

wishpond HOW-TO

How-To Add a Calendar Reminder Link



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The Link Code you Need to Know:

[https://www.google.com/calendar/render?
action=TEMPLATE&text=Your+Event+Name&dates=20141003T170000Z/
20141003T180000Z&details=For+details,+link+here%3a+http://www.
example.com&location=Waldorf+Astoria,+301+Park+Ave+,+New+York,
+NY+10022](https://www.google.com/calendar/render?action=TEMPLATE&text=Your+Event+Name&dates=20141003T170000Z/20141003T180000Z&details=For+details,+link+here%3a+http://www.example.com&location=Waldorf+Astoria,+301+Park+Ave+,+New+York,+NY+10022)

Everything in blue needs to be changed.

After &text= put the name of your webinar.

For instance:

[https://www.google.com/calendar/render?
action=TEMPLATE&text=Generating+Leads+With=Existing+Content+Webin
ar&dates=20141003T170000Z/20141003T180000Z&details=For+details,
+link+here%3a+http://www.example.com&location=Waldorf+Astoria,
+301+Park+Ave+,+New+York,+NY+10022](https://www.google.com/calendar/render?action=TEMPLATE&text=Generating+Leads+With=Existing+Content+Webinar&dates=20141003T170000Z/20141003T180000Z&details=For+details,+link+here%3a+http://www.example.com&location=Waldorf+Astoria,+301+Park+Ave+,+New+York,+NY+10022)

After &dates= put the year of your webinar followed by the month and date, then a "T", then the start time of your webinar in seconds (I know, it's a bit weird), finish it with a Z, a forward slash, and the end time of your webinar in seconds.

Check out the next slide for an example.

For instance...

A start time of 10a.m. and end time of 11a.m. on the 3rd of October, 2014, would look like this:

&dates=20141003T170000Z/20141003T180000Z

<https://www.google.com/calendar/render?action=TEMPLATE&text=Generating+Leads+With=Existing+Content+Webinar&dates=20141003T170000Z/20141003T180000Z&details=For+details,+link+here%3a+http://www.example.com&location=Waldorf+Astoria,+301+Park+Ave+,+New+York,+NY+10022>

To make it easier, know that 10a.m. (PST) is 170000. Simply work forward or back by 10,000 to change the hour.

After &details= put a short message and a URL where registrants can find more information (perhaps the URL of the webinar thank you page).

If you want to leave it blank, simply remove everything from “&details” to “&location”

For instance...

```
https://www.google.com/calendar/render?  
action=TEMPLATE&text=Generating+Leads+With=Existing+Content+Webin  
ar&dates=20141003T170000Z/20141003T180000Z&details=For+details,  
+link+here%3a+http://www.example.com&location=Waldorf+Astoria,  
+301+Park+Ave+,+New+York,+NY+10022
```

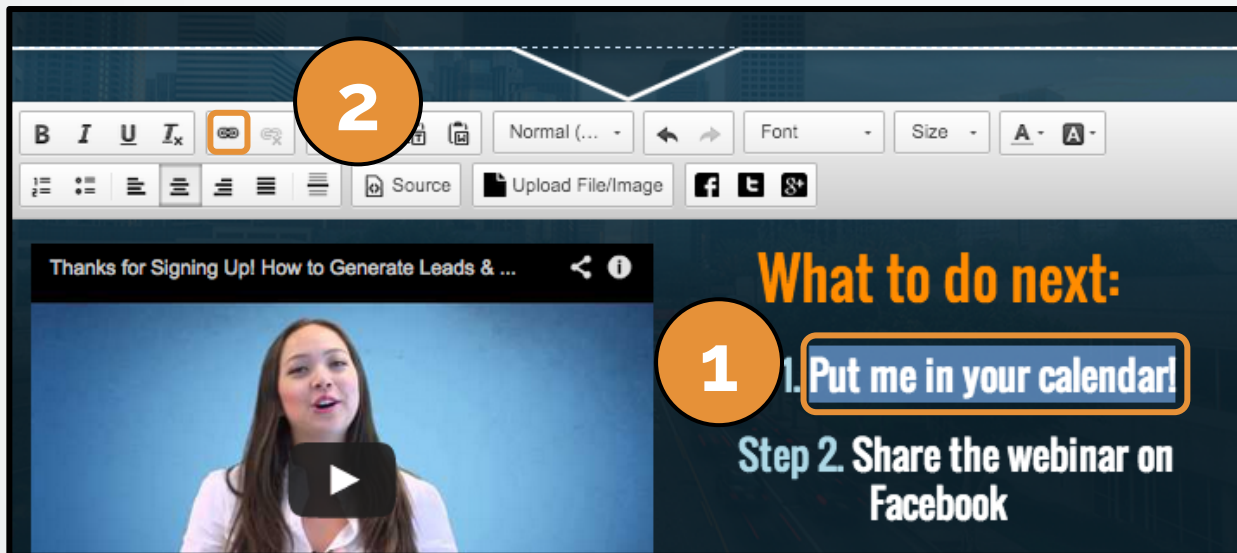
After &location= put the location of your webinar with "+" between each element. Or simply remove the entire section to leave it out.

For instance, removing it would look like...

```
https://www.google.com/calendar/render?  
action=TEMPLATE&text=Your+Event+Name&dates=20140127T224000Z/2  
0140320T221500Z&details=For+details,+link+here%3a+http://www.  
example.com
```

To use this in your own Thank You page, head to the Wishpond landing page creator.

Simply select the text you want to link (perhaps “Add this webinar to my calendar!”) and select “link”.

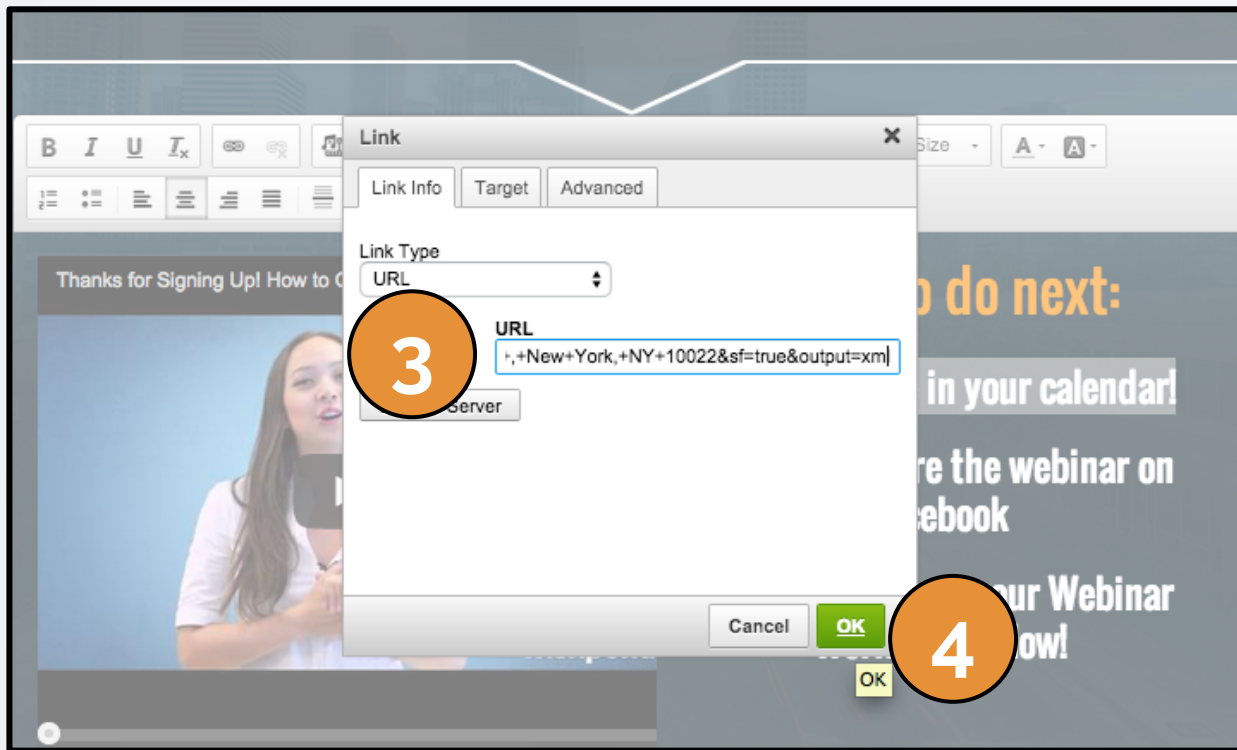


Step 1:
Select the
text you
want to link.

Step 2:
Select the
“link” icon in
the toolbar.

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On the window that pops up, simply copy and paste your custom URL into the “URL” field. Click OK, save your work and you’re done!



Step 3: Copy and paste your coded URL into the “URL” field.

Step 4: Select “OK” and you’re good to go!

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If you have any questions, feel free to send an email to support@wishpond.com. We have a fantastic support team that truly loves helping our readers.

Or, book [a one-on-one conversation](#) with one of our marketing success leads and they can help you out.

Thanks for reading!