

wishpond resource

Integrating Zapier with GotoWebinar and Mailchimp

1 Choose a trigger and action
Need inspiration? See existing Zap templates or explore the Zapbook.

2 Select a GotoWebinar account

4 Filter GotoWebinar triggers
Only trigger a "New Registrant" from GotoWebinar when...

5 Match up GotoWebinar Registrant to Mailchimp Subscriber

6 Test this Zap
Select a sample to test with.

7 Name and turn this Zap on
This Zap will automatically check for new GotoWebinar registrants every 15 minutes.

Step 1: Create Zapier Account

Step 2: Choose Basic Plan

Step 3: Make a new "Zap"

Step 4: Choose GotoWebinar as your Trigger App

Step 5: Choose "New Registrant" as your Trigger

Step 6: Choose Mailchimp as your Action App

Step 7: Choose "Add Subscriber" as your Action Trigger

Step 8: Select your GotoWebinar Account

Step 9: Select your Mailchimp Account

Step 10: Choose the webinar you're promoting and have set up with GotoWebinar

Step 11: Choose the Mailchimp list you want to send registrants to

Step 12: Select which information from GotoWebinar gets sent to Mailchimp

Step 13: In the Email Field, Insert Field and select "Email"

Step 14: In the GoToWebinar Field, Insert Field and select "Join URL"

Step 15: In "Email Action", type the number "2"

Step 16: Test your GotoWebinar Trigger

Step 17: Give a name to your "Zap"

Step 18: Turn Zap on