9 Ways to Build Higher Webinar Attendance with Email
Despite the growing popularity of social media and other promotional channels, email continues to be the leading driver of webinar registrations, representing a vast majority of all sign ups — more than social media, partner promotions, and banners combined.

The question is: How do you craft an email strategy that successfully converts readers into webinar attendees?

From subject lines to images to copy, the overall design and content of your email plays an important role in the success of your email promotions. Well-constructed promotional messages help drive more qualified attendees to your events and increase your webinar ROI.

In this guide, we’ll cover what it takes to craft and optimize highly effective email promotions, including actionable tips and best practices on developing and measuring your promotional messages to drive maximum registration and attendance.
Developing an effective strategy

When promoting your content, it’s crucial to have a strategy that engages as much of your target audience as possible.

That means building in multiple touches to accommodate any possible behavior someone might take — whether they opened or didn’t open an email, clicked through but didn’t engage further, or didn’t click through. Addressing that behavior allows you to engage and eventually convert your audience.

Each email you send is integral to building a successful campaign.

As you assemble your campaign, each email connects with the previous email sent and the next one in the series. Understanding how they all interconnect will push more attendees to your webinars and grow your database to increase your revenue opportunity before and after your live event.
Build your foundation

Create an email engagement plan based on behavior.
Re-engaging leads after the first touch increases conversion significantly. How you respond after the initial touch is critical, and you will want to target and personalize the messaging based on user behavior.

For example, how do you sustain the attention of someone who opens your first promotional email and registers for your event right away? On the other hand, if someone doesn’t open your email, how should you revise your strategy to ultimately earn their engagement? The chart below explains how to follow up with each recipient, depending on their engagement with your email.

**EMAIL TOUCH 1**
This promotional email is sent 2-3 weeks before your live webinar.

**EMAIL LAUNCH**
Send 2 to 3 weeks before your live webinar.

- **A DIDN’T OPEN**
  - Maybe your recipient missed the email or it went into spam.
  - Action: Send a second touch email.
  - 2nd Touch Email: Perform a B test by cloning your original email but changing the subject line.
  - Didn’t open: Remove from further emails in this campaign.
  - Opened: Based on response, follow path of B or C.

- **B OPENED: DIDN’T REGISTER**
  - They’ve demonstrated interest but need an additional touch to convert.
  - Action: Keep engaging through email.
  - A) Clicked link in email but didn’t register.
  - 2nd Touch Email: A second email with updated information about the event or an incentive to register.
  - Didn’t open or register: Remove from further emails in this campaign.
  - B) Didn’t click.
  - Opened and registered: Follow path C.

- **C OPENED: REGISTERED**
  - Success!
  - Action: Continue engaging to ensure live attendance.
  - 2nd Touch Email: A second email with updated information about the event.
  - 3rd Touch Email: A reminder to mark their calendar for the upcoming webinar.
  - 4th Touch Email: “Don’t forget tomorrow’s webinar,” sent the day before the live event.

**Lorem ipsum**
A subject line is the first opportunity for your potential audience to evaluate interest in your webinar. Carefully choose one that captures their attention and communicates the value of opening the email, as 35% of people open an email based on the subject line alone, according to Convince & Convert.

While a shorter subject line is generally recommended, it can also be effective to split your subject line into strong individual pieces.

For example, “Moving to the Cloud: Why These 5 Companies Took the Plunge,” is longer than the recommended 30 characters but still easy to read because of its separate pieces.

However, it’s important to keep in mind that using shorter subject lines ensures that they will be seen in their entirety in the viewer’s inbox, especially on mobile devices.
Want to test a new subject line? Try using this formula to A/B test:

- **Use a well-known speaker name in your subject line**…some presenters have built a personal brand around delivering excellent webinars. Leverage your speaker’s status — it will increase Open and CTRs.

- **Front-loading subject lines with keywords**…For example, “Cloud Services: Planning, Changing, and Running Your Portfolio” performs better than “Planning, Changing, and Running Your Portfolio of Cloud Services.”

- **Frame your subject line in the form of a question**…and leverage basic psychology tactics by piquing the reader’s curiosity and earn higher open rates.

- **Use timing to create a sense of urgency**…is a tactic to drive registrations as you get closer to the live date. Emails with the word “coming soon,” “tomorrow,” “don’t miss out” in the subject line were opened 10% more than those without, according to research from (Sidekick).
People trust other people more than they trust businesses. This can present a challenge for B2B marketers. As a solution, try experimenting with the ‘from’ field of your emails so they come from a person on your team (full name or first name works equally).

Use a valid email address rather than a ‘no-reply’ in case your audience has any questions or feedback. If you’d prefer not to use your regular work email address, set up another one on your company’s domain and monitor the inbox after sends go out.

In a study by Newsweaver:
A B2B newsletter, with the same subject line, was sent to an A/B split of the customer list. Half were sent from their account manager and the other half sent from the company email.

As you can see in this chart, the Account Manager emails were significantly more successful than those sent from the company address.

<table>
<thead>
<tr>
<th>Results Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Account Manager</strong></td>
</tr>
<tr>
<td>62% Open Rate</td>
</tr>
<tr>
<td>24% Click-through rate</td>
</tr>
</tbody>
</table>
3 Incorporate images

It's no secret: Visuals can transform dry, text-based emails into attractive, attention-grabbing experiences. In fact, Xerox found that colored visuals increase people's willingness to read a piece of content by 80%.

For the primary image in your email, consider these two approaches:

- **Cover slide.** The title slide from the presentation deck can work well in a promotional email. However, the slide must be visually interesting and light on text. Make sure to use the same images for your webinar and the registration landing page for consistency.

- **Presenter headshot.** An image or GIF of the presenter(s) can boost conversion by adding a human element to your webinar. A short biography in the body of the email that explains the credentials or expertise of the speaker can also increase click-through rate.

GIFs in emails can help increase the conversion rate by 103%.

— MarketingSherpa
**Simplify your copy**

Keep in mind the purpose of your email: to gain registrants. Keep it short and simple to avoid distracting or overwhelming readers.

Convince & Convert recommends using web-safe fonts like Arial, Times New Roman, and Verdana — and using a 14-pixel font and a 22-pixel title size.

**Pay special attention to these three sections of your email:**

- **Title.** Your title is the single largest influencer for registrations. Shorter keyword-heavy titles, ones in the form of questions are effective. Emphasize the title by putting the text it in a different color and hyperlinking it to the registration page.

- **Introduction.** Personalizing your email by including their first name (“Hi James,”) works well. Leverage your email marketing platform to implement this.

- **Body.** Clearly and briefly describe how the webinar will answer these questions: what, when, why, and how. Highlight 3-4 key takeaways to help skimmers quickly absorb the details.
It’s important to use consistent branding across all promotions, including registration confirmation and event follow-up emails.

Visually aligning emails with your website or landing page creates a better user experience and can help develop brand recognition, especially as your audience comes to associate you with delivering valuable content.

Similarly, make sure emails and landing pages are consistent across mobile devices and email clients, as 67% of emails are first opened on smartphones and tablets (ref: Movable Ink).
Every email should feature one prominent call to action (CTA). Having a single attention-grabbing CTA, like a brightly colored button, ensures that recipients are clear about the purpose of the email: to register for your webinar.

CTAs should contain an action verb and link directly to the registration page. Phrases like “Attend,” “Register Now,” “Join Us,” or “Save Your Seat” perform well.
When planning the email promotion of your webinars, it’s important to understand the makeup of your database. This ensures you only send invitations to those who would be interested in the specific content you are promoting.

For example, you wouldn’t want to send a late-stage product demo to a person who has just learned about your company and hasn’t demonstrated any immediate buying need.

See the table below for different ideas on how to segment your promotional emails.

<table>
<thead>
<tr>
<th>Persona</th>
<th>Objective</th>
<th>Funnel Stage Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practioner</td>
<td>Execution</td>
<td>Product</td>
</tr>
<tr>
<td>Influencer</td>
<td>Strategy</td>
<td>Product + Thought Leadership</td>
</tr>
<tr>
<td>Decision-Maker</td>
<td>Strategy + ROI</td>
<td>Customer Success Stories</td>
</tr>
</tbody>
</table>
Promotional emails should be delivered at strategic times before and after the live webinar. When scheduling your sends, be cognizant of any upcoming holidays or big industry events when engagement might be lower and attention spans are shorter.

There are several email templates you should have prepared—but at the very least send these three types:

- **Pre-Event: Registration confirmation.** They’ve registered, now make sure they attend. Send a confirmation with details and a ‘save the date’ calendar link.

- **Live-Event: Starting now.** One of the most important emails is the ’day-of’ reminder. Sending this email 15 minutes beforehand boosts attendance significantly.

- **Post-Event: On-Demand.** This is important as not all registrants can attend live, and many rely on receiving a link to the recorded version. On-demand access is critical for continued lead generation and nurturing. Webinar attendees frequently ask if the presentation will be available on demand, either to revisit or to share with colleagues.
Accurately tracking analytics is critical to improving email performance over time. There are endless metrics you could measure, but three of the most important are:

- **Bounce rate.** This number indicates how many emails you sent were not delivered, whether due to something like a bad email address (hard bounce) or a full inbox (soft bounce). This metric can give an indication of how much your list needs to be cleaned.

- **Open rate.** This metric shows how many recipients opened your email. Reviewing open rate figures can also help indicate how clean your list is. If your open rate is especially low, it can likely be attributed to one of two factors: weak subject lines and/or bad email addresses.

- **Click-through rate.** This percentage looks at the number of people who clicked on at least one link within the email. Boosting CTR can be achieved by making changes to the copy, design, and/or calls to action.

Regularly running A/B tests is also key to improving email performance. Experiment with different subject lines, copy, and design to determine what works best for your audience.
Looking for a partner to help build out your webinar content and demand generation strategy?

Contact us to request a demo or learn more.

To learn how BrightTALK can help you acquire your target audience and accelerate your pipeline success today, visit our solutions page.