openreel

Your Ultimate Pre-recorded Webinar Checklist

1. Plan the basics

❯ Determine webinar topic Select speakers / host
❯ Place calendar hold on participants' calendars for recording
❯ Create abstract featuring title & what registrants will learn
❯ Secure an internal team member to run the OpenReel platform and serve as technical support; or secure an OpenReel Support team member to join the Remote Capture shoot to serve as technical support

2. Craft sales outreach

❯ Align with Sales or Account Managers about webinar goals
❯ Create campaign in customer management platform
❯ Write Sales emails to prospective clients
❯ Create any tracking / conversion pixels in Google Tag Manager, if needed
❯ Create UTMs for source tracking Write nurture sequence and pathing for registrants/attendees as appropriate

3. Create Webinar content

❯ Create social + site assets
  • Hero image for webinar landing page Metadata image if different from Hero image
  • 3-5 social images to rotate that include more detail/copy + logos + headshots
  • Any channel-specific paid campaign creative assets
❯ Create Marketing communications
  • Write Marketing emails to clients Confirmation message on registration page
  • Create "Thank you for registering" automated email
  • Create personalized email notification to be sent with slight delay
❯ Create registration page
  • Title, Date + Time, Headshots
  • Abstract copy & CTA
❯ Make deck, if needed
❯ Write sample questions for the Q&A, if needed

4. Launch campaigns

❯ Send first Marketing email at least one month before; establish a cadence for subsequent Marketing outreach.
❯ Start Sales campaign at least one month before; establish a cadence for subsequent Sales outreach.
❯ Begin social and third-party promotion and establish a cadence for subsequent outreach.

5. Host pre-production call

❯ Host a traditional pre-production meeting with all webinar participants to discuss filming devices, mics, lighting, and content for the shoot.

6. Maximize your on-demand Webinar's Content

❯ Finish webinar video asset:
  • Deliver footage to editor, along with any necessary graphics
  • Upload video to preferred video hosting site to use on gated landing page
❯ Enroll registrants in nurture sequence for registrants
❯ Include on-demand in social and newsletter, if appropriate
❯ Communicate with internal team to recap the following:
  • Recording to watch the webinar
  • Link to the landing page & abstract
  • What the theme was, target audience, and why people should watch

7. Film your webinar

❯ Ensure all talking points are covered
❯ Record intro and outro with host
❯ Record ambient noise

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* Need Webinar Help?

Chat us OR **Email us** OR
Call us: 1.888.239.5202 x2