**9 Ways To Get More Webinar Attendees**

When businesses and individuals invest in hosting a webinar, they often leave out simple actions or small details that increase attendance. In this article you will learn 10 easy ways to effectively promote your webinars and increase the number of participants!

**1. Make it easy to register**

It should be easy for attendees to register and connect to your webinar. The registration site must be ergonomic, with an intuitive user journey to register in a few clicks. Don't forget to test the webinar link before the big day, to avoid any technical problems.

**2. Host on the right days and times**

In general, it is advisable to hold your webinars on weekdays from Tuesday to Thursday, late morning or afternoon. Avoid at all costs running webinars on weekends at the risk of having few registrants.

**3. Webinar landing page**

The landing page is essential to encourage visitors to register for your webinar. The information provided should be quick to read and understand, and convince in seconds that your webinar is worthwhile.

Check that your landing page answers these 5 questions:

1. Who? Introduce the facilitators with a photo and a short bio.
2. When? The date and time of your webinar is one of the most important criteria, so don't forget! Also add the duration.
3. How? 'Or' What? Explain to visitors how to register and participate in the webinar. Integrate a registration form directly on the landing page. Also suggest that your registrants add the event to their agenda and test their equipment.
4. What? Make participants want to follow your webinar by explaining to them what they are going to learn there through a summary or a short description.
5. Why? Give users reasons to convince them to participate in your webinar. It must provide them with real added value.

**4. Social Networks**

Promoting your webinar via social media is essential. Its dissemination on Facebook, Twitter or even LinkedIn will significantly increase the reach of your webinar.

Publish messages regularly on your various social networks in order to capture a maximum audience, and share your webinar on the associated Facebook and LinkedIn groups. On Facebook and Twitter, you can also change your cover photo to highlight your webinar.

**5. Email Newsletter**

People who subscribe to your newsletter are generally interested in your services, so it's easy to convince them to participate in your webinar. Send a first invitation newsletter 2 to 3 weeks before the event, then repeat each week for the attention of people who have not already registered.

Don't forget to send a registration reminder one week and one or two days before to registrants. We also like to offer a last minute reminder telling registrants that it's time to connect!

**6. Email Signatures**

You regularly send emails to your customers or prospects. Add a call-to-action to your registration site with your email signature and you will be able to reach many users who are already interested in your services or your products.

**7. Your Website**

Use your website to promote your webinar. If you have a blog, feel free to write an article presenting your webinar and its relevance. A pop-up window can be set up during the promotion of your webinar, inviting visitors to subscribe.

**8. Use Partnerships**

You can set up partnerships with bloggers or influential experts in your industry, in order to promote your webinar. This will allow you to reach a new audience, already interested in your field of activity.

9. **Invite Experts**

Inviting other experts to contribute to your webinar will boost its reach. Even short testimonials or interviews with other experts will naturally increase your audience.