



Effective promotion can make or break your webinar. Now, ReadyTalk makes it easy to leverage the power of social media to drive registrants (and leads) and continue the conversation after the event.

Social Media Tools for Promoting Webinars

Social media offers a whole new frontier for webinar promotion. Sites like Twitter, Facebook and LinkedIn provide an easy and budget-friendly way to get the word out about your upcoming live event or your on-demand recording. ReadyTalk's new social media tools make it easy.

Promote Your Upcoming Events

With a few clicks of the mouse, you can automatically post a registration link and details about your upcoming webinar to Facebook or tweet the information to your followers on Twitter.

Share Your Recordings

It's easy to share your recorded content on social media sites like Facebook and Twitter when you use the ReadyTalk Archiving Service.

Embed Your Recording on Facebook

Automatically embed conference recordings on Facebook profiles or corporate pages. Viewers can play it back right from Facebook with a click of the mouse – no registration required. Or, share a link to the recording and ask participants to register before viewing. Either option offers a way to connect with your audience.

Promote Your Recording on Twitter

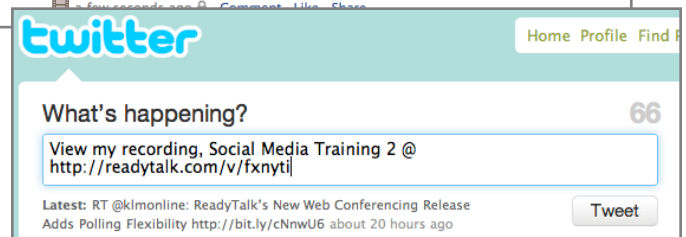
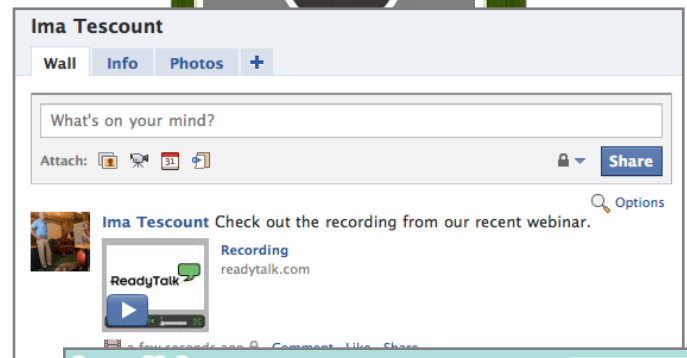
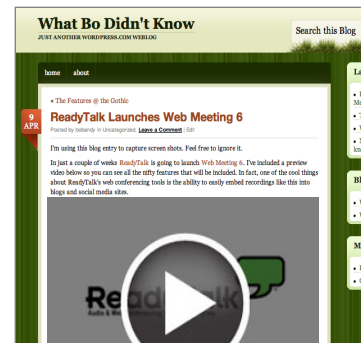
Share a link to a playback of your recording with your followers on Twitter with the click of a button. If you have playback registration enabled, viewers will be required to complete your customized registration form before watching your recording.

Embed Your Recording in a Blog

Engage your audience and create a conversation about your topic by adding an embedded recording to a blog post. Just copy and paste the embed code – it's that easy. Viewers simply click to watch the recording right on your blog.

Learn More

Contact the ReadyTalk Sales Team at sales@readytalk.com or 800.843.9166 to learn how ReadyTalk can help you get more from recorded content after your conference.



Tips for Promoting Webinars with Social Media

- Blog about the event and point to the registration page.
- Tweet, tweet, and tweet again about your upcoming event.
- Post webinar details and a registration link on Facebook.
- Create LinkedIn groups to promote appropriate webinars.
- Tap into your speakers' networks by asking them to blog, tweet, post, etc.
- Embed the recording on your blog and on Facebook.