

Event Strategy Solutions

by

Daphne Bousquet, CMP



5 Online Marketing Tools Every Seminar Leader MUST Have

Daphne Bousquet, CMP – 8/17/11

As a seminar leader, one of the most challenging parts of your business is to get **butts in the seats** of your next event. Have you ever spent a lot of money sending flyers or invitations to potential attendees without much success? Then you know it is more effective to market to people who have already indicated that they are interested in you and what you have to teach.

How do you find people who like what you have to teach? You start with these 5 online marketing tools:

Blog

Start writing about your topic. You have the expertise, so what better way to show it than to write about it? Your blog posts don't have to be long dissertations. In fact, it is better if they're not. Updating your blog regularly allows you to be found by Google and your potential attendees. Don't like writing? No problem. Post short videos giving your audience tips and other information they can use.

Be sure your blog is self hosted and has its own domain name. I use [1 and 1](#) for my domains and [HostGator](#) to host my blogs.

Opt In Form

If you have a blog or a website and don't have an opt-in form, you are **throwing away your web hosting fees**. Really, I cannot be more blunt about this. You spend time driving traffic to your site, but once there, you let them go. Each one of them is a wasted opportunity, because 99% of them will never return to your site. They may be interested in what you have to offer, but you have no way to reach them again.

Freebie Offer

You need an **ethical bribe** for your blog visitors to opt-in and become subscribers. The days of people subscribing to just your ezine are over. You need something juicy and thankfully, seminar leaders should have plenty of things to give away. You can teach a teleseminar and give away the audio. You can provide a portion of your seminar on video. You can even transcribe a portion of your seminar and turn it into a special report.

The key is that it offers **good value and great information** that your potential attendees are looking for. It gives them a taste of what your seminar is about, so that when you ask them later to come to your event, they can't wait.

Email / Autoresponder Service

Once you have people signing up for your ethical bribe through your opt in form, you have to have a way to stay in touch with them. This absolutely has to be **automated**. If you send out too many messages through Outlook or any other normal email provider, you will be flagged as SPAM.

Your email service should have an **excellent delivery rate** and be able to deliver both html and text email. I use both [Aweber](#) and [iContact](#) and they both do a great job.

Social Media Accounts

You may have been hesitant to join the fray, not really believing social media would actually work, but it is time to hop on board, if you haven't already. Facebook, Twitter, LinkedIn, YouTube and now Google+ are essential tools to **gain visibility and build relationships** with possible attendees. Since Google has thrown its hat in the ring with Google+, it is starting to weigh social interaction more heavily as it returns search results. **Being social matters.**

Every seminar leader should have these 5 marketing tools in place. They'll help you begin to build relationships with people who like what you have to say. People who like what you have to say are more likely to want more of your teachings and attend your seminars. And that makes getting butts in the seat much easier.

Want more information on how to turn your website into a **lead generating machine**? Get my free eBook at <http://webpresencesimplified.com>

For more strategies to fill your workshops and seminars without driving yourself crazy, you'll want to pick up a copy of this free seminar marketing ebook.

Daphne Bousquet, CMP uses her 20+ years of event planning experience to create profitable event strategies and implementation for coaches, entrepreneurs, speakers and self employed professionals that want to grow their businesses with [workshops and seminars](#). She is the creator of the *How To Get The Butts In The Seats Of Your Next Workshop Or Seminar System*, a unique digital course that teaches you how to fill your events with your ideal audience.