

#4: Webinar Marketing Process

bluewiremedia.com.au/mm4

Webinar Rego → Appointment Process

How to get to get registrations for your webinar

Adam Franklin's no-pitch LinkedIn Business Masterclass!

HOW TO WIN 'HIGH-VALUE CLIENTS' ON LINKEDIN TODAY & INTO 2020

Claim My Spot Now!



ON DEMAND RECORDING

Any-time access



Presented by

**ADAM
FRANKLIN**

*CEO of Bluewire
Media*

*Author of Web
Marketing That
Works*

LinkedIn Masterclass - starting now.

In my 45 min 'pitch free' masterclass you'll learn...

- ✓ How to **win new business on LinkedIn** today and into 2020.
- ✓ How to **optimise your LinkedIn profile** to appeal to your ideal clients.
- ✓ How to **find your ideal clients** on LinkedIn.
- ✓ Also **Ask Adam Anything** -- it's an open forum for Q&A.
- ✓ **"No pitch** - nothing for sale".
- ✓ **BONUS: 9 LinkedIn PDF** resources when you register.
- ✓ Total length: **45 minute webinar**

Yes! Claim My Spot Now! »



Webinar Rego Page

Adam Franklin's no-pitch **LinkedIn Business Masterclass!**

HOW TO WIN 'HIGH-VALUE CLIENTS' ON LINKEDIN TODAY & INTO 2020

Claim My Spot Now!



Please enter your best email address to
register for the webinar

First Name



Last Name

Email

Phone

This form collects information we will use to send you marketing templates
and training.

[Privacy Policy](#)

☐ I Agree

SIGN ME UP

We value your privacy.

*Marketing That
Works*

✓ Total length: **45 minute webinar**

Yes! Claim My Spot Now! »

LinkedIn Masterclass: Win business now and in 2020 (with Q&A)

Updated on October 21st, 2019

Thanks for registering. You'll have a link to this page in your inbox too, in case you wish to watch it again later.

LinkedIn Masterclass Recording — hosted by Adam Franklin



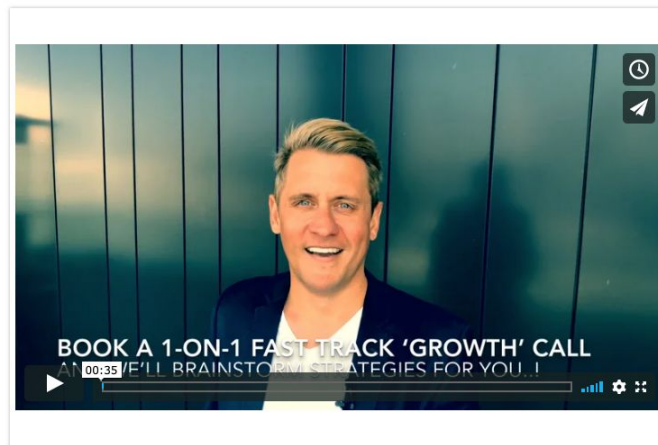
There is nothing for sale, just pure content. I hope you find it valuable.

Slides

You're in the right place!
LinkedIn Masterclass: Win business

Webinar Confirmation Page CTA

Prefer a 1-on-1 fast-track "growth" call?



BOOK A GROWTH CALL

If you won't be able to attend live, or you'd just like to fast track your progress, I'd like to invite you to request a **15 Minute LinkedIn Growth Session**. We'll ask a few questions to see if or how we can help you use LinkedIn to grow a pipeline of high-value B2B clients. Fill out the short questionnaire below & we'll book in a time.

Digital Growth Session

So we can better understand your business, please take 5 minutes to answer a few questions. Then we can schedule our 15 minute 1-on-1 call where we'll brainstorm your strategy on how to use digital marketing and LinkedIn to win high-value B2B clients. We'll also see if or how Bluewire Media can help you reach your goals faster.

* Required

Do you have a consulting, advisory, coaching or professional services business?

☐ Yes



Book A Call



Adam Franklin

15 Minute Meeting

 15 min

My phone number is +61 424 329 132 and I'll call you.



Select a Date & Time

POWERED BY
Calendly

April 2020



MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

 Brisbane Time (11:11pm) ▼



Book A Call



Adam Franklin

15 Minute Meeting

 15 min

My phone number is +61 424 329 132
and I'll call you.

Select a Date & Time

April 2020



Thursday, April 30

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

7:45pm

8:00pm

8:15pm

8:30pm

8:45pm

POWERED BY
Calendly



Book A Call



Adam Franklin

15 Minute Meeting

 15 min

 7:45pm - 8:00pm, Thursday, April 30, 2020

 Brisbane Time

Enter Details

First Name *



Last Name *

Email *

[Add Guests](#)

Phone number

[Schedule Event](#)

POWERED BY
Calendly



Book A Call



Confirmed

You are scheduled with Adam Franklin.

[+ Add to your calendar ▾](#)

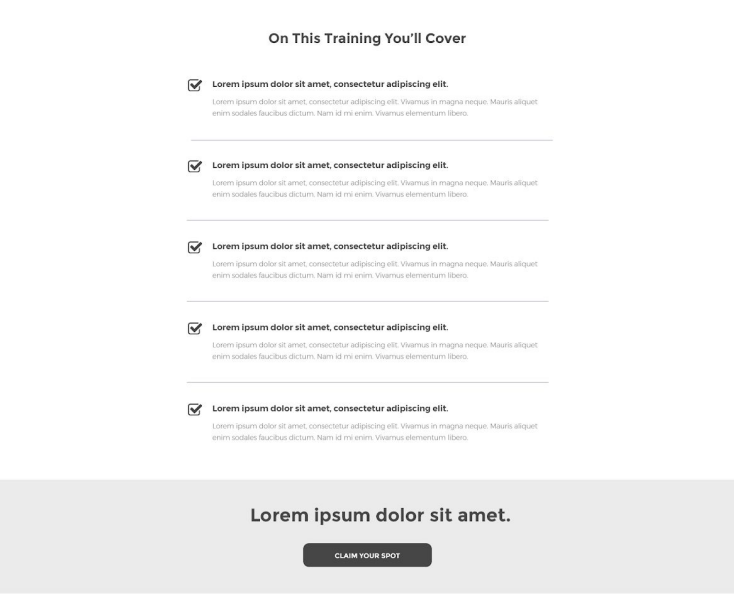
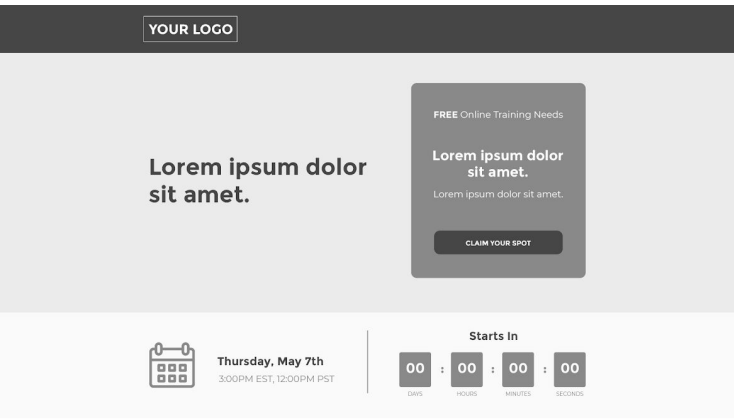
 **15 Minute Meeting**

 **7:45pm - 8:00pm, Thursday, April 30, 2020**

 **Brisbane Time**



Webinar Rego Page Wireframe





Webinar Confirmation Page Wireframe

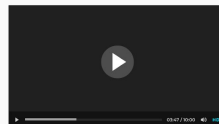
YOUR LOGO



CONGRATS!

You're now successfully registered and confirmed for this webinar..

Watch This Video For An Important Message



SCHEDULE "NAME OF SESSION"

Claim Your Bonus **FREE** "Name Of Session" Appointment Today

We'll look at:

- ☒ Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- ☒ Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- ☒ Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- ☒ Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- ☒ Lorem ipsum dolor sit amet, consectetur adipiscing elit.

"Lorem ipsum dolor sit amet."

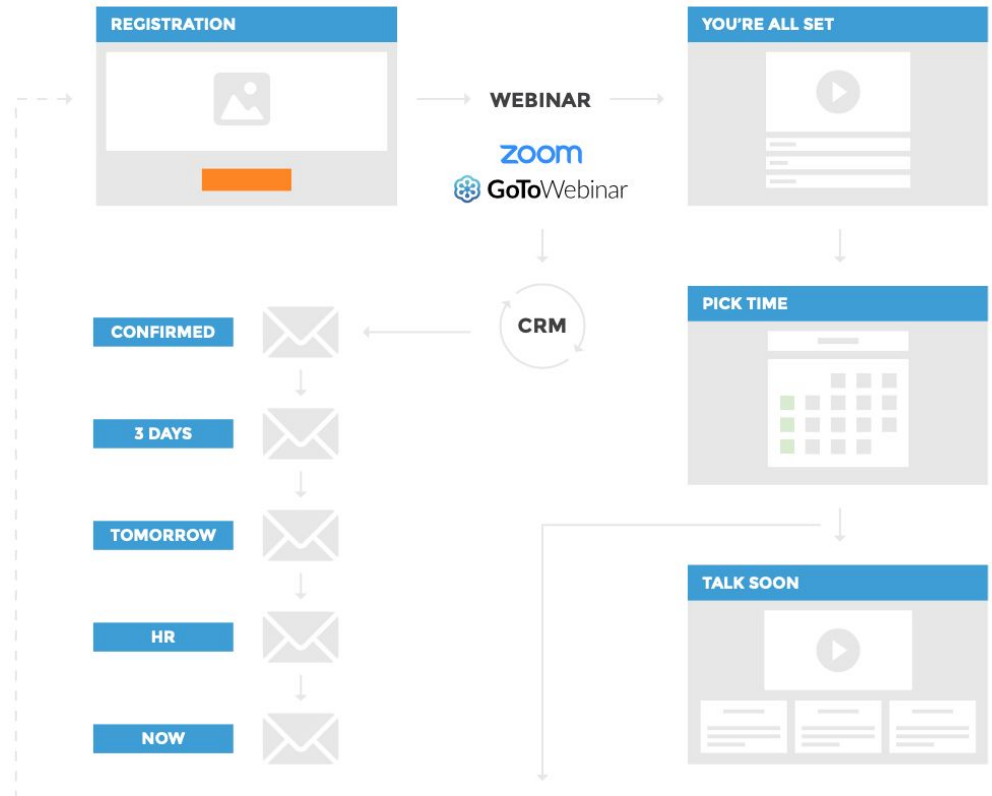
-John Doe

Lorem ipsum dolor sit amet.

SCHEDULE "NAME OF SESSION"

Webinar Confirmation Page Wireframe

THE WEBINAR TO APPOINTMENT FUNNEL



Hat Tip: [Automation Agency](https://www.bluewiremedia.com.au/webinar-to-appointment)
www.bluewiremedia.com.au/webinar-to-appointment

Webinar Confirmation Page Wireframe



Webinar Marketing

How to get to get registrations for your webinar



Tracking clicks

Add New Pretty Link

LinkedIn Accelerator Workshop (Zoom) May 2020

Pretty Link Settings

Basic

Advanced

Pro

Redirection* 

307 (Temporary) 

Get cloaked redirects, Javascript redirects and more when you [Upgrade to PRO](#)

Target URL* 

<https://www.bluewiremedia.com.au/events/linkedin-accelerator-for-consultants>

Pretty Link* 

<https://www.bluewiremedia.com.au/>

invite 

Notes 

Screen Options 

Publish

Clear cache

Update


Page Specific Pop-up

Set a specific Pop-up to display on this page only. This will override any global Pop-ups that are setup.

Timed Pop-ups

Use Global Pop-up 

Exit Pop-ups

Use Global Pop-up 

Marketing the webinar via FB

Create event for Web Marketing That W...



Event photo or video



LinkedIn Accelerator for Consultants

36 / 64

Event name

Long event names may not fully appear in some places (e.g. mobile phones)

Location

Zoom



Description

In this Half Day LIVE Online Workshop you'll learn:

- How to use LinkedIn to identify your ideal future clients (and see how much money is on the table).
- How to connect with people in your 1st, 2nd and 3rd degree network on LinkedIn.
- Unpack your knowledge & IP and convert it into content.
- How to leverage email marketing to shake the tree and allow prospects to 'raise their hand'.

Frequency ⓘ

Occurs once



Starts

13/5/2020



08:00



UTC+10

When you create an event on Facebook the [Pages, Groups and Events Policies](#) apply.

☒ Invite your friends in **Web Marketing That W...**

Cancel

Create



Marketing the webinar via LinkedIn Events

Create event



LINKEDIN ACCELERATOR FOR CONSULTANTS Zoom workshop



Adam Franklin

Event name *

LINKED ACCELERATOR for Consultants: Attract leads, win high-value clients



73/75

Organizer *



Bluewire Media Pty Ltd



Organizer cannot be changed after event creation.

Is this an online event? Yes



Broadcast link

Add a live stream or webinar link, now or later

For LinkedIn Live, link is not needed

0/1024

Date and time

You agree to LinkedIn's [terms and conditions](#) for events.

Create



Marketing the webinar via LinkedIn Events

Date and time

5/8/2020



08:00 am



to

5/8/2020



01:00 pm



Timezone

(UTC+10:00) Canberra, Melbourne, Sydney



Description*

Full day, hands-on workshop with Adam Farnham
USA: 3pm – 8pm EST on Thur 7th May 2020
Australia: 8am – 1pm AEST on Fri 8th May 2020

157/5000

Ticketing website

<https://www.bluewiremedia.com.au/invite>

39/1024

Event privacy

Event privacy can't be changed once the event is created. [Learn more](#)



Public event

Anyone can view the event and choose to attend.



Private event

Only invitees or people with the event link can view. Non-invitees need your approval to attend.



Allow attendees to invite their connections

The people they invite will not need your approval to attend

* Indicates required

You agree to LinkedIn's [terms and conditions](#) for events.

Create



Marketing the webinar via a LinkedIn Event post

Share



Bluewire Media Pty Ltd



Anyone ▼

What do you want to talk about?



LINKED ACCELERATOR for Consultants: Attract leads, win high-value clients

Hosted by Bluewire Media Pty Ltd

May 8, 2020 • Online event

1 person is attending the event



Add hashtag

#seo

#linkedin

#digitalmarketing

#marketing



Post



Marketing the webinar via 'invite connections to attend'

Set your event up for success

Private to you

Invite your connections to attend this event

[Invite](#)

Let your network know about this event

[Share](#)

Start a conversation in this event

[Post](#)



Marketing the webinar via 'invite connections to attend'

Invite connections



🔍 Search by name

Locations ▼

Current companies ▼

Schools ▼

Industries ▼

3 selected

Remove all



Daisy Wilson

SEO Specialist, Link Builder, Guest Blogger at Self-Employed



Sophie Paviour

Senior Pharmacist



Greg Waterhouse

Updates & Support at Bluewire Media



Garth Ledwidge

Owner at OHM Remedial Massage Therapy



Sonia Wilkinson

Freelance PA/Owner at PA On The Run



Anna Kilvington

Marketing and Web Manager at Hotel Bravo



Jeffrey Mason

Automotive Service & Workshop Manager



Garth Ledwidge



Sophie Paviour



Daisy Wilson



Invite 3



Marketing the webinar via DM



Adam Franklin • 9:54 AM

Btw, I just posted the recording of a livestream that you may be interested in.

<https://www.bluewiremedia.com.au/next-90-days>

INVITE:

**NAVIGATE THE
NEXT 90 DAYS**

Livestream (no cost)

 **zoom**  **LIVE**

REPLAY: Navigate the Next 90 Days
[bluewiremedia.com.au](https://www.bluewiremedia.com.au)

The graphic is a Facebook post template. It features a blue background with white text. At the top, it says 'INVITE:'. Below that, in large bold letters, is 'NAVIGATE THE NEXT 90 DAYS'. Underneath that, it says 'Livestream (no cost)'. At the bottom of the blue section, there are logos for Zoom and Facebook Live. To the right of the text, there is a circular profile picture of Adam Franklin. Below the blue section, there is a white section with the text 'REPLAY: Navigate the Next 90 Days' and the website 'bluewiremedia.com.au'.







