

Webinar follow-up templates

to increase your webinar
conversion rate

Woodpecker

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Organizing a webinar is a big thing. It requires a lot of planning and preparation long before the show time. It's a significant investment of time and money.

Unfortunately, according to [industry benchmarks](#), only around 35-45% of registrants actually attend webinars and on average, between 2% and 5% of them convert to customers. Why so?

Usually registrants forget all about the webinar or don't feel motivated enough to participate. If you don't follow up with them to fuel their engagement from the moment they sign up until the webinar, something else will win the slot in their calendar.

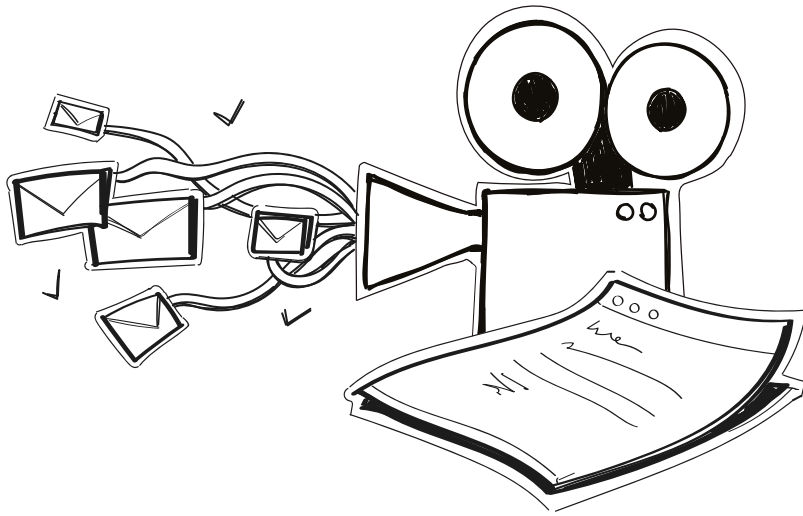
Similarly, you shouldn't leave your webinar leads to self-service and keep your fingers crossed that they'll eventually convert. If they never hear from you after the event, a part of the work and money invested in organizing it goes to waste as you lose a lot of sales opportunities.

To maximize the return on investment of your webinar, think about it as a part of a sales funnel. Your leads need to be led through each stage to reach the end of the funnel and convert to customers. Your role is to develop the relationship and gain their trust that your product or service will help them succeed.

With this set of templates you can build a sequence of follow-up emails for each stage of your webinar sales funnel: to ignite registrants' engagement, move the attendees down the sales funnel and reconnect with absentees.

Create a webinar email sequence to
convert more leads into customers

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1| Follow-up emails to registrants

Have you ever faced the situation when more than a hundred people registered for a webinar, yet only about a dozen of them actually showed up? It's a common scenario, but you can change it with the right strategy.

To fuel their engagement and as a reminder, follow up with the registrants a few times before your webinar date.

Here are a few follow-up email templates you can base on.

For example, you can ask what topics they want you to focus on during the webinar:



Subject: {{First_Name}}, I need your help

Hi {{FIRST_NAME}},

I'm working on my webinar presentation just now and I thought I'd ask you if you have any particular topics or questions in mind that you'd like me to discuss?

Let me know!

P.S.

SaaS Growth 2023 webinar starts in just a week! See you on June 15 at 5 PM EST

What's the approach here?

- It's short, friendly in tone, feels personal, and gets right to the point
- It opens the door for an interaction between you and your addressees
- Registrants have a chance to ask questions upfront and have them answered during the webinar
- You get insights into what topics to focus on to bring the biggest value

Or announce a competition for the most active participants:



Subject: Get ready for Saas Growth 2023 + surprise

Hi {{FIRST_NAME}},

There's only one week left until the "Saas Growth 2020" webinar!

I want the webinar to take an interactive form. There will be quizzes and small tasks for you to complete between each part of my presentation. The most active participant will be rewarded with free access to all my courses and premium learning materials. But the winner doesn't take all - there will also be other bonus prizes.

See you on June 15 at 5 PM EST

What's the approach here?

- It builds hype for your webinar and increases registrants' engagement
- You give your webinar leads something extra that makes you stand out
- It's also a gentle reminder that the webinar is approaching soon, so the event doesn't fall off registrants' radar

Foster the relationship, show them that you care and they can count on you:



Subject: SaaS Growth 2020 starts in three days!

Hi *{{First_Name}}*

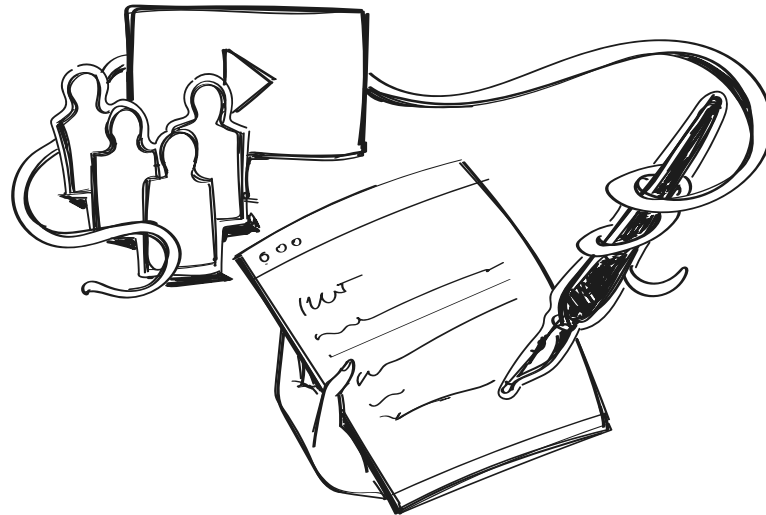
There are only three days left until the SaaS Growth 2020 webinar. I'm sending you the link to my presentation, so you can have a look at it and see if any specific questions come to your mind. I'll be happy to address them during the webinar or get back to you personally.

*The biggest goal of this webinar for me is to give you a clear, step-by-step plan on how you can accelerate *{{Company}}*'s growth this year and soon double your revenue. So don't hesitate to drop me a line with your thoughts, concerns or questions.*

Here's the link to my presentation >>

What's the approach here?

- It gives a very personal feel and a sense of being well taken care of
- You offer a helping hand, thus making the first step towards a fruitful B2B relationship
- Registrants can have a look at the materials beforehand and prepare possible questions



2| Follow-up emails to webinar attendees

Your webinar is over, but it's not the end of the webinar sales funnel. Now your webinar leads are at its very end, just one step away from conversion. A lot of people abandon them at this stage and leave them to self-service, hoping they will eventually convert. Well, that's not the best thing you can do.

Instead, strike the iron while it's hot and follow up with your webinar leads to leverage their engagement and seal the deal.

Typically, a post-webinar email includes a link to webinar recording or presentation. But I encourage you to go one step further and use it as an opportunity to start 1:1 conversations with your leads, get a closer look at their pain points and show how to solve them with your product or service.

Here are some examples of follow-up emails you can send to webinar attendees:



Subject: Re: Data enrichment in SaaS webinar

Hi *{{FIRST_NAME}}*,

I wanted to personally reach out to you to thank you for participating in my webinar yesterday. I hope I dispelled all your doubts concerning privacy compliance in data enrichment.

*I'd like to get in touch with you and talk about how you can use Colliber app in *{{COMPANY}}* to automate data enrichment and validation for your prospect list.*

Would you have time on Monday at 10:30 for a quick call?

P.S. If you'd like to rewatch the webinar, here it is: [\[link\]](#)

Have a good day!

What's the approach here?

- Offer a 1:1 demo tailored specifically to each prospect's needs
- Clearly inform them what you want to discuss during the meeting
- Propose a specific time slot for a call, so the only thing the recipient has to do is take a look at their calendar and see if will be available



Subject: Re: Data enrichment in SaaS webinar

Hi {{FIRST_NAME}},

I hope data enrichment has no secrets for you after yesterday's webinar.

Here's a link to webinar recording: [link]

And bonus materials: [link]

If you'd like to go deeper into any of the topics we discussed during the webinar and see how Colliber can help you automate data enrichment and validation in {{COMPANY}}, let's have a quick call on Thursday at 11 AM. Does it suit your schedule?

What's the approach here?

- Offer a 1:1 consultation on the webinar topics and a demo tailored to their needs
- Propose a specific time slot for a call to make things easier for the recipients



Subject: Re: Data enrichment in SaaS webinar

Hi {{FIRST_NAME}},

How did you like yesterday's webinar?

I'd like to show you how you can use data enrichment at {{COMPANY}} to better personalize your sales emails and gather insights about your prospects. How about a quick chat on Wednesday at 2 PM next week to discuss that?

Thanks and hope to talk to you soon!

What's the approach here?

- Ask for feedback on your presentation – let the attendees share their experiences
- Take the initiative and offer a helping hand
- Again, be precise about the meeting time to minimize your lead's efforts

One follow-up is often not enough. A lead may miss it or open and read it but forget to reply. Two or three follow-ups in a sequence is optimal. Based on whether the first follow-up was opened once, twice or wasn't opened at all, you can adjust the content of further follow-ups to match your leads' level of engagement.

You can create two follow-up paths: for example, if a lead opened your email they will get a different follow-up, than someone who didn't open it at all. Woodpecker will take care of the sending, your job is to prepare the content for those two different follow-ups.

So, to a lead who opened your previous email but didn't respond you can write a follow-up email just like this one:



Hi `{{FIRST_NAME}}`,

It's me again. ;-)

So how about a quick call on Wednesday, 2 PM to chat about various ways you can use data enrichment at `{{COMPANY}}`? If the time doesn't suit you, feel free to choose a different one. Here's link to my calendar. [\[link\]](#)

What's the approach here?

- It feels like a friendly reminder and doesn't feel pushy
- Adding a link to your calendar is a quick and effortless way to choose an alternative meeting time

While those contacts who didn't open the previous email, will receive this one:



Hi {{FIRST_NAME}},

I was wondering if you tried using the lead generation method I explained during the webinar? Any thoughts on that?

Maybe we could discuss that on a quick call? Does Wednesday, 2 PM sound ok for you?

What's the approach here?

- By referring to things you talked about during the webinar you stay within the context, so the recipients won't feel confused
- Repeat the same CTA as in your previous email to avoid confusion and maintain the same goal

Sending more diversified emails has also a positive impact on email deliverability. Spam filters are sensitive to large numbers of exactly the same emails, because spammers don't bother with email personalization. So in general, the more you adjust your email content to the recipients, the better, not only for boosting their engagement, but also from a technical point of view.



3| Follow-up emails to absentees

A common mistake in the webinar lead generation process is to ignore registrants who didn't show up to a webinar. Well, since they didn't come, they are not interested, right? Actually, that's rarely the case.

They might have forgotten. They could have another important meeting at that time. Something urgent might have come up. You may never know the reason, but you shouldn't assume that they lost interest in the first place.

They are still sales qualified leads. They may only need to be treated with a slightly different approach. Here are some follow-up email ideas you can use to re-engage them.



Subject: Re: Sorry you missed my webinar

Hi {{FIRST_NAME}},

I'm sorry that you missed the webinar. But nothing's lost! Here's a recording, so you can watch it any time that suits you best. [\[link\]](#)

Here's also a list of the most frequently asked questions from the webinar with my answers: [\[link\]](#)

Is there anything you'd like to discuss in particular? Let me know.

What's the approach here?

- Give the absentees the opportunity to rewatch the webinar at their convenience
- Offer a bonus with webinar FAQ with a CTA to schedule a demo call or trial signup
- Show that you're here for them should they have any other questions

Now, if you still don't hear from them, follow up again - but this time, create two slightly different follow-up emails. One for those who opened the previous message and another one for those who didn't.

Here's the first case:



Hi `{{FIRST_NAME}}`,

Did you have a chance to watch the webinar recording? What are your thoughts on approaching lead generation the way I and Tom discussed? What does your current process look like at `{{COMPANY}}`? Do you think it can be improved?

Would love to chat with you about it this week. Do you have time on Thursday at 10 AM?

What's the approach here?

- Refer to the webinar recording you sent them in the previous email to maintain the context
- Create a smooth transition from the webinar topic to how you can help them with your product or service

And here's what you could write to a person who didn't open your previous email:



Hi {{FIRST_NAME}},

Did you have a chance to watch my webinar recording I sent you in my previous email?

Staying on topic: recently I talked with Lisa Byrd from Pelican.io who shared her experience with data enrichment in sales. I thought you might find it interesting. Read the full interview on our blog: [\[link\]](#)

Let me know if you'd like to talk about how you can implement the same process at {{COMPANY}}. I can show you how to do it. Maybe we could have a quick call on Monday morning?

What's the approach here?

- Since this person didn't come to your webinar and didn't open your last follow-up, they are a slightly colder lead and require some more nurturing - invite them to another webinar or send some interesting materials prepared by your marketing team

I hope this collection of webinar follow-ups will help you create your own webinar sales funnel and turn more leads into customers. The key is to be persistent and adjust your message to lead's level of engagement at every stage of the funnel.

Continue 1:1 conversations with webinar leads until you seal the deal

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