

How To Get Them To Come Running To Your Next Online Live Event



Presented By The FRED67 Community

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You are encouraged to print this book for easy reading.

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Introduction:

Having online events is fun and easy with Google Hangouts On Air.

You can create a live event that is automatically recorded, which can be watched later and even edited and repackaged into something entirely new. The possibilities are truly endless when it comes to having live events.

You can have live events to promote products or services, to answer questions that your customers have, to interview experts, and more. You can also just have an event to hang out with your fans. Whatever the reasons are, they are fun and with the new technology today, it's Sooo simple.

But, when you do have planned events they're always better if more people show up.

With Google Hangouts On Air you can schedule an event to happen later.

This means you can also promote it in advance, garnering more attention than before when you couldn't schedule an event. This makes Google Hangouts On Air, which is free, as useful as paid-for webinar software like GoToWebinar.com and AnyMeeting.com.

In conjunction with third party software like [Webinars OnAir](#), Google Hangouts On Air is friendlier, more useful, and easier to perform than any other webinar software that exists today. The additional software enables you to use more features with Google Hangouts On Air than the free version. You can charge for your events, market them through your autoresponder, and set up custom registration and sales pages and more. Depending on the plan you choose, the price is between \$19.97 and \$99.97 per month, which is less expensive than most webinar systems that have all these features.

How to Effectively Promote Your Webinar:

Promoting your live events and webinars takes special consideration.

If you are planning a live event that you also record, you want people to come to the live event so that the recording is interactive and awesome, but you also want some people to watch the event recording. So you need to find a way to market your webinars effectively to take advantage of both.

Get Affiliates to Promote Your Event:

Nothing is better than getting affiliates to promote your event.

It can be difficult to get them to do so when you are not charging for the event, but what you can do is offer your affiliates brandable materials. They then give these materials to their email list with their affiliate links directly to your web-page, where you embed the video on the page.

That way they'll get credit for the hit on the page, while also promoting your video.

Advertise on Facebook:

Pay for advertising on Facebook to promote your live event.

You can set up the event on Facebook, use the link provided by Google Hangouts On Air to promote the event, and then pay to boost the event so that more people see it and come to it. Facebook is a great way to get an event announcement to go viral, if you make the announcement interesting and compelling enough.

Share via Social Media:

Anytime you set up a Google Hangout On Air, share it automatically with your social media accounts. You can embed your Hangout, or link to it on all social media accounts including Twitter, Facebook, LinkedIn, your blog and more.

Don't be shy; shout to the world about your live event.

Market via Your Email List:

Send out teaser emails a couple weeks out, so that your audience has plenty of time to sign up for reminders by joining your notification circles for this event and any event you have thereafter. Your email list should be the first people who find out about your event, over social media followers.

Your email list is going to be the main source of viewers and interaction.

Get Joint Venture Partners:

You can have up to nine co-hosts for any live hangout.

Why not set it up so that they promote the event to their lists, too?

Offer them affiliate links for your products, and get affiliate links for their products so you all promote each other on your various email lists and social media accounts.

You can literally get ten times the viewers by joining forces with others.

Create Teaser Videos:

Create a teaser video, set it up on LinkedIn, Google+, and YouTube so that you get your followers, friends, and fans excited about your event. Give them a small taste of what the event will be like, then get them involved in the planning by asking them to do something such as ask a question or submit a question by video that you can answer during your live event.

Make a Killer Sales Page:

Even live events need great sales pages.

What's really great is that you can turn the sales page into the page where the video streams once the event is live, and where you can embed the recording by using the [Limited Time Offers Plugin for Wordpress](#).

Brand Your Events:

Google Hangouts allows you to use the Google Hangout Toolbox to put your own logo and words on the lower third of the screen. Each co-host or moderator has to have their own so that it appears at the bottom of the screen for whoever is talking. This addition can help brand your event so that no matter when, where and how they view it, your information is clear.

Blog about Your Event:

Always blog about your event before, during and after it to get the momentum started and to keep it going. You can pre-schedule blog posts to appear before the event and leading up to the event, and you can even embed the actual live event into a final blog post. These posts can be automatically shared with your email lists and social media accounts.

Don't forget to blog after the event so that people will watch the recording of the event.

Follow Up:

Keep track of who attends your event.

You can offer a free download to the attendees, which requires an email address to download. That way if they weren't already on your email list, you can capture their information for easier follow up. If they are already on your list, this will segment them to a new list for better targeting.

Online, live events are a great way to get closer to your audience, establish better relationships, explain something more clearly, and to spread the word about your business.

But if you don't market, no one will know. Ask people to attend, and they will.

Seven Features Your Event Landing Pages Need:

Creating landing pages is always challenging but there are templates and software such as [LeadPages](#) where you can find pre-made and organized video sales pages for Google+ Hangouts. Here you can host webinar recordings and build squeeze pages that are designed for live events to make life a lot easier.

Here are seven features that your landing pages need.

However, note that there is really no reason whatsoever to reinvent the wheel when there is already something that works so well.

1. **Landing Pages Should Be Responsive** – With LeadPages, they are automatically responsive so if your audience is looking on a mobile device, the page will work for them, every time.
No need to create separate pages for mobile and for PCs.
2. **Landing Pages Should Be Easily Customizable** – The ideal landing page allows for easy customization and testing, so that you will know what is working and what is not working. An easy interface without having to know a lot of code is handy and desirable.
3. **Landing Pages Should Host the Video Too** – Why not embed the video right on the landing page so that you don't need to remove the page once the live show begins? LeadPages makes this super easy.
4. **Landing Pages Need Clear Calls to Action** – LeadPages leads you to where to put the calls to action based on what has worked for many other marketers.
You just need to think of the right words and put them into action.

5. **Landing Pages Should Be Sharable** – Even landing pages need love, so make them sharable with easy to add share buttons with just a click.
6. **Landing Pages Should Have Easy Opt-In Features** – Don't forget to collect your visitors' information as they come to your landing page. Invite them to sign up, download something free, or to get more information.
7. **Landing Pages Should Be Simple to Create** – You shouldn't have to code everything from scratch every time you want to create a quick landing page. *With LeadPages, you don't. It's all basically done for you.*

Landing pages are important marketing tools, but sometimes they are made very poorly and do not get the results you want. Using software like LeadPages will help avoid issues with bad design, bad code, and unworkable landing pages.

Three Ways to Get Affiliates to Promote Your Live Events:

Using affiliates to promote your live events is an excellent way to generate more viewers.

However, if your events are free it can seem like a large expense or not worth it to the affiliate to promote a free event. *There are ways around this.*

1) Create Awesome Marketing Collateral

Give your affiliates brandable downloadable materials to use with their audience.

Offer super affiliates their own special landing pages with the live event right on the page. That way, anyone they send to that page will belong to your affiliate. It's even better if you offer lifetime cookies so that anytime your affiliates send someone to your page, they get credit for that forever. They're going to be a lot more likely to tell their audience about your event if it counts far into the distance.

2) Pay High Commissions Fast

Don't make your affiliates jump through hoops to collect their money. It's normal to offer a reasonable turnaround time for refunds and returns, but other than that there is no reason to hang on to your affiliate's hard-earned money or to make them earn at a certain threshold before paying out. Even for lower-priced items, if an affiliate knows they will be paid once a month (*even if they only earned five bucks*), they're going to work harder for you.

3) Offer Super Affiliates Private Hangouts

A really great way to help your affiliates promote you is to ask your super affiliates to take part in the live event with you. By promoting them, you're promoting yourself, so it's a win-win all the way around. You can choose five of your best affiliates and have a series of live events just for them and their audience regarding any product you are launching.

Getting affiliates to promote your live events is easy if you treat your affiliates like partners. Promote them right back, after they promote you. Take care of them by ensuring they are paid for their hard work.

Give them special attention when they make more sales.

How to Invite Your List to Your Online Event:

For every Google Hangout On Air, you can use the special links provided to invite your list to the event. You can invite them to view the event right on your blog, on YouTube, or on your Google+ page. You can also use Facebook Events to schedule and invite people to your live event.

The ways in which you can invite people to your event are endless.

Set Up an Event:

Using Google Events, you can market the event without even trying.

When you make the event "*on air*" your connections all get a notification, including the people you invite personally to the event. You can access your email list at the time you set up the event in order to invite people, or you can use the link to send through your autoresponder.

Create a Blog Post Series:

Using the links provided, set up scheduled blog posts with the link to the event, by creating a series of blog posts, and emails that tease and promote the event. You can even create videos on YouTube that are delivered to all your followers' email addresses.

The more ways you use to promote the event, the better.

Offer Valuable Freebies:

Offer those who come to your event a free download, checklists, discounts on products and specials that only those who attend the event will receive. Even after the event is over, be sure to follow up with those who attended with a special branded download that gives them the information they need.

Ensure that your gift is something valuable that solves a problem for them, and they're going to be sure to return the favour by purchasing something from you and telling others about you. Each event will build on the next, due to word-of-mouth and the buzz created by each event.

Don't forget all your Google connections and circles, as well as YouTube channel followers, and every social media follower and email list subscriber. By promoting your event in all these channels, you'll be sure to get the most exposure for your event. Do, however, ensure that those who get notifications, or are invited personally to take part, fit the demographic that you're promoting to.

If you have more than one audience, you may need to separate them to be more targeted about promotions.

Online live events can be very lucrative.

The final ingredient to ensure success and make sure they come running every time to your events, is to always follow through with anything you say.

People remember you more if you remember them.

After all, it should be about them in the first place.

OK That's it Folks, I hope you got some great value from this short E-book.

If So ... Please share it with your Friends. Family & Associates, and don't forget to check out the 'Resources' below as there's even 'More' Free-stuff to be found there!



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[One Of The Best Sources of PLR is at 'ListMagnets'](#)

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To Get Paid?

**Automate Your
Cash Flow!**

JOIN NOW! Over \$1,000,000 In Affiliate Commissions Paid Out!

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