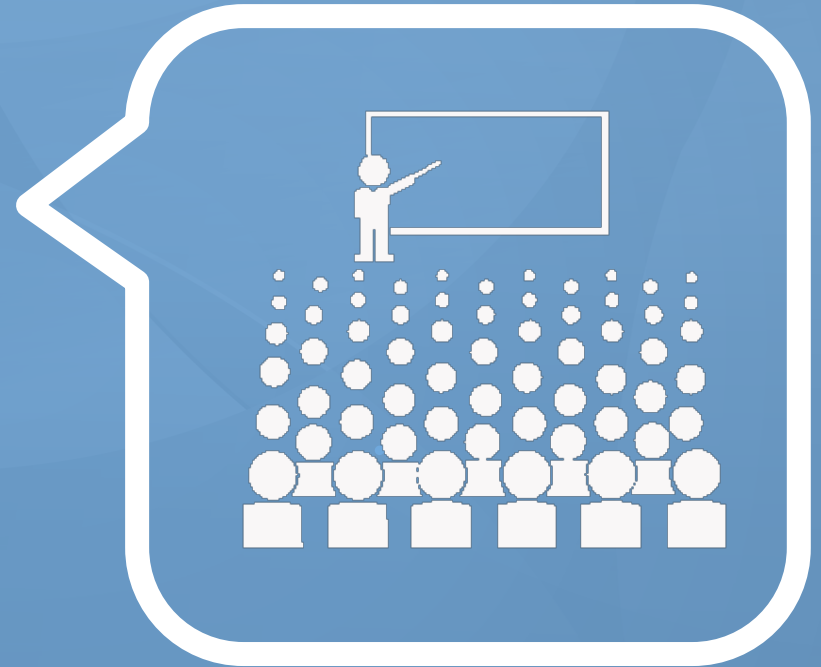**wishpond** HOW-TO

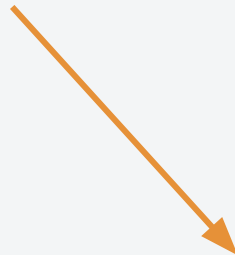# 6 Ways to Engage Your Webinar Attendees

wishpond.com

1. Send out a follow along worksheet

Send attendees a fill-in-the-blank worksheet prior to the webinar. This gives them an incentive to listen carefully to complete the activity.

It also gives them a glimpse of what to expect during the webinar and the types of information they will be learning.

wishpond

"How to Generate Leads and Sales Online" Follow Along Worksheet

4 Conversion Maximizing Opt-Ins:

1. Optimized Landing Page
2. _____, _____, and _____ Popups
3. Pre-Filled Form Field Links
4. _____ & _____ Campaigns

What can I exchange for an email lead?

A landing page takes a regular internet user and turns them into a _____ or _____ for your business.

A USP on my landing page would be…..

2. Have an open chat forum or unique webinar hashtag

An open chat allows audience members to also learn from their peers, adding more value to your webinar
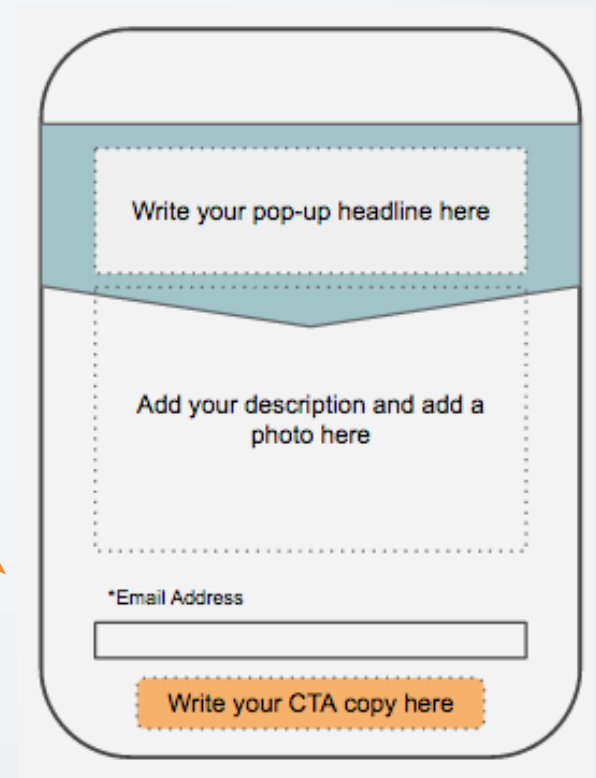
If you cannot create an open discussion on your webinar platform, create a unique hashtag (as seen below). This allows attendees to follow along on Twitter and communicate with other participants using #Wishpondwebinar.
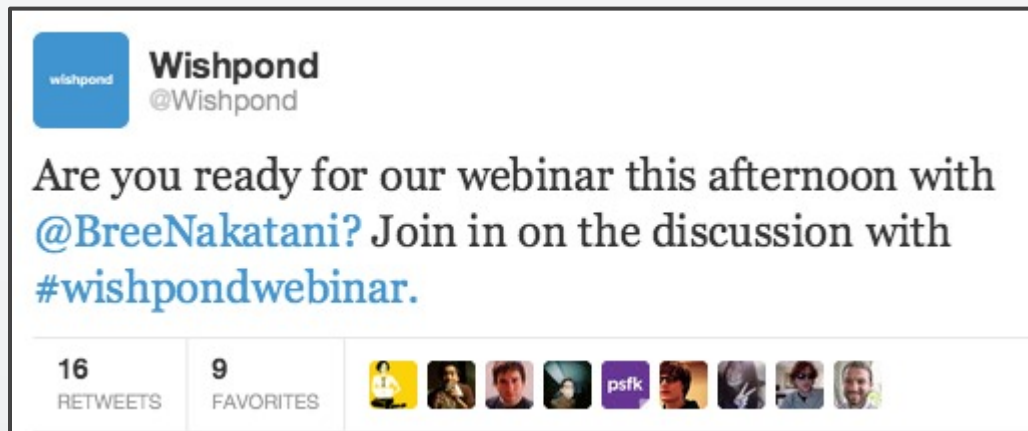
3. Get attendees to do follow along activities.

Ask attendees to draw their own version of a diagram, chart or something you've shared with them. It will help them actively learn and make the concept their own.

Example: For our "How to Generate Leads & Sales Online" webinar we can send attendees this pop-up template. They can complete it for their own business after Bree covers this portion of the webinar.

Write your pop-up headline here

Add your description and add a photo here

*Email Address

Write your CTA copy here

4. Engage your audience with polls or multiple choice questions

Polls and questions are a simple way to involve all of your webinar attendees.

GoToWebinar allows you to run up to 20 in-session polls or survey questions. You can then choose to show the results immediately to the audience.

5. Give attendees a K-W-L chart template.

A "know", "want to know", and " learned" chart allows participants to see the true value of your webinar.

1. Ask attendees to fill out what they already know and what they want to know at the start of the webinar.

2. At the end of your presentation summarize what you covered in the webinar so attendees can complete their chart.

What I **K**now	What I **W**ant to Know	What I **L**earned

6. Have a Guest Presenter

A special guest presenter focuses participants attention.

Spice it up with knowledgeable, engaging experts. This gives your audience new viewpoints and opinions, and a more valuable webinar experience.

Example: We have featured the Wishpond content marketing team in some of our webinars to give attendees their expert advice.
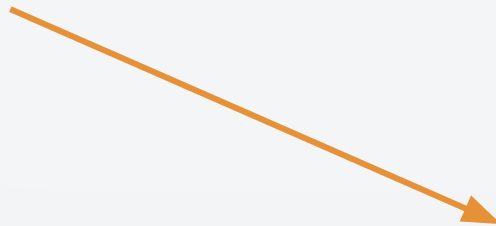
Introduction to Google AdWords with Krista Bunskoek

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!