USER FLOW CHECKLIST FOR A MARKETING BASED WEBINAR PLATFORM

Regardless of where the user registers i.e. on the platform or on a form you create using a third-party service or marketing automation platform the user should receive a confirmation email and the ability o add the event to their calendar both of which should include the webinar event URL ◯

People should only have to register once for any webinar including the on-demand version regardless of where that occurs ◯

You should send out 2 reminder emails. The data indicates that 2 days before your webinar and 2 hours before your webinar will convert the best ◯

You should ensure that your webinar does not require proprietary software downloads or an app for the viewer to join the webinar ◯

If you are a marketer there is no reason why a user should have to create a user name or enter a password to join the webinar. It is just another barrier. ◯

"Sorry we missed you" emails should go out within 24 hours of the live event ◯

Archives should always be posted on the same URL as the live event because you have already sent that out 3 or 4 times and you have a better chance that people will find your archive even if by accident. ◯

Notes: