

## Webinar Marketing Process & Account Based Marketing

[Condensed version of the [AWSA webinar promotion workflow](#)]

### Phase 1:

- ☐ Biannually: Plan your next 6 months worth of content being mindful of your ideal client persona and their interests.
- ☐ Create webinar promotional graphics in Canva
- ☐ [Create registration landing page on our site](#) (not Zoom).
- ☐ Setup email promotional sequence in Active Campaign

### Phase 2:

Market webinar via;

- ☐ Facebook - AWSA homepage
- ☐ Facebook - Ads → develop our pixel
- ☐ Facebook - various expat groups
- ☐ Sponsored organizations
- ☐ Email marketing (Active Campaign integrated with Salesforce)

### Step 3:

- ☐ Host webinar
- ☐ Begin by providing a clear description of your ideal client and the kinds of issues you assist with.
- ☐ Conclude with Q&A and a clear CTA (e.g. go to our '[get started](#)' page).

### Step 4:

- ☐ Following webinar, export the registration list from Zoom
- ☐ Format to catchlight.ai's template, and
- ☐ Reimport webinar attendees into Catchlight.ai.

### Step 5:

Login to Catchlight.ai;

- ☐ Apply filters
- ☐ Export out to Google Sheets
- ☐ Filter to create Account Based Marketing shortlist

### Step 6:

- ☐ Analyze that shortlist of prospects who are A+'s to identify the interests, hobbies that stand out.

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- ☐ Learn more about them by doing additional research on LinkedIn and/or Facebook
  - ☐ See if you know anyone in common or can figure out if they should otherwise be eliminated from your list (e.g. no Aussie connection).
  - ☐ Document your findings in the spreadsheet to help craft a unique content journey for this prospect.

#### Step 7:

- ☐ Craft your personalized content journeys
- ☐ Launch it with a personalized email to each person on ABM list