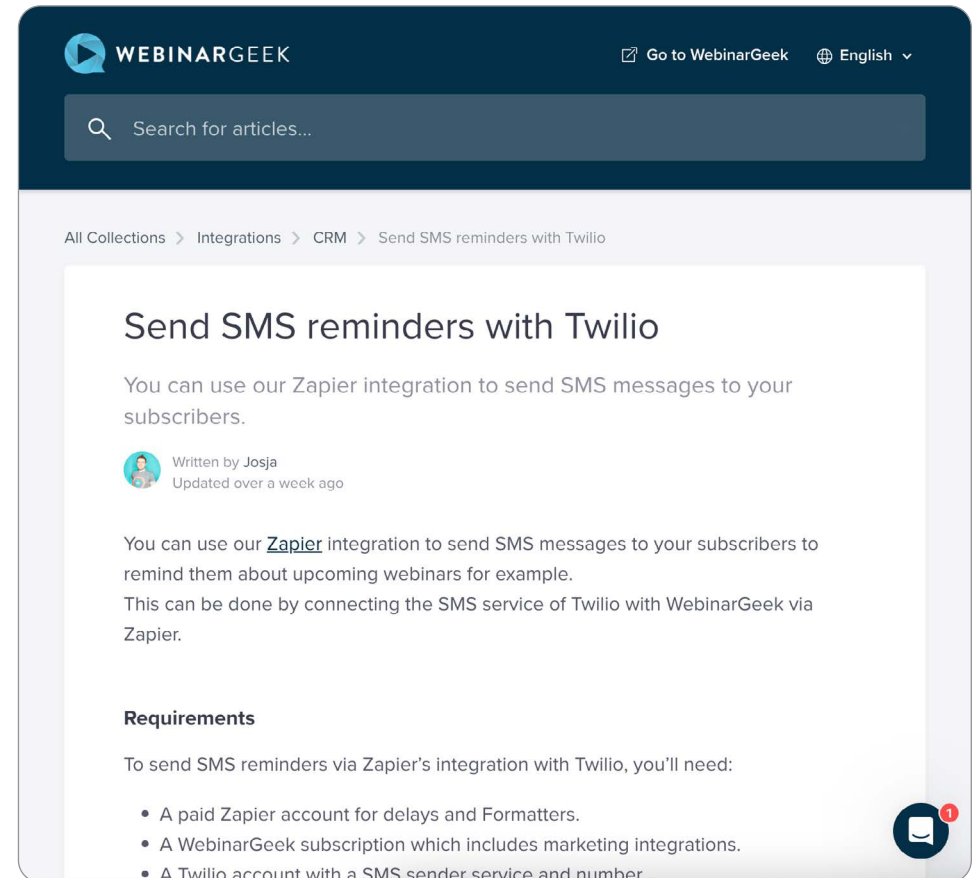
To the people who could not attend the webinar you can write a similar message, but in this case you can easily invite them to watch the replay of your webinar.

Optimizing your follow ups should be done by analyzing the success rate of the call to action. Offering people a white paper to download after the webinar is a good way to get leads warmer and warmer.

Get in touch even more!

Emails are great and all, but have you ever considered sending your audience SMS text messages before or after your webinar? Increase your viewer ratio and a great way to stay in touch after your webinar. You never had such an unique opportunity to reach your audience.

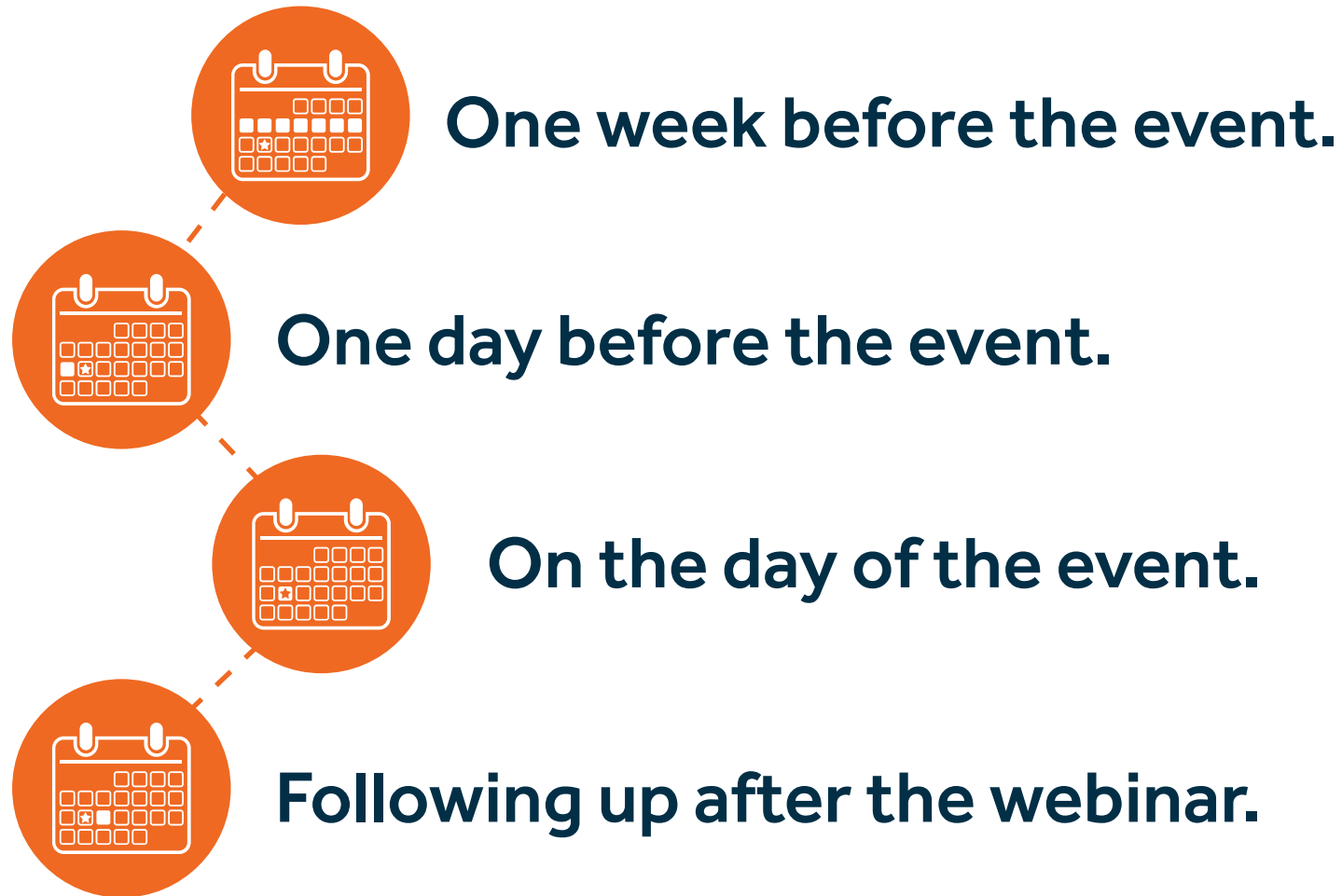
Setting this up requires a Zapier and Twilio account.



[Read here](#)

The perfect webinar sequences

So you can use emails for many different touch points before, during and after your webinar. Keep in mind that 4 rounds are the maximum number of emails to remind about the important without being annoying.

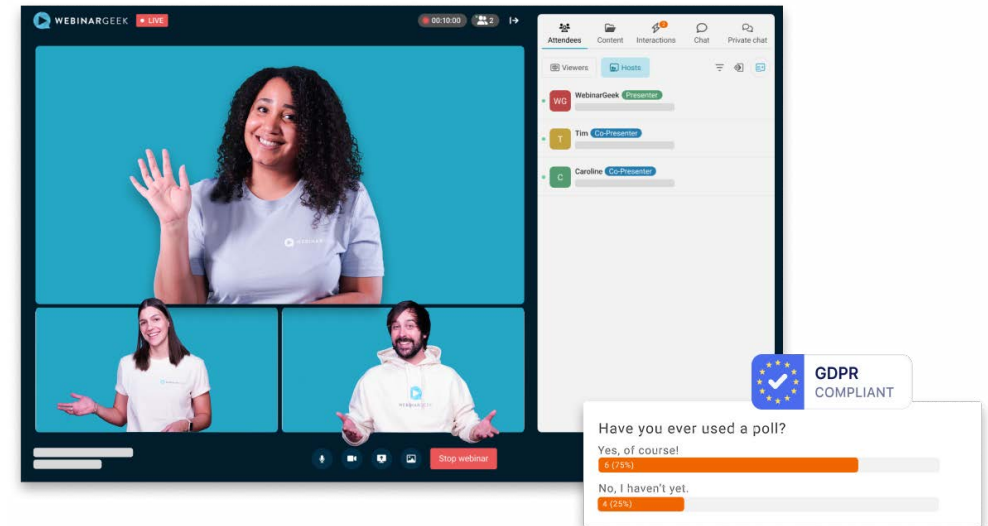


Start your **free trial**

WebinarGeek is the best webinar platform out there. Not just because of the software, also thanks to the support. We care about our customers. That's why everyone can use our live chat. The live chat has a response time of under three minutes and a rating of **4.9/5** from our customers.

Keep in mind, with webinars you collect data that needs to be kept safe. WebinarGeek is a completely GDPR compliant webinar software provider.

It's easy to host webinars with WebinarGeek. The software is intuitive to use, and it is browser-based. No software download is needed. Thanks to the easy-to-use interface, you can set up your webinar in just a few clicks.



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Colophon

Editorial

Bryan van Anrooij

Design

Anne-Fleur Bruins

Thanks to

Caroline Carolus

Jan-Willem Blom

Matthias Kok

Stefan Treuren

Pam Hijdra

Walter Sommerhalder

Remco Treuren