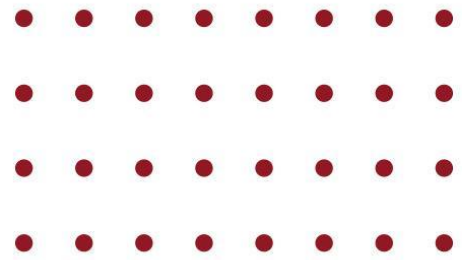# Webinar Funnels For Sports Events

Class 4

Sports News

Public funding in the sports industry falls 20.3%

https://www.palco23.com/entorno/la-licitacion-de-instalaciones-deportivas-cae-un-203-en-marzo-hasta-1856-millones-de-euros

Netflix, Amazon or Apple, who will pay 50 B for NBA's broadcasting rights?

https://www.palco23.com/media/la-nba-busca-50000-millones-con-su-nuevo-acuerdo-de-broadcasting
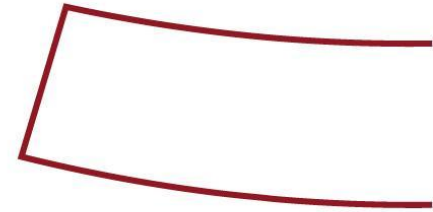
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MAIN REASONS

Marketing events to talk about the value of the event
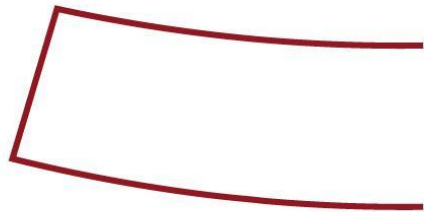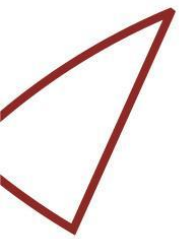
The results our athletes got from these events

Give potential clients an opportunity to engage with you before the in person event.

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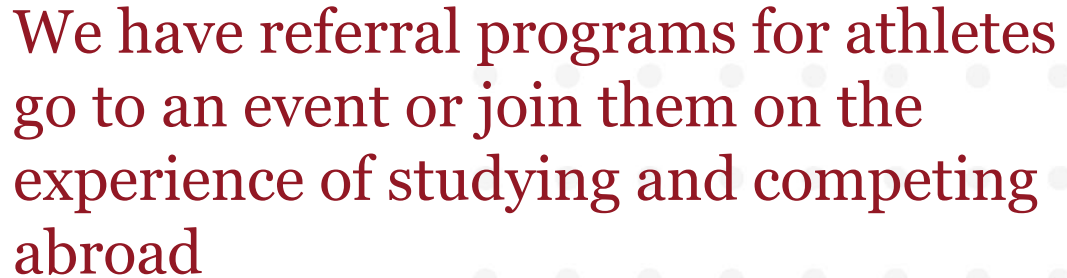
Create a funnel with qualified prospects to sell them your event, focus on one high performing funnel that works.

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Accountability Buddies...

MAIN REASONS

We have referral programs for athletes to go to an event or join them on the experience of studying and competing abroad

Athletes are more likely to do this if they have an accountability buddy.

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"What's hard about doing a webinar?"

Hard Things?
- Getting execution of photos (other work off plot)
- Choosing topic
- Platform?
- Narrow down content
- Perfection Paralysis

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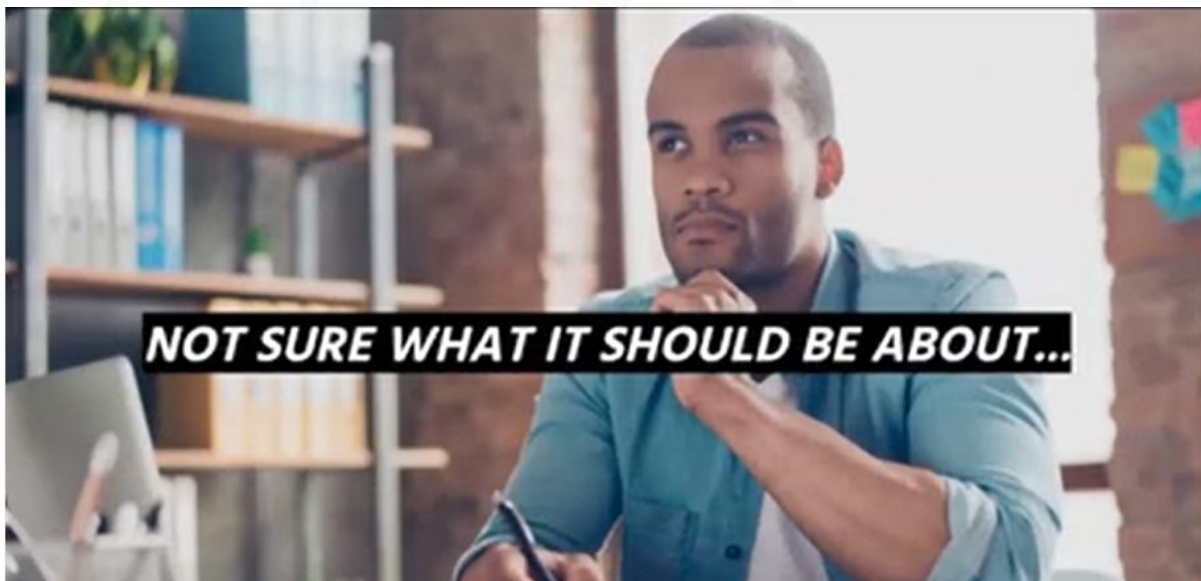
NOT SURE WHAT IT SHOULD BE ABOUT...

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TIME CONSUMING...

You can do quick webinars about a specific topic by sending an email to your list or a well prepared webinar for an event

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I'M NOT READY...

When you are busy with work, that is the best time to launch webinars

NO ONE WILL REGISTER...

Create an internal expectation that if one person shows up it's one potential client, I am going to get that person my ultimate attention.

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Create content that creates anticipation

FAST & EFFECTIVE...

For your first webinar, do it with a system that has already worked for some and adapt it to yourself, don't try to experiment.

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JAM WITH RAVING FANS...

When our clients or student ambassadors show up, we engage with them, we make them give their personal experience, leverage them!

1. PICK YOUR DATE & TIME...

No idea about call to action, topic or whatsoever but we pick our date and time to create that pressure.

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2. MAKE IT AN IRRESISTIBLE OFFER...

What things do you have that they need or that they want? People haven't seen your event, what you are capable of so first offer them something they need or want that you can provide.

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Group Activity

1) What are 5-7 things our potential audience would want or need?

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3. LAUNCH REGISTRATION MVP...

Build a mechanism for people to register, it can be as simple as a google form with a link to the zoom event. People need an invitation and clarity of what they need to do.
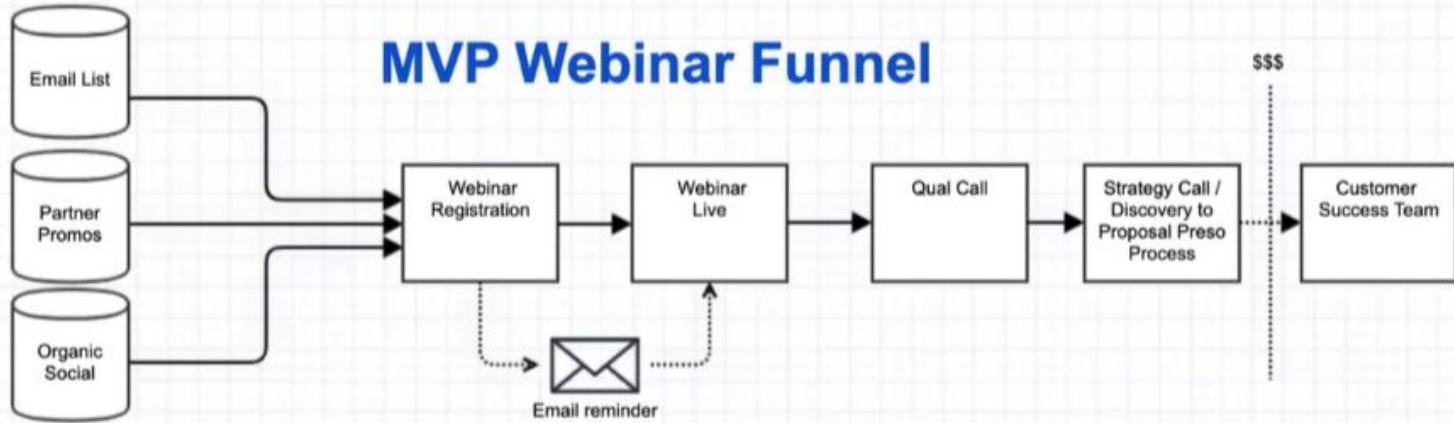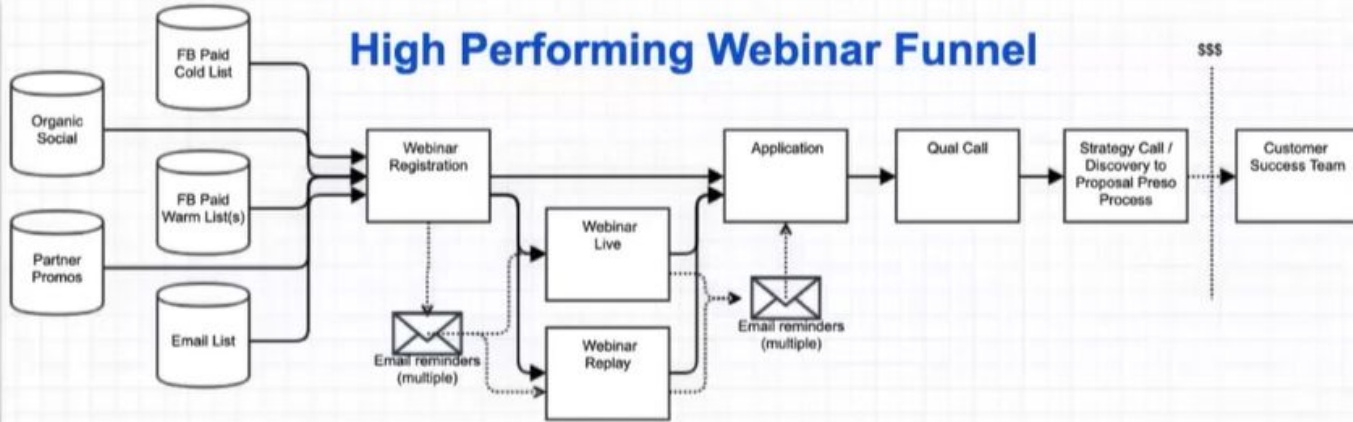
Group Activity

1) Create a webinar funnel to your specific event and explain the action steps

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High Performing Webinar Funnel

Traffic Notes
* Drive as much traffic as possible to the webinar registration page
* Measure cost per registration on paid traffic
* Organic traffic helps drive down cost of registrations
* Cost ($) per registration is the key KPI for this part of the system
* $10 to $30 per registration, depending on acceptable customer acquisition cost targets, is a normal "performing" range
* Common pitfall is to think that past attendees, registered that did not attend, lists that did not engage in ads are to be ignored... DO NOT fall in this trap, push to all available lists.

Webinar Notes
* The ideal workflow does not depend on the prospect actually attending the live or replay webinar
* Upon registration the prospect is thanked for registering, provided details next instructions, ex: "Check your email and add to your calendar..." and then we offer them apply form
* Webinar content is a "Direct Response" style webinar that educates and stretches *tension* around the value prop with a direct application offer
* Follow up marketing flows: Registered, needs to attend; Attends, needs to apply; Did not attend, needs to watch replay; Watched replay, needs to apply; Did not attend or watch replay, needs to apply
* KPIs: Total registered, Show rate (live or replay), Cost per show, % to application page, % applied from live/replay

Sales Notes
* Application includes basic MQL (marketing qualified lead) criteria questions; ex: Are you a digital agency? What's your role? Revenue? etc.
* Application page needs to pitch the value of the program and the value of applying
* Upon applying, if lead meets MQL criteria, should be offered a scheduler for a quick intro call (15 minutes)
* Qual call is about verifying MQL data and asking SQL (sales qualified lead) questions; ex: Why us? Why now? Are you looking for help?
* If they are a qualified sale and needs to "move fast" they should go right to the onboarding team to migrate/onboard; if they need to engage in the sales process, then offer deep-dive call, "strategy" or "discovery" - whatever we need to do to *brand* this call to fit
* Strategy call involve all key stakeholders and decision-makers; outcome should be a commitment to enroll them in the program and start delivery process
* Strategy call success results in a handoff to customer success team OR to a commitment to next meeting
* KPIs: Total applications, $ cost per application, % scheduled from application, % show for Qual and strategy call, % to strat from Qual, % closed to customers, Avg $ 12 & 36-month estimated value per customer, $ cost to acquire a customer from ad spend, Avg time to close from lead source ($ spent or pixel/email acquired)

MAIN DIFFERENCES

- Paid traffic on social media (instagram, twitter, linkedin, tik tok)

- Email sequencing.. This can happen over time, it doesn't need to happen over time. (WebinarJam) for automation

- Clickfunnels and webinarjam need to get integrated into CRM's and usually you don't have a CRM when you start.

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4. OFFER A CALL EARLY...

We let potential students know we have a webinar coming and tell them where to join and if they are interested.

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With the resources you have, use the three main ways to promote like crazy (email list, social media, partners).

17 Promotional Ideas

1. Send invites to your email list
2. Add past leads, contacts, clients to your list
3. Ask your current clients to invite a friend or colleague they know in your market
4. Recruit your strategic partners to promote for you
5. Post to all of your social media channels multiple times
6. Post to your personal social channels as well
7. Invite your current clients too
8. Post to your website, blog, and add a pop up or header to all pages on your site
9. Paid ads (FB, LI, Google)
10. Pay partners to promote for you
11. Recruit "affiliates"
12. Find in-niche publishers to promote
13. Sponsor market podcasts, blogs, or influencers
14. Ask influencers in your market to share on social
15. Personally reach out to past leads or prospects on messenger platforms
16. Send an SMS broadcast
17. Cold outreach to prospects in your niche

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Group Activity

1) What are the ten ideas that work best for your event and why?
2) Create an action plan

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NAME	Esportian	**(1) DATE + TIME**	June 3rd @ 10AM CET
(3) PROBLEM	Not having the reach Not knowing what universities they could go to What is the process?	**(2) TOPIC**	Help athletes get recruited by university coaches
		(5) HEADLINE	::::::::
(4) PROMISE	Get recruited We will guide you in the process We will be there with you your university years	**(6) CUT-2-CHASE**	Get recruited by university coaches
(9) Weekly Milestones **MAY 10**	Pick topic, date, brainstorm, start on registration funnel	**(7) OUTCOMES**	* 90-Minutes of your time will give you everything you need to do this on your own * 3 Key recruiting strategies to make sure you get noticed by coaches
MAY 17	Launch registration page (+ funnel if applicable), build deck outline		
MAY 24	PROMOTE like my life depends on it; finish deck	**(8) TRAFFIC**	Email list (20k) = send 2x invites Social followings post 2x per channel 2x Strategic partners = ask for 1x email each FB Ads ($5k budget) = Sun thru Wed
MAY 31	DELIVER LIVE!!!		
JUN 7	Post-Review		

Group Activity

NAME	[TEMPLATE]		(1) DATE + TIME	(Aim for June 2-7th)
(3) PROBLEM			(2) TOPIC	
			(5) HEADLINE	
(4) PROMISE			(6) CUT-2-CHASE	
			(7) OUTCOMES	
(9) Weekly Milestones MAY 10				
MAY 17				
MAY 24			(8) TRAFFIC	
MAY 31	DELIVER LIVE!!!			
JUN 7	Mastermind/Post-Review			

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SOP's for webinars

https://docs.google.com/spreadsheets/d/1GSOob_NegHbX_nVcOeooFLxUHzc-g6Oi/edit?usp=sharing&ouid=115161346662809074239&rtpof=true&sd=true

Webinar structure:

https://docs.google.com/presentation/d/19stvnTJAWodQbFq9UW1YMWbBtQ1DL35kp1hY9K_5y3g/edit?usp=sharing

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How to Research Blog Titles

TOPIC: Here is the topic you want to write about...

1. Headline Options - check with [CoSchedule Headline Analyser](#) 1) 2) 3)	**4. What/Story** Why does this problem happen? Give example/story…
2. Credibility Find other articles/research to back up what you're saying - link to them!	**5. Solution** What is your fix to the problem?
3. Problem What is the problem(s) your ideal customer is facing?	**6. Benefit** What is the net positive outcome? Risk if they don't?

7. Call-to-Action What is your clear and compelling next step for your reader/viewer/listener?

Blog content template

https://docs.google.com/document/d/1aN5h-sQ42rQtc9a3RPrTVUCeVSp-o1pE/edit?usp=sharing&ouid=115161346662809074239&rtpof=true&sd=true

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What has been your biggest takeaway today?

Thank You

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