



Getting Started With Hosting & Promoting Your Own Webinars & Virtual Events

By Ann Stanley
3rd July 2020



A bit about me!



Examples of the
brands we work with



Contents

- Introduction to running webinars
- Selection of software
- Time-line for setting up and hosting your own webinar
- More details and demo
 - Planning - creating your assets
 - Promotion – key activities
 - Preparation – the test webinar room
 - Presentation – the live webinar room
 - Post-Presentation – the recording & results
- Q&A

Introduction to running webinars



Difference between webinars and other virtual events

Business meeting or live group

- Private with personal interaction, it is collaborative, so used for team meetings, networking etc. e.g. Skype, Google Hangouts/Meet, Teams, Zoom,

Webinar/virtual conference

- Need to register, someone is presenting to an audience (passively watching), used for education or marketing/selling, typically a bigger audience than a live group – can be free or paid-for event e.g. GoToWebinar

Evergreen or automated

- Feels live but is pre-recorded – can't interact but you can get information from when it was previously recorded live – often used in a sales funnel, so registration is required

Live stream

- Public or open – anyone can wander in – no registration, usually it is for entertainment, reach very large audience, offered by YouTube and Facebook etc.

Why run webinars?

- **Main uses of webinars and virtual events**
 - Education and training
 - Marketing and promotion
 - Sales
- **Reasons to run your own business webinar or virtual event**
 - **Event management**
 - To replace live events or training
 - To reduce costs of a live event
 - Option of hybrid events – present live with content live streamed to a wider audience
 - A new revenue stream
 - **Sales and marketing**
 - Altruistic - to be helpful
 - To develop your brand and reputation as a thought leader or expert
 - A new channel to market your products or services
 - To reach a larger audience (further afield)
 - To get more interaction and an engaged following (repeat attendees)
 - More sales - can also be used as part of an automated sales funnel

Selection of software



Do your research?

The screenshot shows a YouTube search results page for the query "review of webinar software". The left sidebar contains navigation links: Home, Trending, Subscriptions, Library, History, Your videos, Watch later, Liked videos, SUBSCRIPTIONS (Anicca Digital, Browse channels), and MORE FROM YOUTUBE (YouTube Premium, Movies & shows, Gaming, Live, Fashion & beauty). The main content area displays five video results, all from the channel "ActiveGrowth". The third result, "BigMarker Review: Live Webinars, Evergreen, Livestreams & More?", is highlighted with a green border. To the right of the video list, there are two large green checkmarks.

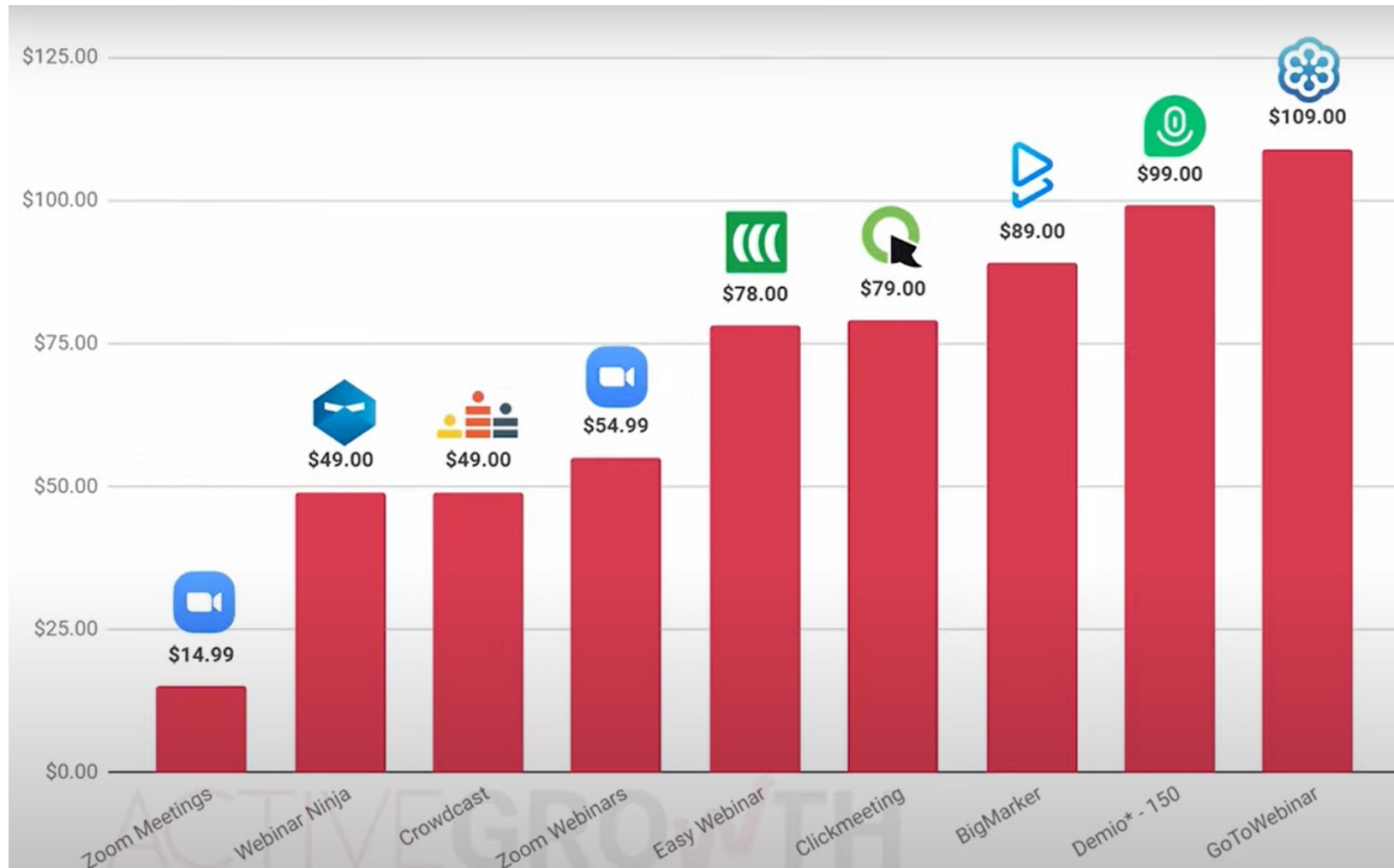
Video Title	Channel	Views	Time Ago	Duration
Best Webinar Software: Massive Roundup Review!	ActiveGrowth	79K	8 months ago	24:33
2020 best WEBINAR PLATFORMS (pricing and features breakdown)	Podia	9.9K	2 months ago	12:05
WebinarJam Review: As Good As the Hype Makes it Seem?	ActiveGrowth	18K	10 months ago	18:16
BigMarker Review: Live Webinars, Evergreen, Livestreams & More?	ActiveGrowth	11K	10 months ago	25:41
GoToWebinar Review: Still the Best Webinar Software in 2020?	ActiveGrowth	22K	1 year ago	9:12

Reviews of webinar platforms

		Podio	Active Growth
Zoom (free & professional)	https://zoom.us/	✓	✓
Google Meet	https://meet.google.com	✓	
Clickmeeting	https://clickmeeting.com/	✓	✓
Demio	https://demio.com/	✓	✓
WebinarNinja	https://webinarninja.com/	✓	✓
Webinarjam	https://home.webinarjam.com/index	✓	
GoToWebinar	https://www.gotomeeting.com/webinar	✓	✓
Webinar Ninja	https://webinarninja.com		✓
CrowdCast	https://www.crowdcast.io		✓
EasyWebinar	https://easywebinar.com/		✓
BigMarker	https://www.bigmarker.com/		✓

<https://bit.ly/anicca-bigmarker>

Comparative price (from Active Growth's video)



Price comparison based on paying monthly for 100 attendees (2019)

Recommended platforms from Active Growth reviews

Platform	Price (Pay Monthly)	Pay annually	Advantages	Disadvantages
Zoom	Pro (100 attendees) = £11.99/month + optional webinar module £32/month	Pro (100 attendees) = £119.99 Optional webinar module = £320 Both = £439.99	Very cheap	No marketing features – webinar add-on is not worth the extra
BigMarker	Starter (100 attendees) Pay Monthly \$99 = £79/month	Starter (100 attendees) \$948 = £757	Best “jack of all trades” lots of event management and marketing features, quite sophisticated	More expensive at \$99 per month (\$79/month when purchased annually)
Webinar Jam	Not available	Basic (500 attendees) \$499 = £398	Focused on marketing features	Can't pay monthly - even though it is the cheapest

<https://bit.ly/anicca-bigmarker>

What about Zoom?

REQUEST A DEMO +44 (20) 7039 8961 OR 0800 368 7314 RESOURCES ▾ SUPPORT

zoom SOLUTIONS ▾ PLANS & PRICING CONTACT SALES JOIN A MEETING HOST A MEETING ▾ SIGN IN SIGN UP, IT'S FREE

Basic	Pro	Business	Enterprise
Personal Meeting	Great for Small Teams	Small & Med Businesses	Large Enterprise-Ready
Free	£11.99 /mo/host	£15.99 /mo/host	£15.99 /mo/host
	Purchase up to 9 hosts per account	Starting at 10 hosts for £159.90/mo	Starting at 100 hosts for £1,599/mo
Sign Up, It's Free	Buy Now	Buy Now	Contact Sales
Host up to 100 participants	All Basic features +	All Pro features +	All Business features +
Unlimited 1 to 1 meetings	Includes 100 participants Need more participants?	Includes 300 participants Need more participants?	Enterprise includes 500 participants Enterprise Plus includes 1,000 participants
40 mins limit on group meetings	Meeting duration limit is 24 hrs	Dedicated phone support	Unlimited Cloud Storage
Unlimited number of meetings	User management	Admin dashboard	Dedicated Customer Success Manager
Ticket Support	Admin feature controls	Vanity URL	Executive Business Reviews
+ Video Conferencing Features	Reporting	Option for on-premise deployment	Bundle discounts on Webinars and Zoom Rooms
+ Web Conferencing Features	Custom Personal Meeting ID	Managed domains	
+ Group Collaboration Features	Assign scheduler	Single sign-on	
+ Security	1GB of MP4 or M4A cloud recording	Company branding	

- If you want the cheapest package then use Zoom, however it lacks many marketing and other functions
- Reviewers do not think the extra “webinar module” is worth the additional £32/month i.e. min of £43.99

BigMarker packages

Choose Your Plan

Starter	Elite	Premier
\$99 \$79	\$189 \$159	\$399 \$299
per month, billed annually \$948 for 12 months Save 20%	per month, billed annually \$1908 for 12 months Save 15%	per month, billed annually \$3588 for 12 months Save 25%
100 attendees 1 host accounts	500 attendees 2 host accounts	1000 attendees 4 host accounts
Includes: <ul style="list-style-type: none">LIVE WebinarsWebinar MarketingMeetingSpaceAutomationEvergreen WebinarsWebinar Series	Includes: <ul style="list-style-type: none">LIVE WebinarsWebinar MarketingMeetingSpaceAutomationEvergreen Webinars NEWWebinar Series NEW	Includes: <ul style="list-style-type: none">LIVE WebinarsWebinar MarketingMeetingSpaceAutomationEvergreen Webinars NEWWebinar Series NEW
Buy Now	Buy Now	Buy Now

- **Why we selected BigMarker:**
 - Sessions can last 4-hours, rather than 2-hours for most packages (so it will also work for training courses)
 - Great marketing features
 - You can present uploaded slides (allowing you to view chat/Q&A), as well as videos and screen-sharing
 - Can easily co-host with other presenters
- **Choosing your package**
 - Begin with the “Starter” package – this has most features you will need
 - You can opt to pay monthly \$99 (vs \$79 if you pay for a year)
 - Upgrade once you exceed 100 attendees (approx. 175 registrations) or if you need longer than 4-hour sessions

Time-line for setting up & hosting your own webinar



5 P's to planning and presenting your webinar

Planning

2 to 4
weeks
before

Promotion

-1 to 2
weeks
before

Preparation

-1 day &
on the day

Presentation

WEBINAR

**Post-
Presentation
Review**

Our time-line

Day	Day of the week	Activity
0	Friday	Present webinar and email out video
-1	Thursday	Reminder email sent from BigMarker Slides received from presenter(s)
-2	Wednesday	Email sent from Anicca
-3	Tuesday	Reminder email sent from BigMarker Social media posts (LinkedIn, Twitter, Facebook) Anicca email prepared
-4	Monday	First email sent from BigMarker, Set-up and launch email from meetup.com
-9	Wednesday	Mentioned in Anicca's previous email
-10	Tuesday	Website updated with link Email prepared
-11	Monday	Create assets, webinar & landing page
-14	Friday	Presenter provides title, description & topics
-21	Friday	Schedule agreed for future webinars



Planning (2-4 weeks in advance)

Planning and preparation – overview of tasks

- Get **brief of webinar** with date and description from yourselves
- **Create graphics** using agreed template and imagery
- **Create webinar** within BigMarker
- **Create landing / registrations page** within BigMarker - see example <https://www.bigmarker.com/anicca-digital/Digital-Marketing-Tasks-You-Can-Do-In-Your-Pyjamas>
- **Update your website** with webinar widget or by adding image and link - see examples on <https://anicca.co.uk/webinars-videos/>
- You will then need to get **details of the other presenters** and upload their contact details and send them an invitation to upload their bio



Promotion (1-2 weeks before)

Promotion tasks

Email (from BigMarker)

- **Upload your existing contacts/emails** to the BigMarker top level “channel list”
- Promote the webinar by sending out an **email from BigMarker**
- **Build a list of people that registered** (and either attend or did not attend the webinar) – these should be added back to the channel list

Email (from your company)

- Create a **company email** from Mail Chimp (or similar) using an agreed template
- Link to the landing pages for the current and following webinar (use tracked links = utm)

Social media and other routes

- Create a **LinkedIn event** and promote this
- Set-up **Facebook event** - create Facebook ad to promote the Facebook event
- Create a new meeting in **Meetup.com** and launch meeting
- Promote webinar through any other of **your networks** e.g. network groups, YouTube



Preparation (day before and on the day)


Prior to the webinar

Day before

- **Get the presentation** (pdf version) and **upload pdf** to webinar room
- Get details of any **polls** and create these
- Do **demo to presenters** to train them how to use the software
- **Stop ads**
- Set-up the **test webinar room**

On the day – half an hour before attendees join

- **Open the webinar room** for presenters (they have their own login)
- **Check pdf has been loaded** – (go to “Slides”, you should see the file, you will need to click on the “open” button, so it loads into the main webinar viewing screen)
- **Check or create the Polls**
- **Check or create the Offers** – requires graphics
- **Leave a sticky welcome message** in the chat



Presentation (live)

Going-Live checklist

- **Open webinar for attendees** and welcome them
- Get attendees to **leave a message in the chat**, check they can hear you and make shout-outs to regulars, clients and staff etc
- **Explain webinar opening procedure** i.e. that at the published start time, you will start recording. You will welcome everyone and then run the polls, before handing over to the presenter
- Mention that the **video is being recorded** and that they will receive a copy of the video later or they can go to the webinar page on the company site to listen to recordings of previous webinars
- **Start recording** at agreed time
- **Do introductions**
- **Launch polls** by making them live (one at a time), reading out the questions and answers, so it is recorded in the video (you may want to do another poll later in the presentation as required)
- **Introduce presenters** and **hand over** to the presenters

During the webinar

- **Manage chat and Q& A** - as required (this may be best done by having 2 presenters, with one talking and one handling the Q&A)
- At the last but one slide, use the **offers functionality**
 - You go to the offers tab (top right of the menu)
 - Chose your first offer, and tick the box to pin it to the top of the chat
 - You then launch it, so a pop-up appears on yours and the attendee's screens
 - If you have time, you can also launch the other offers but don't pin them as well
- **Closing-down the webinar**
 - Show final slide advertising next weeks webinar, thank them for attending and say we will see them next week
 - Remind them that they will get the recording later today
- **End presentation** (in black right hand bar at the bottom)
- **End recording** (in black bar – second tab labelled recording)

A dimly lit office environment with several people working at their desks. In the foreground, a wooden table holds a bouquet of pink and white flowers. A laptop is open on the table. In the background, people are seated at desks with multiple computer monitors. A man stands in the background near a whiteboard. The room is illuminated by large, dark, dome-shaped pendant lights. The overall atmosphere is professional and collaborative.

Post webinar activities

Post-webinar tasks

Video

- **Process recording** and **send to everyone** in the database – this involves:
 - Check the video is processing - whirling image on the manage page
 - Wait for video to stop processing (usually a couple of hours)
 - Capture a screen grab from the beginning of the video, (when you can see starter screen and happy presenters)
 - Publish the video and email it to registered, attendees and whole list
- **Edit website** by adding recording widget (add following week's webinar details)
- Upload video to your **YouTube channel**

Data and report

- **Download data** and analytics
- **Provide mini-report** (if required)

Repeat webinar set-up for next webinar

Demo and more details



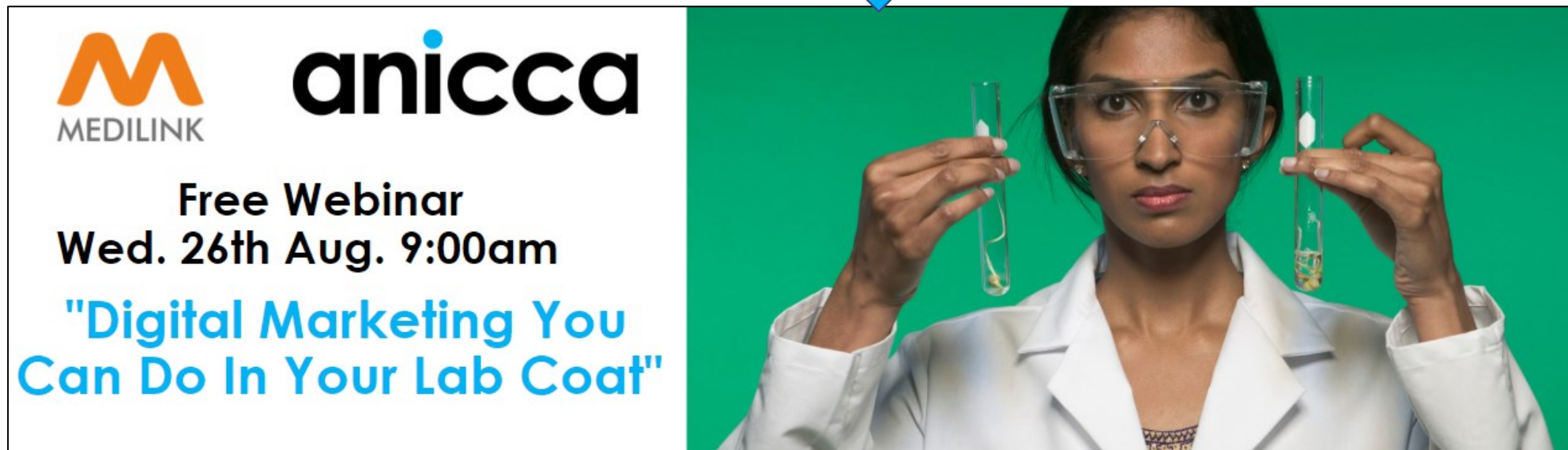
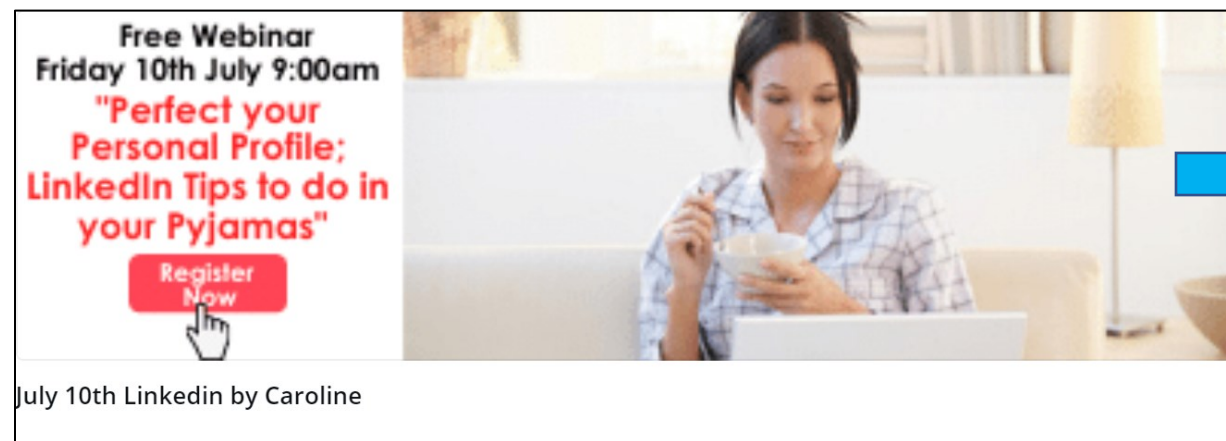
Planning - creating your assets





Creative assets

Landing page image (1114 x 320) – modify previous image using canva.com



Advertising image (360 x 200)



A modern office environment with several people working at desks equipped with multiple computer monitors. The office has a contemporary feel with large windows, industrial-style pendant lights, and wooden desks. The text 'Creating webinar & registration page' is overlaid in a large, white, sans-serif font in the center of the image.

Creating webinar & registration page

BigMarker top-level dashboard

Account
level
settings

BigMarker

Create a Webinar Get Help Upgrade

Home

My Webinars

My Series

My Recordings

MeetingSpace

My Channels

Anicca Digital

New Channel

Happening on BigMarker

Integrations

Lists & Emails

Resources

Product Updates

Feature Request

Billing

Settings

© BigMarker

Product About Updates

Training API Help Terms

Privacy

Language: English

Good morning, Ann!

Search my webinars

Upcoming

Webinar

3rd July

9:00am

Getting Started Hosting and Promoting Your Own Webinars and Virtual Events

Anicca Digital

Getting Started With Hosting and Promoting Your Own Webinars and Virtual Events (Friday 3rd July 9:00-10:15am)

Live Webinar • Fri Jul 3 at 9:00 AM BST • 152 registered

Invite Manage

Perfect your Personal Profile; LinkedIn Tips to do in your Pyjamas

Anicca Digital

Perfect your Personal Profile; LinkedIn Tips to do in your Pyjamas (Friday 10th July 9:00 - 10:15am)

Live Webinar • Fri Jul 10 at 9:00 AM BST • 5 registered

Invite Manage

24/7 Webinars

ca

Live meeting room 24-7

24-7 • Mon Mar 30 at 10:00 PM BST • 1 registered

Live Now Invite Manage

Enter now

On-Demand

ca

Top tips on maximising your digital marketing during the Corona Lockdown (with or without any marketing budget)

On-Demand • 9 registered

Manage View Recording


Create a Webinar

System Check PASS


Select webinar to enter webinar level settings

anicca
data driven digital marketing


Select webinar type

BigMarker


What kind of webinar do you want to create?

**Live Webinar**


Happens at a specific time, or on a recurring basis.

**Summit or Series**


A group of live, on-demand or automated sessions with a single registration flow.

**On-Demand Webinar**


Customizable, embeddable videos, with interactive super powers.

**Live Stream**


Stream a live webinar to Facebook, YouTube or other broadcast platforms.

**Automated Webinar**

Simulate a live webinar experience with automated videos, chats, polls, and offers.


**Evergreen Webinar**


Run an automated webinar around the clock to automate marketing or training.


**24-7 Webinar**


Launch an always-on online conference room or classroom with a single link.


Create Live webinar


BigMarker



Live Webinar



Summit or Series


On-Demand


Livestream


Automated


Evergreen


24-7

Schedule a Live Webinar

Cancel>Create Webinar

Title

Digital Marketing You Can Do In Your Lab Coat – hosted by Anicca Digital & Me109/110

About Webinar


This is a joint webinar hosted by [Anicca Digital](#) and [Medilink](#) East Midlands.


This webinar is designed for anyone working in medical, health, pharmaceutical or scientific sectors; who also are responsible for the marketing of your brand, products and services.

Ann Stanley will introduce a range of digital marketing techniques that can be used to increase awareness for different target audiences and stakeholders.

Add Agenda

When?

One time ▾ on 08/26/2020  at 9 : 00 AM ▾ for 1.5 hours ▾

**How It Works: Live Webinars**

Live webinars are scheduled for a specific date/time, or with multiple sessions offered on a recurring basis.

Live Event Experience

Interactive

Webcast

Interactive webinars are real-time events best suited for meetings and town-halls where audience members participate with mics + webcams actively. Presenters and attendees will both see the default webinar room, and there is no delay, allowing for seamless audience participation.

Privacy

Public

Private

Create Webinar

Cancel

Select landing page template

Choose a Webinar Landing Page

Skip

Next



Classic



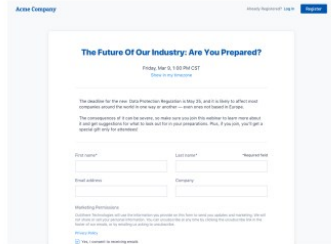
Countdown



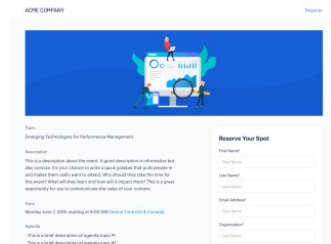
Minimalist



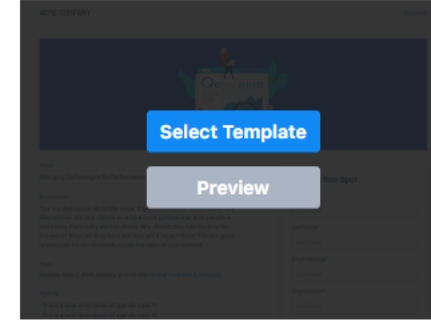
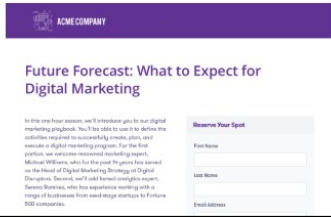
Billboard



Austerer



Boom



Boom

Landing page customisation

Customize Your Webinar's Landing Page

Button/link color: Button text color: #

Content

PAGE SECTIONS

Header

Language

Title Banner

About

Agenda

Presenters

SEO Meta Tags

Custom CSS

Custom Javascript

Facebook Open Graph

Twitter Card


Footer

Settings

Anicca Digital

Get Help Home Register

Edit Image



Digital Marketing You Can Do In Your Lab Coat – hosted by Anicca Digital & MediLink EM (Wed 26th Aug. 9:00am)

About Edit

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Reserve Your Spot

Full name*

Email Address*

Company Name*

Marketing Permission

Anicca Digital will use the information you provide on this form to be in touch with you and to provide updates and marketing. We will not share or sell

- Change graphic on the landing page
- You can also edit text or add agenda items from this screen

Edit header image

Edit Banner Image

Recommended size: 1114X320



☐ Stretch vertical ☐ Stretch horizontal ☐ Centered ☒ Trim image



SELECT IMAGE

APPLY

Edit Banner Image

Recommended size: 1114X320



☐ Stretch vertical ☐ Stretch horizontal ☐ Centered ☒ Trim image



Remove photo

SELECT IMAGE

APPLY

Landing page with header



Dashboard for specific webinar

The screenshot shows the Anicca webinar dashboard for a specific webinar titled "Digital Marketing You Can Do In Your Lab Coat - hosted by Ani...". The dashboard is divided into several sections:

- Main menu:** Located at the top, it includes links for Edit, Presenters, Design, Emails & Invitations, **Manage Webinar** (highlighted with a green box), Automation, and Integrations. A red box highlights the Automation and Integrations links.
- Edit landing page:** A button labeled "View Landing Page" is located in the top right corner.
- Sub-menu of "Manage Webinar":** A sidebar on the left lists various options under the "WEBINAR" section, including Dashboard, Analytics & Reporting, Test the Webinar Room, Manage Webinar Registrations, Custom Registration Fields, SEO/Social Sharing Tags, Confirmation Page, Waiting Room, Push Notifications, Transcript, Chat Spam Protection, Block List, Webinar Survey, Attendance Monitor, Lucky Draw, Disclaimer, and PRE-LOAD options like Pre-Load Pop-up Offers, Pre-Load Files & Videos, Pre-Load Handouts, and Pre-Load Polls. WIDGETS include Registration Widget and Multi-Webinar Widget.
- Main webinar management panel:** The central area displays webinar details for "Digital Marketing You Can Do In Your Lab Coat - hosted by Anicca Digital & MediLink EM (Wed 26th Aug. 9:00am)". It includes a "Live Webinar" status, the date and time (Wednesday, August 26, 2020 - 9:00 AM BST), and the Webinar ID (b27e2ab84aab). Below this are buttons for "Share Link", "Copy Webinar", "Practice Webinar", and a "More" dropdown. The "Webinar Stats" section shows Registrants (0), Revenue (\$0.00), Page Views (1), and Invited (0). The "Webinar Setup" section includes options for "Landing Page" and "Registration Form".

Dashboard – menu options for “Manage webinar”

WEBINAR

Dashboard

Analytics & Reporting

Test the Webinar Room

Manage Webinar Registrations

Custom Registration Fields

SEO/Social Sharing Tags

Confirmation Page

Waiting Room

Push Notifications

Transcript

Chat Spam Protection

Block List

Webinar Survey

Attendance Monitor

Lucky Draw

Disclaimer

PRE-LOAD

Pre-Load Pop-up Offers

Pre-Load Files & Videos

Pre-Load Handouts

Pre-Load Polls

WIDGETS

Registration Widget

Multi-Webinar Widget

Live Webinar Widget

Pop-up Widget

ADVANCED

Upgrade

Email Attendees

Import Contacts

Promote Socially

Planning

Promotion

Preparation

Presentation

Post-Webinar

A modern office environment with several people working at desks equipped with multiple computer monitors. In the center, a wooden table holds a laptop and a bouquet of flowers. The room is lit by large, dark, dome-shaped pendant lights. The overall scene is dimly lit, with a dark blue overlay.

Update Channel page

Anicca's BigMarker Channel page

- You will have already created and modified your channel page when you first get the software (i.e. add logos, images, host details etc.)
- After creating a new webinar, you will need to change the image for that webinar (this can be edited on the page or in the "Design menu" within the webinar dashboard)

Anicca Digital

Create a Webinar Get Help Home

Webinars Subscribers Discussion Series

UPCOMING

Free Webinar Friday 3rd July 9:00am
"Getting Started With Hosting and Promoting Your Own Webinars and Virtual Events"
Friday, July 3, 2020 - 9:00 AM BST
With most business and training events cancelled, there has been a lot of concerned marketing managers, wondering how they will get in front of their customers, prospects and students. While we have been working from home; we have all become accu...

Free Webinar Friday 10th July 9:00am
"Perfect your Personal Profile; LinkedIn Tips to do in your Pyjamas"
Friday, July 10, 2020 - 9:00 AM BST
Caroline Spence* will provide a practical session on how to improve and use your LinkedIn personal profile. This webinar is perfect for people in work or those who find themselves seeking opportunities, this webinar covers the basic and more adv...

Free Webinar Friday 12th June 9:00am
"Getting Your Business Up & Running On Instagram"
Register Now

Free Webinar Friday 19th June 9:00am
"Use Keyword Research to Attract Your Ideal Customers Through SEO & PPC"
Register Now

Free Webinar Friday 26th June 9:00am
"A Beginners Guide to Setting up Conversion Tracking Using Google Tag Manager"
Register Now

Digital Marketing You Can Do In Your Lab Coat - hosted by Anicca Digital & MediLink EM (Wed 26th Aug. 9:00am)
Wednesday, August 26, 2020 - 9:00 AM BST
This is a joint webinar hosted by Anicca Digital and MediLink East Midlands. This webinar is designed for anyone working in medical, health, pharmaceutical or scientific sectors; who also are responsible for the marketing of your brand, products ...

ON-DEMAND

View more (12)

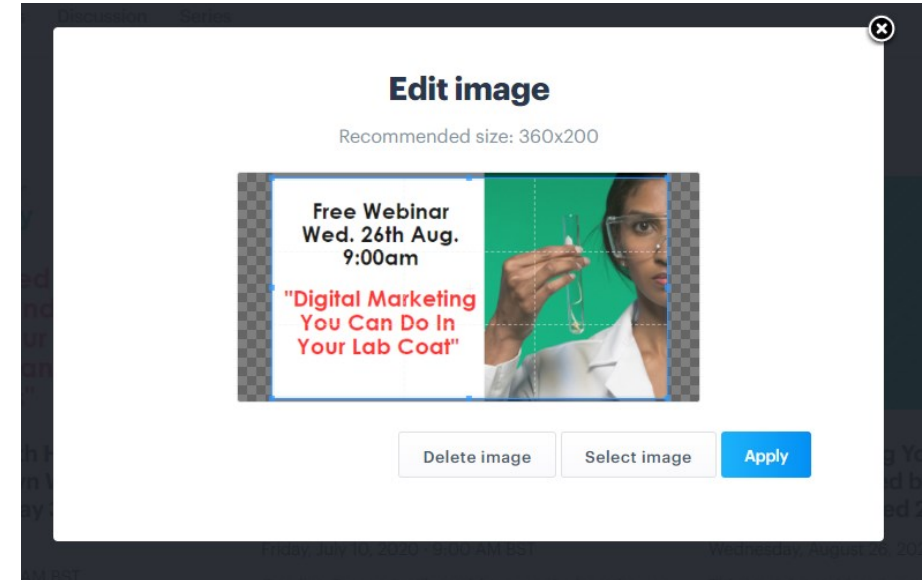
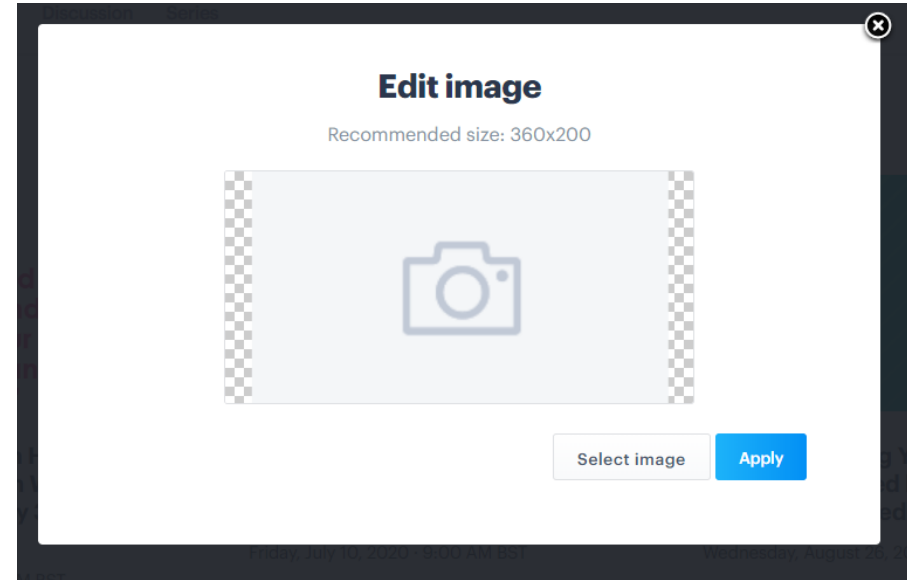
Add image to channel page



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Landing page is now updated


Anicca Digital

WebinarsSubscribersDiscussionSeries

UPCOMING


Free Webinar
Friday 3rd July
9:00am

"Getting Started
With Hosting and
Promoting Your
Own Webinars and
Virtual Events"




Free Webinar
Friday 10th July
9:00am

"Perfect your
Personal Profile;
LinkedIn Tips
to do in your
Pyjamas"



Free Webinar
Wed. 26th Aug.
9:00am

"Digital Marketing
You Can Do In
Your Lab Coat"



Getting Started With Hosting and
Promoting Your Own Webinars and
Virtual Events (Friday 3rd July 9:00-
10:15am)

Friday, July 3, 2020 · 9:00 AM BST

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Perfect your Personal Profile; LinkedIn
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Digital Marketing You Can Do In Your
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Medilink East Midlands. This webinar is designed for
marketers working in medical, health,
pharmaceutical or scientific sectors; who are
responsible for promoting your brand, products and
servi...

anicca
data driven digital marketing

Promotion – key activities



A modern office environment with several people working at their desks. In the foreground, a long wooden table holds a bouquet of pink and white flowers. A laptop is open on the table. The office has large windows, modern pendant lights, and people are seated at desks with multiple monitors. The overall atmosphere is professional and collaborative.

Update your website

Get webinar widget (code) and add to your website

Digital Marketing You Can Do In Your Lab Coat – hosted by Anicca Digital & MediLink EM (Wed 26th Aug. 9:00am)

Widget Type

☒ Image Only ☐ Form Only

Registration Sub Title

Upcoming Webinar

Live Webinar Sub Title

Webinar Happening Now

Recording Sub Title

View Our Webinar

Registration Button Text

Register

Live Webinar Button Text

Register & Join

Recording Button Text

View

Widget Image

Size: 288X250

Widget Preview


Preview of how your widget will look on your site.

[Registration](#) [Live Webinar](#) [Recording](#)

Upcoming Webinar

Free Webinar
Wed. 26th Aug.
9:00am

"Digital Marketing
You Can Do In
Your Lab Coat"



Digital Marketing You Can Do In
Your Lab Coat – hosted by
Anicca Digital & MediLink EM
(Wed 26th Aug. 9:00am)

Wed, Aug 26 - 9:00 AM BST

Register

[More →](#)

Add an image and a tagged URL to your website

Weekly Webinars and Archive of Training Videos

The Anicca team want to share our technical knowledge with you and we hope that you can apply some of our expertise and experience to your own marketing.

So, join us every Friday morning between 9:00 - 10:00am for Anicca's free weekly webinar on digital marketing.

During these interactive sessions, our technical experts will present a range of topics covering the different marketing channels and techniques, which we use for our clients' marketing. Our digital marketing webinars have a mix of topics and some are designed for attendees at different levels:

- Introduction and getting started with a specific technique or channel/platform
- General tactics with something for everyone
- More advanced deep-dives into channels and techniques
- Client case studies with results and learning from real businesses focusing on specific industries or sectors
- Panel discussions around recent updates and what's new
- Practical demo's and how to's
- Guest speakers from technology providers and other marketing disciplines

You can sign-up below for the upcoming webinars or watch the recording from previous weeks.

Want to develop and promote your own webinars or virtual events?

If you want help with creating, promoting and hosting your own webinar or virtual events; then please contact Ann Stanley on ann@anicca.co.uk or 07930384443), as we are now offering virtual event management as a new service for clients.

Upcoming Webinars

Get Started With Hosting & Promoting Webinars & Virtual Events
(Friday 3rd July 9:00am)



Perfect your Personal LinkedIn Profile: Tips to do in your Pyjamas
(Friday 10th July 9:00 - 10:15am)

Free Webinar
Friday 10th July
9:00am

"Perfect your
Personal Profile;
LinkedIn Tips
to do in your
Pyjamas"

Register
Now



Share Webinar Link

Quick Link

<https://www.bigmarker.com/anicca-digital/Digital-Mark>

Copy

Use this link to quickly send someone to the webinar landing page.

Upcoming Webinars

Get Started With Hosting & Promoting Webinars & Virtual Events
(Friday 3rd July 9:00am)



Digital Marketing You Can Do In Your Lab Coat –
Hosted by Anicca Digital & MediLink
(Wed 26th Aug. 9:00am)



anicca

Free Webinar
Wed. 26th Aug.
9:00am

"Digital Marketing
You Can Do In
Your Lab Coat"

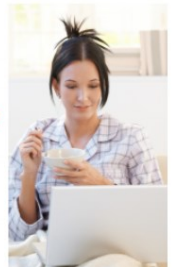


Perfect your Personal LinkedIn Profile: Tips to do in your Pyjamas
(Friday 10th July 9:00 - 10:15am)

Free Webinar
Friday 10th July
9:00am

"Perfect your
Personal Profile;
LinkedIn Tips
to do in your
Pyjamas"

Register
Now





Send email from BigMarker

Email lists in your Channel menu (top level)

Home

My Webinars

My Series

My Recordings

MeetingSpace

My Channels

Anicca Digital

New Channel

Happening on BigMarker

Integrations

Lists & Emails





Resources

Product Updates

Feature Request

Billing

Settings

Lists (4) All Contacts (1903) Integrations						
<div><div>Bulk Actions</div><div>Apply</div></div>						
<input type="checkbox"/>	List Name					
<input type="checkbox"/>	A10 signup imported list Created Jun 22, 2020 at 7:29 AM	1476 contacts	0.0% opens	0.0% clicks		Edit
<input type="checkbox"/>	academy Created Apr 18, 2020 at 8:15 PM	253 contacts	0.0% opens	0.0% clicks		Edit
<input type="checkbox"/>	Import from previous webinars Created Apr 18, 2020 at 7:57 PM	482 contacts	0.0% opens	0.0% clicks		Edit
<input type="checkbox"/>	Registration April Created Apr 16, 2020 at 11:13 PM	107 contacts	0.0% opens	0.0% clicks		Edit

Go to the list where you want to add new contacts

[< Back to Lists](#)

Import from previous webinars

Anicca Digital



Search Contacts...

Import List

Add Contacts

Contacts (983)

Bulk Actions


<input type="checkbox"/>	Name	Email	Added	Updated	Lists	↗
<input type="checkbox"/>	 Lian M		06/22/20	06/22/20	1 list	
<input type="checkbox"/>	 Joey D		06/12/20	06/12/20	1 list	


Import your list


×


Create a New Email List

Import contacts

 Gmail

 Yahoo

 Outlook

 Excel/CSV

Or, enter contacts manually

Type email addresses separated by commas

SAVE LIST

Match fields from your uploaded list

×

Create a New Email List

Please double-check that the column headers and data match.

☒

Please check the email column.

-- Ignore --

First Name

Last Name

-- Ignore --

45	G	Petrova	grethen9@f	
28				
34				
16				
12				

ASSIGN FIELDS & SAVE LIST

List size increased

Contacts & Lists

Create List

Lists (4)

All Contacts (1944)

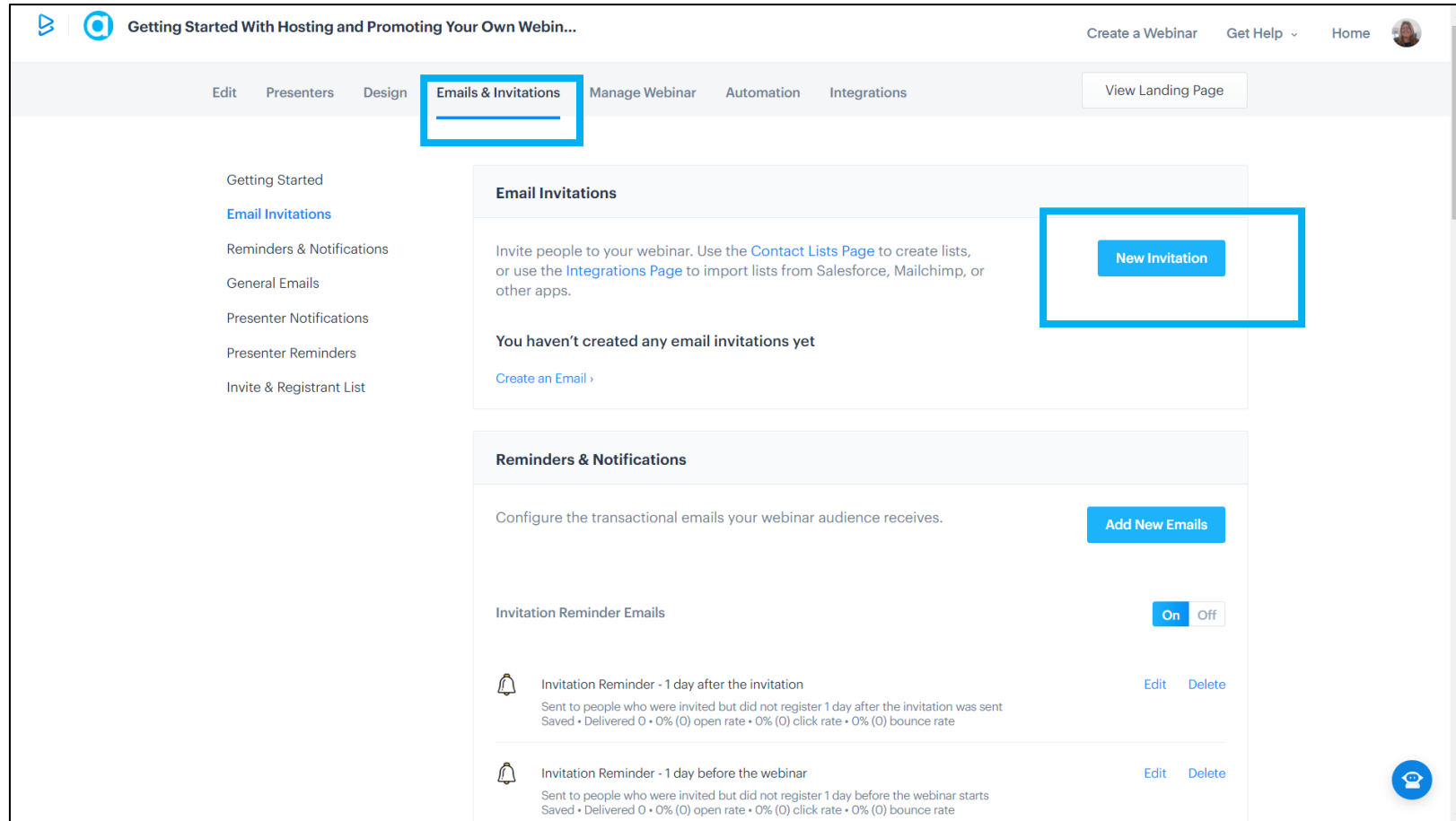
Integrations

Bulk Actions


Apply

<input type="checkbox"/>	List Name					
<input type="checkbox"/>	A10 signup imported list Created Jun 22, 2020 at 7:29 AM	1476 contacts	0.0% opens	0.0% clicks		Edit
<input type="checkbox"/>	academy Created Apr 18, 2020 at 8:15 PM	253 contacts	0.0% opens	0.0% clicks		Edit
<input type="checkbox"/>	Import from previous webinars Created Apr 18, 2020 at 7:57 PM	584 contacts	0.0% opens	0.0% clicks		Edit

Go to the webinar dashboard – Email & invitation menu



Creating your email through BigMarker – select your lists

 Email Invitation: Getting Started With Hosting and Promoting Your Own Webinars and Virtual Event


[1. Recipients](#) > [2. Email Content](#) > [3. Email Design](#) > [4. Send or Schedule](#)


Choose Email Recipients


Duplicates between lists will be automatically removed.

Enter Emails to Invite

Invite from List

 Registration April (107)


 Import from previous webinars (584)

 academy (253)

Select a list

New List

[← Back to Email Campaign](#)[Next: Email Content](#)

 Email Invitation: Getting Started With Hosting and Promoting Your Own Webinars and Virtual Event


[1. Recipients](#) > [2. Email Content](#) > [3. Email Design](#) > [4. Send or Schedule](#)


Choose Email Recipients


Duplicates between lists will be automatically removed.

Enter Emails to Invite

Invite from List


 Registration April (107)


 Import from previous webinars (584)


 academy (253)


Select a list

Select a list

 Registration April (107)


 Import from previous webinars (584)

 academy (253)

 A10 signup imported list (1476)

[← Back to Email Campaign](#)[Next: Email Content](#)

Preview of email

 **Email Invitation: Getting Started With Hosting and Promoting Your Own Webinars and Virtual Events (Friday 3rd July 9:00-10:15am)** Autosaved at 6:55 AM Save & Exit

1. Recipients > **2. Email Content** > 3. Email Design > 4. Send or Schedule

Edit Email Content

You can edit your invitation's content, how webinar details appear, and the content of your email footer using the fields below...

Email Content Webinar Details Footer

Subject & Reply Address

Subject

Sign-up for Friday's Webinar on - {webinar-title}

Reply Address (Send replies to)

ann@anicca.co.uk

Email Body

Teaser

This Weeks Webinar from Anicca Digital:

[← Back](#) [Next: Email Design](#)

Preview Email Content

This is an example of how your email invitation will look. Customize the design on the next page.

This Weeks Webinar from Anicca Digital:

Webinar by Anicca Digital

Getting Started With Hosting and Promoting Your Own Webinars and Virtual Events (Friday 3rd July 9:00-10:15am)

Friday, July 3, 2020 · 09:00:00 AM · London

REGISTER NOW

Hi {first-name}
Don't Forget Friday's Webinar!
See you at 9:00am

Kind regards
Ann and Ed

Webinar details:

Link
<https://www.bigmarker.com/anicca-digital/Getting-Started-With-Hosting-and-Promoting-Your-Own-Webinars-and-Virtual-Events-Friday-3rd-July-9-00am>


Date

anicca
data driven digital marketing

Modify the email design

[illegible]

Preview email settings

 Email Invitation: Getting Started With Hosting and Promoting Your Own Webinars and Virtual Events

[1. Recipients](#) > [2. Email Content](#) > [3. Email Design](#) > **4. Send or Schedule**

You're all set to send!

Review your invitation below and then send invites now or schedule them to send later.

✓

Lists

Registration April (107 recipients)
Import from previous webinars (584 recipients)
academy (253 recipients)
A10 signup imported list (1476 recipients)

EDIT

✓

Email subject line

Sign-up for Friday's Webinar on - Getting Started With Hosting and Promoting Your Own Webinars and Virtual Events (Friday 3rd July 9:00-10:15am)

EDIT

✓

Reply-to Email

Replies will be sent to ann@anicca.co.uk
All emails are sent from webinar.host@bigmarker.com

EDIT

✓

Message

You are using a custom message

EDIT

✓

Contact Info

ann@anicca.co.uk

EDIT

✓

Mailing Address

ann@anicca.co.uk Leicester, Leicestershire LE4 OAA

EDIT

✓


Email type

Minimalist template

EDIT

[< Back](#)

[Send a Test](#)[Send Now](#)[Schedule Invitations](#)

 Email Invitation: Getting Started With Hosting and Promoting Your Own Webinars and Virtual Events

✓

Reply-to Email

Replies will be sent to ann@anicca.co.uk
All emails are sent from webinar.host@bigmarker.com

EDIT

✓

Message

You are using a custom message

EDIT

✓

Contact Info

ann@anicca.co.uk

EDIT

✓

Mailing Address

ann@anicca.co.uk Leicester, Leicestershire LE4 OAA

EDIT

✓


Email type

Minimalist template

EDIT

Send on date

June 29, 2020



Send time

9

:

30

AM

(GMT+00:00) London

[< Back](#)

[Send a Test](#)[Send Now](#)[Schedule Invitations](#)

Send or schedule the broadcasting of the email

Confirm & Schedule

To send this email invitation, you must agree to [our anti-spam policy](#):

All of my recipients have opted in to receive email from me, and I am in compliance with anti-spam laws including US CAN-SPAM and the laws of the UK, EU, and all other countries where my recipients live.

Schedule Email Invitations



Your invitations have been scheduled!

Scheduled to send to Registration April, Import from previous webinars, academy, A10 signup imported list(total 2420 contacts). To review or edit invitations, click [here](#).

Virtual Events (Friday 3rd July 9:00-10:15am)

Preparation – the test webinar room



Test the webinar room

[Edit](#)[Presenters](#)[Design](#)[Emails & Invitations](#)[Manage Webinar](#)[Automation](#)[Integrations](#)[View Landing Page](#)

WEBINAR
[Dashboard](#)
[Analytics & Reporting](#)
[Test the Webinar Room](#)
[Manage Webinar Registrations](#)
[Custom Registration Fields](#)
[SEO/Social Sharing Tags](#)
[Confirmation Page](#)
[Waiting Room](#)
[Push Notifications](#)

Test the Webinar Room

The test will launch in a new browser tab, giving you the ability to explore the functionality of the webinar room.

[Launch Test Webinar Room](#)

Checking the technology

Test Your Audio & Video

Continue To Webinar →

Join Audio

Computer Audio

Dial-in Audio

Microphone On

Default - Microphone Array (Realtek(R) Audio)(current)▼

Select your output device

Default - Speakers (Realtek(R) Audio)▼


Play Sound

Network Test

DOWNLOAD	UPLOAD
48.52 Mbps	18.41 Mbps

Webcam On

Integrated Camera (5986:2113)(current)▼



QUALITY ▼

FILTERS ▼

BACKGROUND ▼

Test webinar room

Host & presenter panels

Presentation area:

- Presenters
- images
- Slides
- Video
- Screen share
- White board

Interactive area:

- Chat
- Q&A
- Polls
- Handouts

The screenshot displays a webinar interface. At the top, the title "Digital Marketing You Can Do In Your Lab Coat – hosted by Anicca Digital & MediLink EM (Wed 26th)" is visible, along with the Anicca logo and "Hosted by Anicca Digital". Below the title bar, there's a "Camera" button and a "+" icon. The main presentation area shows a video feed of a woman with long grey hair and glasses, identified as "Ann Stanley". To the right of the video feed, there's a "Chat" panel with tabs for "Public", "Presenters", "Private", and "Twitter". The "Public" tab is active, showing a "Set a sticky message here" prompt. Below the chat, there's a "Type your message here..." input field and a "Send" button. To the right of the chat, there's a "Host Control Panel" with tabs for "Audience", "Recording", "Automation", and "Advanced". The "Audience" tab is active, showing "Reactions", "Audience Permissions", and "Individual Permissions". The "Audience Permissions" section includes various toggle switches for features like "Show Attendee List", "Enable Chat Panel", "Enable Public Chat", "Private chat with presenters", "Auto mute all public chats", "Enable Q&A", "Publish All Q&A", "Enable Polls", "Enable Handouts", "Enable Offers", "Enable All Attendee Mics", "Enable All Attendee Mics + Cams", and "Enable Attendance Monitor". The "Individual Permissions" section shows "Admins (1)" with "Ann Stanley" listed as an admin. A "Get Help" button is at the bottom of the host control panel.

Upload the pdf of your slides

Pre-load files and videos

The files and videos you upload here will be available in the Webinar Room. After you add files and videos here, use the Test Webinar Room to see them in action.

Note: Once the webinar room is open, you can no longer pre-load files, videos, or handouts. You can enter the webinar room and load content directly.

No Presentations Yet

Pro Tip: We recommend using .pdf files to preserve presentation formatting.

[+ Upload New File](#)

Presentation Slides



Add New File

Uploaded Files & Whiteboard



Drag & Drop Files Here

PDF strongly recommended • Limit 100MB

Browse Files

[Launch A Blank Whiteboard](#)

Presentation Slides



Add New File

Uploaded Files & Whiteboard



Drag & Drop Files Here

PDF strongly recommended • Limit 100MB

Browse Files

[Launch A Blank Whiteboard](#)



Hosting_and_promoting_webin... [OPEN](#)



Presentation – the live webinar room



Live webinar room

Host & presenter panels

Presentation area:

- Presenters
- Slides
- Video
- Screen share
- White board

The screenshot shows a live webinar interface. At the top, a header bar contains the Anicca logo and the title "Getting Started With Hosting and Promoting Your Own Webinars and Virtual Events (Friday 3rd July)" followed by "Hosted by Anicca Digital". Below the header, a toolbar with icons for "On" (microphone), "On" (video), "Screen", "Slides", "Video", "Offer", and "More" is visible. The main presentation area is divided into two sections. The left section features the Anicca logo and the text "data driven digital marketing" above the title "Getting Started With Hosting & Promoting Your Own Webinars & Virtual Events" in large blue font. Below the title, it says "By Ann Stanley" and "3rd July 2020". The right section shows a video of a computer monitor displaying a slide with the Anicca logo and a list of topics: "Paid Media Campaigns for Brand Awareness" (Chris Dawes May 2020) and "Introduction to Sky AdSmart" (Gareth Bakerwell May 2020). A small video inset in the top right corner shows a presenter, Ann Stanley. To the right of the presentation area is a sidebar with tabs for "Chat", "Q&A", "Polls", and "Handouts". The "Chat" tab is active, showing a "Public" chat area with a "Set a sticky message here" prompt. Below the chat area, a "Sticky Message" is displayed: "Welcome to this weeks webinar - please leave a message in the chat". At the bottom of the sidebar, there are buttons for "Add to Q&A" and "Sticky", along with icons for a hand, a smiley face, and a speech bubble.

Getting Started With Hosting and Promoting Your Own Webinars and Virtual Events (Friday 3rd July)
Hosted by Anicca Digital

Camera Slides +

anicca
data driven digital marketing

Getting Started With
Hosting & Promoting
Your Own Webinars
& Virtual Events

By Ann Stanley
3rd July 2020

anicca
data driven digital marketing

Paid Media Campaigns
for Brand Awareness

Chris Dawes May 2020

Introduction to
Sky AdSmart

Gareth Bakerwell May 2020

Ann Stanley

Chat Q&A Polls Handouts

Public Presenters Private Twitter

Set a sticky message here

Sticky Message

Welcome to this weeks webinar - please leave a message in the chat

Add to Q&A Sticky

Other activities during the webinar

- Polls
- Answering chat and Q&A
- Offers
- Whiteboard
- Handouts
- Open mics/video

Post-Presentation – the recording & results

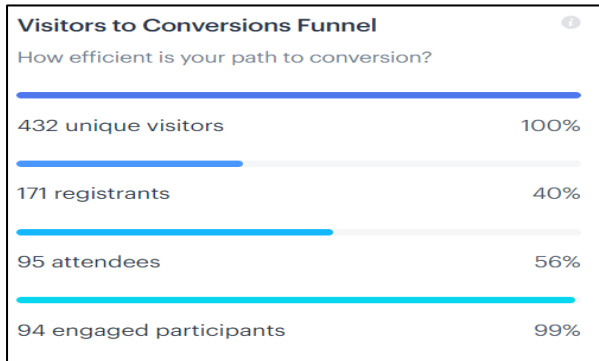


Process the video

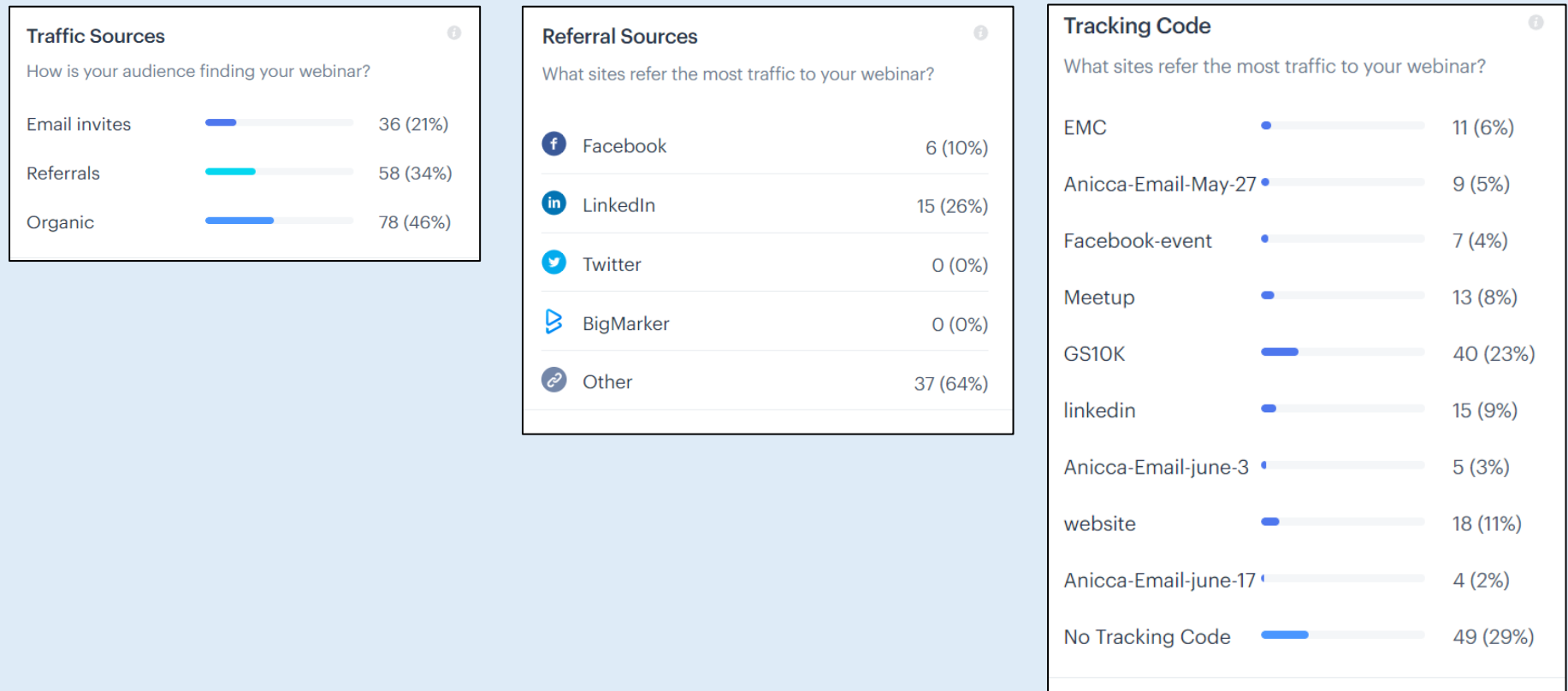
- Video takes a few hours to process
- Grab a “cover” screen from the video
- Click “publish”
- Then send the video to your attendees, registered, and if applicable your main lists

Analysis of registrations & attendees (5th June)

Registrations & attendees (conversion rate)

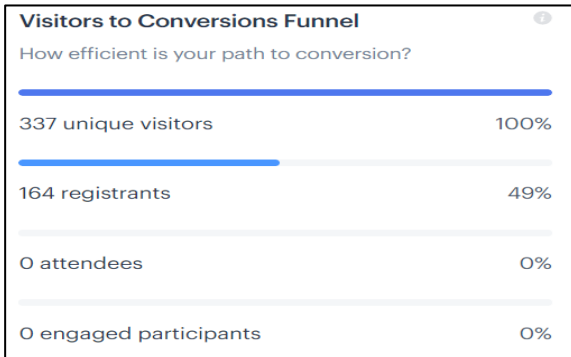


Source of Registrations

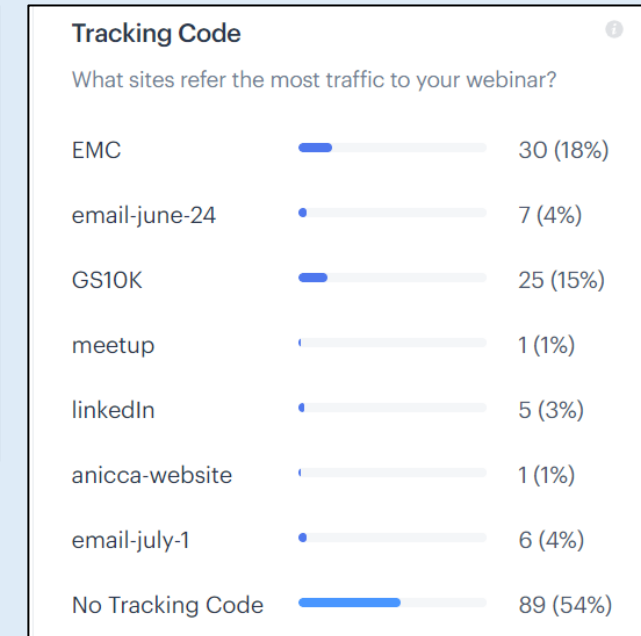
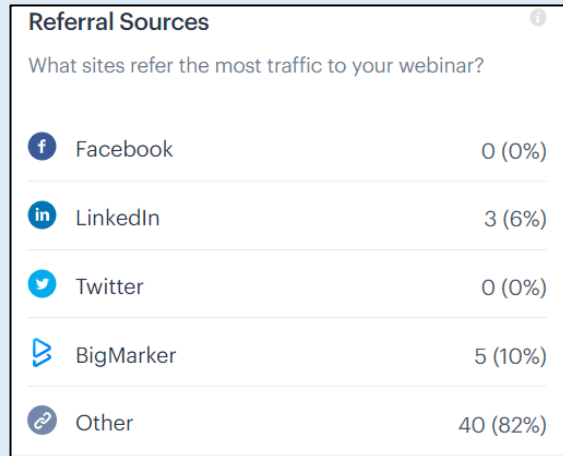
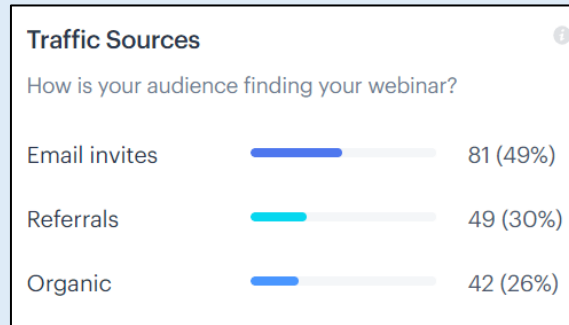


Analysis of registrations & attendees (3rd July)

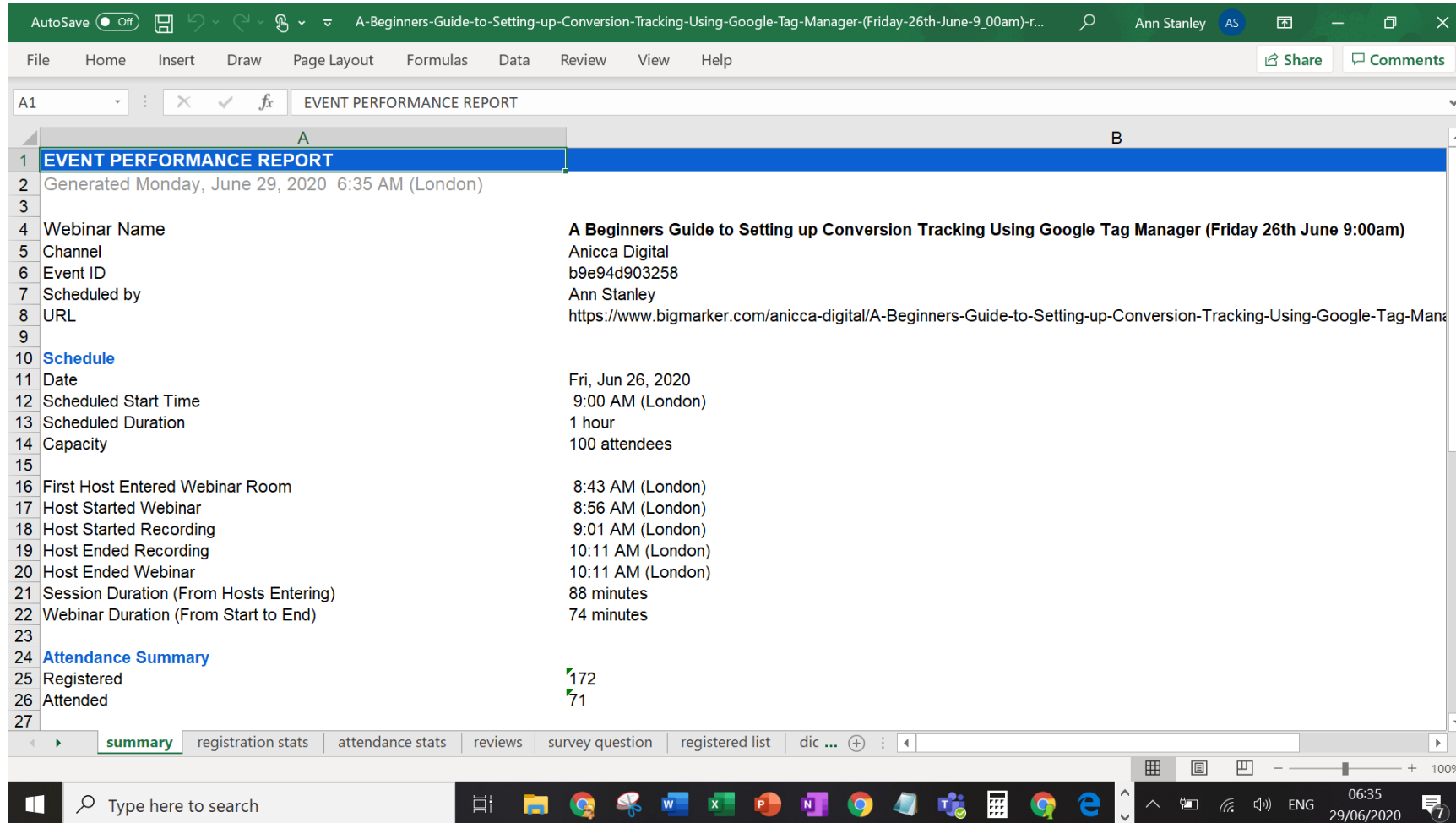
Registrations & attendees (conversion rate)



Source of Registrations



Download webinar data

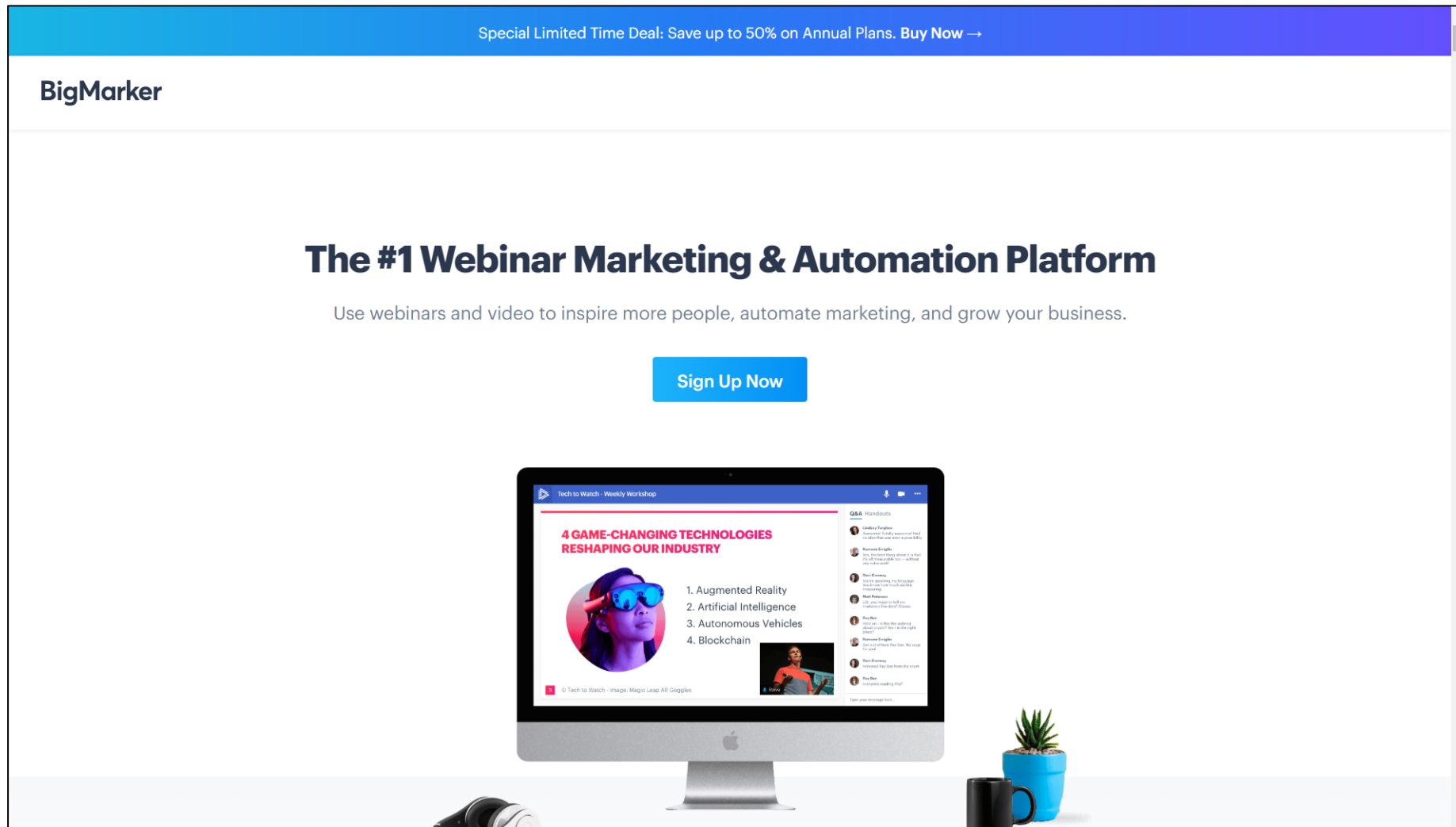


The screenshot shows a Google Sheets spreadsheet with the following data:

EVENT PERFORMANCE REPORT	
Generated Monday, June 29, 2020 6:35 AM (London)	
Webinar Name	A Beginners Guide to Setting up Conversion Tracking Using Google Tag Manager (Friday 26th June 9:00am)
Channel	Anicca Digital
Event ID	b9e94d903258
Scheduled by	Ann Stanley
URL	https://www.bigmarker.com/anicca-digital/A-Beginners-Guide-to-Setting-up-Conversion-Tracking-Using-Google-Tag-Man
Schedule	
Date	Fri, Jun 26, 2020
Scheduled Start Time	9:00 AM (London)
Scheduled Duration	1 hour
Capacity	100 attendees
First Host Entered Webinar Room	8:43 AM (London)
Host Started Webinar	8:56 AM (London)
Host Started Recording	9:01 AM (London)
Host Ended Recording	10:11 AM (London)
Host Ended Webinar	10:11 AM (London)
Session Duration (From Hosts Entering)	88 minutes
Webinar Duration (From Start to End)	74 minutes
Attendance Summary	
Registered	172
Attended	71

The spreadsheet includes tabs for summary, registration stats, attendance stats, reviews, survey question, registered list, and dic ... (+). The bottom status bar shows the date and time as 06:35 29/06/2020.

BigMarker – 20% discount on annual package



Free resources from Anicca



anicca
data driven digital marketing

**FREE
RESOURCES**

Weekly Webinars,
Access to
Training Portal,
Free Consultations

**anicca
academy**
we practice what we teach

Looking to
improve your
digital marketing
skills?

LEARN MORE

Icons for social media and analytics: Facebook, Google Analytics, LinkedIn, Bing, Twitter, YouTube, Instagram, Google, and Snapchat.

<https://anicca.co.uk>

<https://academy.anicca.co.uk>

Or book an hour of my time – [**Calendly.com/Ann-Stanley**](https://calendly.com/Ann-Stanley)

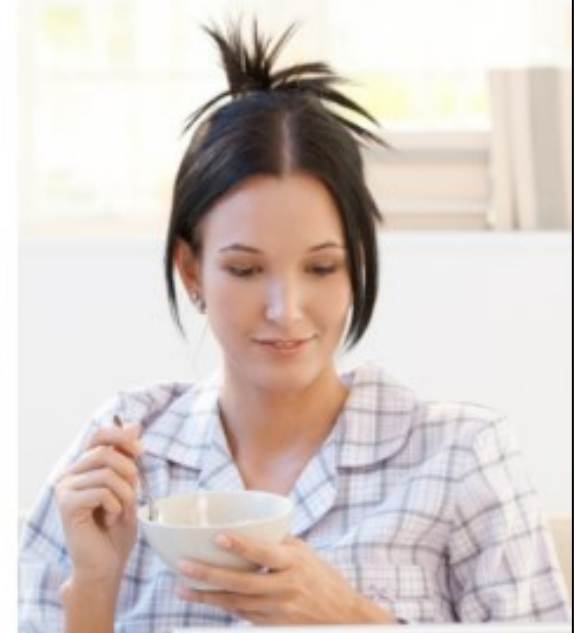
Next webinar – Friday 10th July

Perfect your LinkedIn Profile: Tips to do in your pyjamas

- Caroline Spence will provide a practical session on how to improve and use your LinkedIn personal profile.
- This webinar is perfect for people in work or those who find themselves seeking opportunities, this webinar covers the basic and more advanced techniques to make your profile stand out and more searchable for clients, customers or employers.
- Featuring top tips from real recruitment professionals, including common mistakes and examples of best practice. Our guest this week includes Adam Nichols

**Free Webinar
Friday 10th July
9:00am**

**"Perfect your
Personal Profile;
LinkedIn Tips
to do in your
Pyjamas"**



A person wearing a red, textured, short-sleeved top is holding a black tablet. The tablet screen is white and displays the following text: 'Thank you', a blue underlined email address 'ann@anicca.co.uk', the phone number '07930384443', and two website URLs 'anicca.co.uk' and 'academy.anicca.co.uk'. The person's hands, with dark red nail polish, are visible holding the tablet.

Thank you

ann@anicca.co.uk
07930384443

anicca.co.uk
academy.anicca.co.uk