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Virtual Event Strategy Report

Below is an output of the AIBuilder tool for the event 'Mastering Webinar Marketing and Promotion: Insights For Success With CEO & Industry Expert Lauren Meyer' to be held on December 12, 2025 at 1:00pm.

Disclaimer:

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SPEAKER BIO

Lauren Meyer, CEO, EventBuilder

Lauren Meyer is the Chief Executive Officer of EventBuilder, a leading provider of virtual event and webinar software and services. As CEO, Lauren leads the company's direction with a broad perspective that powers EventBuilder's growth. She is dedicated to maintaining a sharp focus on the company's core value: compassion for customers, colleagues, and the wider community. Lauren's leadership has been instrumental in shaping EventBuilder into a trusted partner for businesses of all sizes, helping them to connect with their audiences and achieve their event goals.

SEO KEYWORDS

- Webinar marketing
- Webinar promotion
- Virtual event marketing
- Event marketing plan
- Drive webinar registrations
- Webinar landing pages
- Repurposing webinar content
- Post-webinar lead nurturing
- Webinar promotion tactics
- Webinar success

LONG-TAIL PHRASES

- How to create a successful webinar marketing plan
- Best practices for promoting a webinar
- How to increase webinar registration conversion rates
- Strategies for repurposing webinar content for maximum reach
- Effective post-webinar lead nurturing techniques
- How to turn webinar attendees into loyal customers
- Tips for creating high-converting webinar landing pages
- Proven webinar promotion tactics that actually work
- The ultimate guide to webinar marketing and promotion
- End-to-end webinar marketing strategy

REGISTRATION PAGE COPY

Long Registration Page Copy

Event Title: Mastering Webinar Marketing and Promotion: Insights For Success With CEO & Industry Expert Lauren Meyer

Date: December 12, 2025

Time: 1:00 PM (Duration: 1 hour)

Description:

A well-defined, end-to-end webinar marketing and promotion plan is essential for the success of your virtual event. Without a solid strategy to attract and register attendees, even the most compelling content can fail to make an impact.

Join Lauren Meyer, CEO of EventBuilder and a seasoned industry professional, for an in-depth session where she will unveil her proven methods for creating and executing a powerful event marketing plan that drives registrations and delivers results.

In this one-hour webinar, you will learn:

- **Time-Tested Promotion Tactics:** Discover the promotion strategies that consistently deliver high registration numbers. Lauren will share practical, actionable tactics that you can implement immediately to boost your event's visibility and attract your target audience.
- **High-Converting Landing Pages:** Your landing page is a critical component of your marketing efforts. Learn the key elements of a webinar landing page that converts visitors into registrants. Lauren will break down the anatomy of a successful landing page, from compelling copy to effective calls-to-action.
- **Content Repurposing for Expanded Reach:** Your webinar is a valuable content asset. Learn how to repurpose your webinar content into various formats to extend its life and reach a wider audience. Lauren will share creative ideas for turning your webinar into blog posts, social media content, infographics, and more.
- **Post-Webinar Lead Nurturing:** The journey doesn't end when the webinar is over. Discover effective lead nurturing approaches that will help you convert attendees into loyal customers. Lauren will provide a roadmap for following up with your attendees in a way that builds relationships and drives business growth.

Don't miss this opportunity to learn from one of the industry's leading experts and take your webinar marketing to the next level. Register now to secure your spot!

[Register Now Button]

REGISTRATION PAGE COPY

Short Registration Page

Event Title: Mastering Webinar Marketing and Promotion

Subtitle: Insights For Success with CEO & Industry Expert Lauren Meyer

Description:

Ready to supercharge your webinar marketing and drive more registrations? Join EventBuilder CEO Lauren Meyer as she shares her expert strategies for creating a winning event marketing plan. Learn time-tested promotion tactics, how to build landing pages that convert, and post-webinar lead nurturing techniques that turn attendees into customers.

Date: 12/12/2025 | **Time:** 1:00 PM | **Duration:** 1 Hour

[Register Now Button]

INVITATION EMAILS

Email Invitation

Subject: You're Invited: Master Webinar Marketing with EventBuilder's CEO

Hi [First Name],

Are you looking for proven strategies to boost your webinar registrations and achieve greater event success?

Join us for **Mastering Webinar Marketing and Promotion**, a live webinar on **December 12, 2025, at 1:00 PM**, featuring EventBuilder's own CEO and industry expert, Lauren Meyer.

In this one-hour session, Lauren will share her extensive knowledge on:

- Creating a powerful event marketing plan that drives registrations.
- Implementing time-tested promotion tactics that work.
- Designing webinar landing pages that convert.
- Repurposing your valuable webinar content for expanded reach.
- Nurturing leads post-webinar to turn attendees into loyal customers.

Don't miss out on this opportunity to learn from the best.

Save Your Seat

We look forward to seeing you there.

Best,

The EventBuilder Team

INVITATION EMAILS

Account Manager to Account Contact Email

Subject: Quick question about your webinar strategy

Hi [Contact First Name],

Hope you're having a productive week.

I was thinking about our last conversation and your goals for your upcoming webinars. I know that driving registrations is a key priority for you.

My CEO, Lauren Meyer, is hosting a webinar on December 12th that I think you'll find incredibly valuable. It's called **Mastering Webinar Marketing and Promotion**, and she'll be sharing the exact strategies we use to consistently attract large audiences to our events.

She'll cover everything from promotion tactics and landing page optimization to repurposing content and nurturing leads after the event.

I think you'll walk away with a lot of actionable ideas. You can register here if you're interested: **[Registration Link](#)**

Let me know if you have any questions.

Best,

[Your Name]

Account Manager, EventBuilder!

CONFIRMATION & REMINDER EMAILS

Registration Confirmation Email

Subject: You're confirmed for Mastering Webinar Marketing and Promotion!

Hi [First Name],

Thank you for registering for **Mastering Webinar Marketing and Promotion** with Lauren Meyer!

We're excited to have you join us on **December 12, 2025, at 1:00 PM.**

A calendar invitation with the event details is attached to this email. Please add it to your calendar to ensure you don't miss out.

In the meantime, feel free to check out our blog for more helpful tips and resources on virtual events: **[Link to EventBuilder Blog]**

We look forward to seeing you there!

The EventBuilder Team

CONFIRMATION & REMINDER EMAILS

Event Reminder Email - One Day Before

Subject: Reminder: Mastering Webinar Marketing and Promotion is tomorrow!

Hi [First Name],

This is a friendly reminder that you're registered for our webinar, **Mastering Webinar Marketing and Promotion**, tomorrow, **December 12, 2025, at 1:00 PM.**

Get ready to learn from EventBuilder CEO Lauren Meyer as she shares her expert insights on creating a winning webinar marketing strategy.

You'll discover:

- Proven promotion tactics to boost registrations.
- The secrets to high-converting landing pages.
- How to repurpose your webinar content for maximum impact.
- Effective post-webinar lead nurturing strategies.

The event will be held at this link: **[\[Join Event Link\]](#)**

We can't wait to see you there!

Best,

The EventBuilder Team

CONFIRMATION & REMINDER EMAILS

Follow-up Event Reminder Email - One Hour Before

Subject: Starting Soon: Mastering Webinar Marketing and Promotion

Hi [First Name],

It's almost time! Our webinar, **Mastering Webinar Marketing and Promotion**, starts in one hour at **1:00 PM**.

Grab your notebook and get ready to learn actionable strategies for driving webinar success from EventBuilder CEO Lauren Meyer.

[Join the Webinar Now](#)

See you in a few!

The EventBuilder Team

POST EVENT EMAILS

Thank You for Attending Email

Subject: Thanks for joining Mastering Webinar Marketing and Promotion!

Hi [First Name],

Thank you for attending our webinar, **Mastering Webinar Marketing and Promotion**, with Lauren Meyer. We hope you found the session informative and walked away with valuable strategies to implement in your own webinar marketing.

As promised, you can access the presentation slides **[here](link to slides)**.

We would love to hear your feedback on the event. Please take a moment to complete our short survey: **[Link to Survey]**

If you have any further questions or would like to learn more about how EventBuilder can help you achieve your virtual event goals, please don't hesitate to reach out.

Best,

The EventBuilder Team

POST EVENT EMAILS

Sorry We Missed You Email

Subject: You missed Mastering Webinar Marketing and Promotion - here's the recording!

Hi [First Name],

We're sorry we missed you at our webinar, Mastering Webinar Marketing and Promotion, with Lauren Meyer earlier today.

We know that schedules can be hectic. The good news is that you can still access all the valuable content from the session. We've made the full recording available for you to watch on-demand

[Watch the Recording Now]

In the recording, you'll learn about:

- Creating a powerful event marketing plan.
- Time-tested promotion tactics.
- Building high-converting landing pages.
- Repurposing your webinar content.
- Nurturing leads after your event.

We hope you find it helpful. If you have any questions, feel free to reply to this email.

Best,

The EventBuilder Team

BLOG POST CONTENT

Title: Your Ultimate Guide to a Winning Webinar Marketing and Promotion Plan

A successful webinar requires more than just great content and a compelling speaker. Without a strategic marketing and promotion plan, you risk presenting to an empty virtual room. To ensure your message reaches your target audience and drives registrations, a thoughtful, end-to-end approach is necessary.

Here's a comprehensive guide to crafting a webinar marketing plan that delivers results.

1. Define Your Target Audience and Their Pain Points

Before you write a single piece of promotional copy, you need to have a crystal-clear understanding of who you're trying to reach. What are their biggest challenges? What are their goals? What questions are they asking that your webinar can answer? Creating detailed buyer personas will help you tailor your messaging to resonate with their specific needs and motivations.

2. Craft a Compelling Event Title and Description

Your event title and description are your first opportunity to grab your audience's attention. Your title should be benefit-oriented and clearly communicate the value of attending. The description should expand on the title, outlining the key takeaways and what attendees will learn. Use bullet points to make the information easy to scan and digest.

3. Optimize Your Webinar Landing Page for Conversions

Your landing page is where the magic happens – it's where interested visitors become registered attendees. To create a high-converting landing page, make sure it includes:

- **A strong headline:** Reinforce the benefit of attending.
- **Concise and persuasive copy:** Clearly explain what the webinar is about and why it's a must-attend event.
- **Key details:** Include the date, time, duration, and speaker information.
- **A simple registration form:** Only ask for the essential information. The more fields you require, the lower your conversion rate will be.
- **A clear call-to-action (CTA):** Use action-oriented language like "Save Your Seat" or "Register Now."

4. Leverage a Multi-Channel Promotion Strategy

Don't put all your promotional eggs in one basket. A multi-channel approach will help you reach a wider audience. Consider using a mix of the following tactics:

- **Email Marketing:** This is still one of the most effective ways to promote your webinar. Send a series of emails to your list, starting a few weeks before the event and increasing the frequency as the date gets closer.
- **Social Media:** Promote your webinar across all your relevant social media channels. Create engaging posts with compelling visuals and a clear link to the registration page. Use relevant hashtags to increase visibility.
- **Paid Advertising:** Consider running targeted ads on platforms like LinkedIn, Facebook, or Google to reach a new audience that fits your ideal attendee profile.
- **Partner and Affiliate Marketing:** Collaborate with other businesses or influencers in your industry to promote your webinar to their audiences.

5. Repurpose Your Webinar Content for Lasting Value

Your webinar is a goldmine of content. Don't let it collect dust after the live event. Repurpose it into various formats to extend its reach and continue generating leads. Here are a few ideas:

- **Blog Posts:** Turn the key takeaways from your webinar into a series of blog posts.
- **On-Demand Video:** Gate the recording behind a registration form to continue capturing leads.
- **Social Media Snippets:** Create short video clips of the most interesting moments from the webinar to share on social media.
- **Infographics:** Visualize the key stats and data points from your presentation.
- **Ebooks or Whitepapers:** Expand on the webinar topic in a more detailed, downloadable guide.

6. Nurture Your Leads After the Event

The follow-up is just as important as the promotion. Have a plan in place to nurture the leads you generated from your webinar. Send a thank-you email to attendees with a link to the recording and slides. For those who registered but didn't attend, send a "sorry we missed you" email with a link to the on-demand version.

Continue to engage with your new leads by sending them relevant content and information. This will help you build relationships and eventually convert them into loyal customers.

By following these steps, you can create a comprehensive webinar marketing and promotion plan that will help you attract a larger audience, generate more leads, and achieve greater success with your virtual events.

Ready to learn more?

Join EventBuilder CEO Lauren Meyer for a deep dive into **Mastering Webinar Marketing and Promotion** on **December 12, 2025, at 1:00 PM**. She'll share her time-tested strategies for driving registrations and maximizing the ROI of your webinars.

[Register for the Free Webinar Today!](#)

SOCIAL MEDIA CAMPAIGN CALENDAR

Platform	Post Type	Suggested Copy	Hashtags	Post Date
LinkedIn	Event Announcement	Announcing our upcoming webinar: "Mastering Webinar Marketing and Promotion" with our CEO, Lauren Meyer! Learn actionable strategies to drive registrations and maximize your event's success. Register now: URL LINK	#WebinarMarketing #VirtualEvents #EventMarketing #LeadGeneration #DigitalMarketing	11/21/2025
X	Event Announcement	Want to master your webinar marketing? Join our CEO Lauren Meyer on 12/12 for a free webinar on promotion, landing pages, and lead nurturing. Save your spot! URL LINK	#Webinar #MarketingTips #VirtualEvent	11/21/2025
Facebook	Event Announcement	Ready to take your webinar marketing to the next level? Join EventBuilder CEO Lauren Meyer for a free webinar on December 12th! She'll be sharing her top tips for driving registrations and turning attendees into customers. Register today: URL LINK	#WebinarMarketing #EventPromotion #DigitalMarketing #SmallBusinessTips	11/22/2025
Instagram	Image Post (Event Graphic)	Don't miss out! Our CEO Lauren Meyer is sharing her secrets to successful webinar marketing. Join us on 12/12 to learn how to drive registrations and grow your audience. Link in bio to register!	#Webinar #Marketing #VirtualEvents #LearnFromtheBest	11/22/2025

Platform	Post Type	Suggested Copy	Hashtags	Post Date
LinkedIn	Blog Post Promotion	We just published a new guide on creating a winning webinar marketing plan. Check it out for tips on everything from audience targeting to post-event lead nurturing. Read it here: [Link to Blog Post]	#WebinarTips #ContentMarketing #MarketingStrategy #VirtualEvents	11/25/2025
X	Blog Post Promotion	Our latest blog post is a deep dive into creating a successful webinar marketing plan. Get actionable tips to boost your next event! [Link to Blog Post]	#WebinarMarketing #Blogging #MarketingAdvice	11/25/2025
LinkedIn	Speaker Spotlight	Meet our speaker for "Mastering Webinar Marketing and Promotion"! As CEO of EventBuilder, Lauren Meyer has years of experience helping businesses succeed with virtual events. Learn from her expertise on 12/12. URL LINK	#CEO #WomenInTech #EventProfs #Webinar	11/28/2025
Facebook	Tip Post	Tip of the day: Your webinar landing page is key to driving registrations. Make sure it has a clear headline, concise copy, and a simple registration form. Learn more in our upcoming webinar with Lauren Meyer! URL LINK	#MarketingTips #WebinarWednesday #LandingPage	12/03/2025
Instagram	Story (Countdown Sticker)	Countdown to our webinar! Just over a week until you can learn all about webinar marketing from our CEO, Lauren Meyer. Swipe up to register!	#Webinar #MarketingTips #FreeTraining	12/04/2025

Platform	Post Type	Suggested Copy	Hashtags	Post Date
X	Last Chance to Register	Don't miss your chance to learn from an industry expert! Our webinar "Mastering Webinar Marketing and Promotion" with Lauren Meyer is this Friday. Register now before it's too late! URL LINK	#WebinarMarketing #FinalCall #Marketing	12/10/2025
LinkedIn	Day Before Reminder	Tomorrow's the day! Join us for "Mastering Webinar Marketing and Promotion" and get ready to transform your virtual event strategy. There's still time to register: URL LINK	#VirtualEvents #MarketingStrategy #Webinar	12/11/2025
Facebook	Day Of Reminder	Today's the day! Join us at 1:00 PM for "Mastering Webinar Marketing and Promotion". Learn how to drive more registrations and get better results from your webinars. Join here: URL LINK	#LiveWebinar #Marketing #EventDay	12/12/2025

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EventBuilder is a leading provider of virtual event and webinar software and services, empowering businesses of all sizes to connect with their audiences and achieve their goals.

With over 170 years of combined experience, our team of virtual event and technology experts provide end-to-end virtual event solutions.

We've delivered over 50,000 of Microsoft's own events, reaching millions of people globally with our user-friendly platform, powerful features, and scalable Event Management solutions.

For more information contact us at hello@eventbuilder.rocks