

# PROMO SCHEDULE

In our annual review of top performing customer webinar programs we found that a program that starts **early**, 4-5 weeks before the webinar date and finishes **strong** with a good week of *webinar-push* for registrants, perform the best! Here is a sample promotional schedule we have seen work well!

## Email 1: Full list

- **Format:** HTML (A/B test on subject line)
- **Timing:** 20 business days before event

## Email 2: Full list

- **Format:** Plain Text
- **Timing:** 7 days before event

## Email 3: Contacts who have responded to other campaigns

- **Format:** plaintext
- **Timing:** 7 days before event

## Email 4: Full list

- Day-of and day-before event (split into two runs) sent from marketing/speaker/senior leader (i.e. Product Manager, CEO etc.)