

Webinar Email Segment Research

This document is to outline the research parameters for webinar promotions. The researcher should review the possible target audiences and fill out the below for each webinar invitee before starting promotion. If using a Customer Relations Management (CRM) tool, the below should be uploaded for future reference.

The goal is not to have tons of outreach contacts but to have a well researched and high quality list of realistic prospects.

Possible Research Sources:

- First start with a list of potential sources to start your research. This could be from a list you purchased, an old email list, a list of top companies in your field from Google, social media contacts, etc.

Ideal webinar attendee.	Who would you like to attend this webinar? Who will benefit the most from the information in this webinar? Sector Email address Zip code/ location Interests/Goals Job title
What problem(s) are they trying to solve?	
Common pain points for this problem.	
Steps contacts may have already taken to solve this problem.	It is important for you to address information your contacts might already know about a subject. If they aren't at the beginning of their purchasing journey there is no need to do a 101 webinar.
What value is the webinar bringing to this problem/what pain points does it address?	Only put on a webinar if it will deliver VALUE. Your webinar doesn't have to be an hour long, have a certain amount of panelists or do anything that you believe won't provide significant value to your contacts.
What are the best marketing methods to reach these types of leads	What are the best ways to market this webinar to your contacts? Email will most likely be on this list but what about text messages, social media, direct mail, etc.
What do we want them to do after they attend the webinar?	Ideally this webinar is not the last time you interact with these contacts. What else do you want them to do so they can get the answers they're looking for and you can move them through the purchasing cycle? This could be to sign up for your email list, download some information, follow-up with you, etc.

Create a separate color-coded template for each of your target audience segments. See examples below for possible scheduling software clientele.

Company	
Sector	Hospital
Names/Titles	
Contact information	
State/Zip code/Location	
Age	
Previous/current scheduling system	
Pain Points	

Company	
Sector	Fire Department
Names/Titles	
Contact information	
State/Zip code/Location	
Age	
Previous/current scheduling system	
Pain Points	

Company	
Sector	Retail Store
Names/Titles	
Contact information	
State/Zip code/Location	
Age	
Previous/current scheduling system	
Pain Points	