webinargeek + HubSpot

The Workflow Guide

Use the Hubspot integration as your webinar superpower

When you're running webinars, the HubSpot integration keeps everything in sync. Your attendee data flows straight into HubSpot automatically, so you can skip manual updates and move quickly on follow-ups.

It's one less thing to manage, which leads to smoother workflows, clearer insights, and more time to focus on hosting a standout session.

5-Step Webinar Workflow Checklist

Webinars work best when your follow-up matches intent. Not just who registered or attended, but who stayed, engaged, and is ready for the next step. This checklist helps you plan, double-check your setup, and keep your follow-up aligned with what people actually did.

1. **Pick one promise, not five topics**
   Choose one topic or a problem your webinar will solve, then make that the through-line from title to follow-up CTA.
2. **Confirm the integration is actually working**
   Connect WebinarGeek to the right HubSpot portal, then run one test registration to make sure the correct contact updates and the right data shows up.
3. **Host with intention**
   Start with a clear promise, use one simple interaction to keep people engaged, and repeat your CTA at the right moments, then close with a short recap and next step so people know exactly what to do after.
4. **Segment first, then write follow-up**
   Start with attended vs no-show, then add one intent layer (watch time 30/60/90% or a key action) so your emails match what people actually did.
5. **Turn your webinar into a repeatable system**
   After each session, check one thing: where did people drop off, and which CTA got clicks? Use that insight to adjust the next webinar.

WebinarGeek helps you make that happen

More than 5000 customers already use our platform to create webinars that stand out and get results. Our powerful features, smart insights, and easy-to-use tools give you everything you need to engage your audience from start to finish.

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