

Influencer Webinar Lifecycle

Pre Marketing

- Confirm Time Table
- Define Task Ownership
- Get Influencer Agreements

Campaign Development

- Define/Confirm Offer
- Define/Confirm Target
- Define/Confirm Message
- Influencer Agreements Signed

Registration Development

- Develop Content, Videos and Blogs
- Build Landing Page and Set Tracking Pixels
- Build Registration Questions and Format
- Identify Audience Influencers and Engage on Social

Webinar Development

- Build Slides Internal/External
- Influencer Sequence with Close
- Polling Questions
- Closing Sequence

Marketing

- Begin PPC, Emails, Social Media, Influencer Integration
- Activate Partners and Affiliates
- Test Message, Measure, Scout and Adjust
- Track Inflouencer Commitment to Marketing Agreement

Registration Review

- Review Registration, Target Match, Track New Influencers
- Adjust Presentation to Audience
- Check Autoresponders, Social Media Confirmations
- •Influencer Pre-engagement with Audience

Deliver <u>W</u>ebinar

- Test Platform (Dry Run)
- Live Tweet and Stream with Influencer Tags
- Record, Slice, Deliver to Marketing
- Monitor Q&A and Audience Response

Follow Up

- Confirm Close
- Contact Attendees, Non-attendees
- Contact and Thank Partners, Affiliates, Sponsors and Influencers
- Drip Marketing/Call Sequence/Survey

Document

- Review Successes
- Review Failures
- Review Next Steps