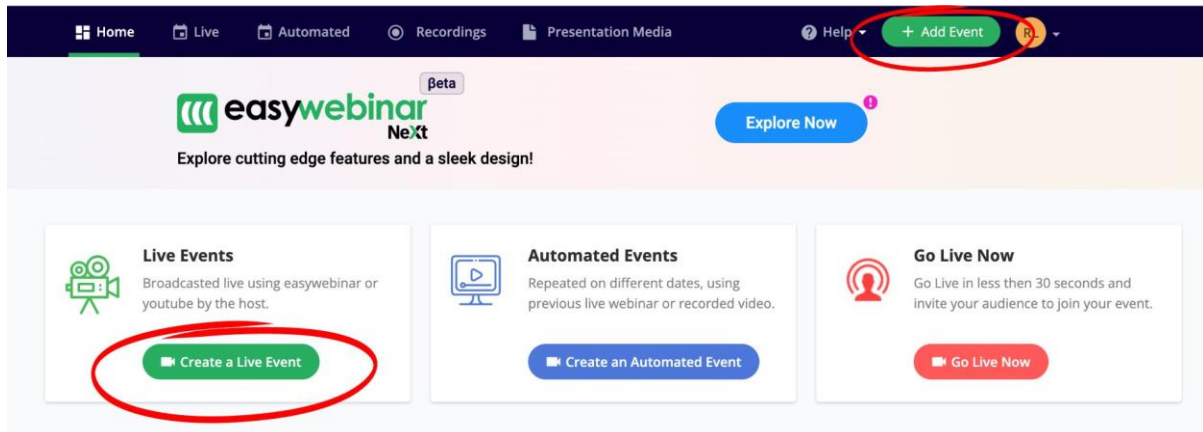


This guide shows you how to create your first webinar from scratch with [EasyWebinar](#).

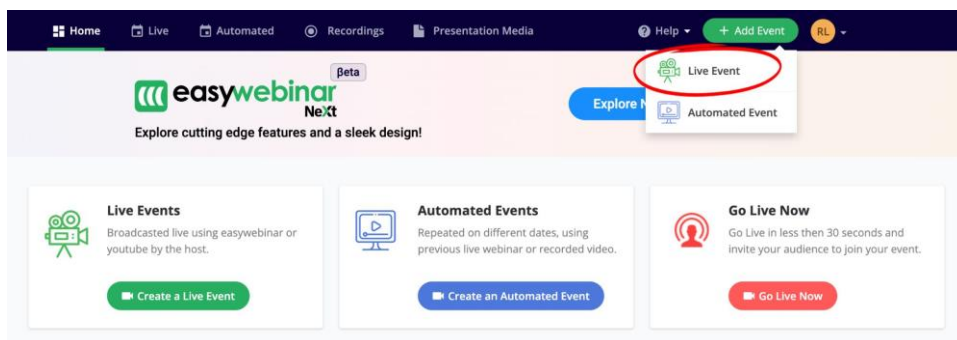
Step 1: [Log into your EasyWebinar account](#)

Step 2: Create your LIVE webinar with [EasyWebinar](#)

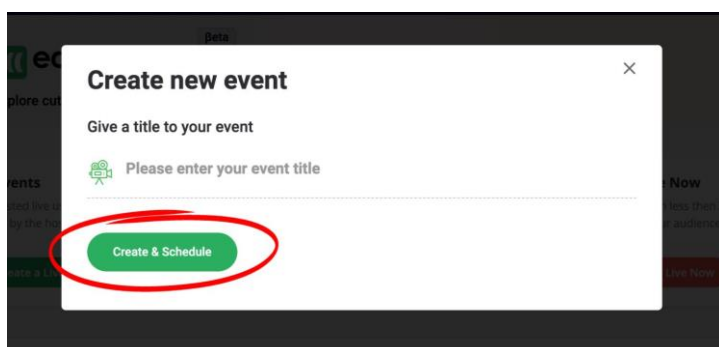
There are two ways to complete this step – see picture:



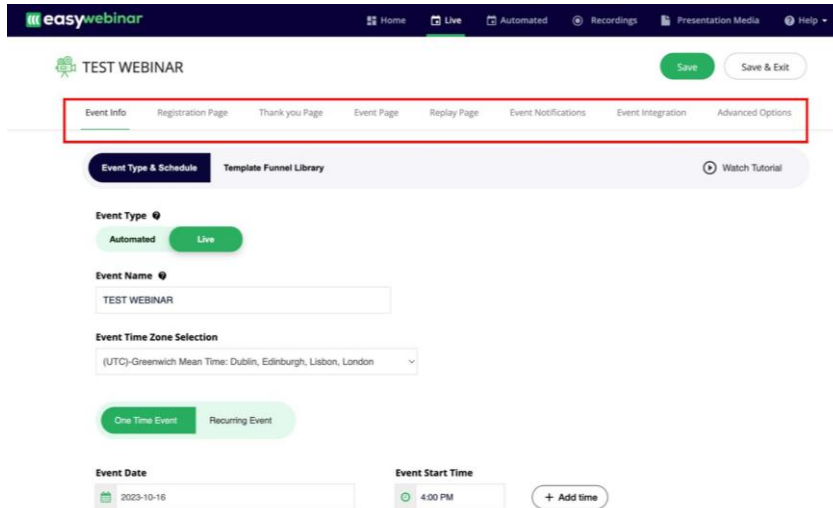
If you click the “Add event”-button in the top corner, you have to press the “LIVE”-option:



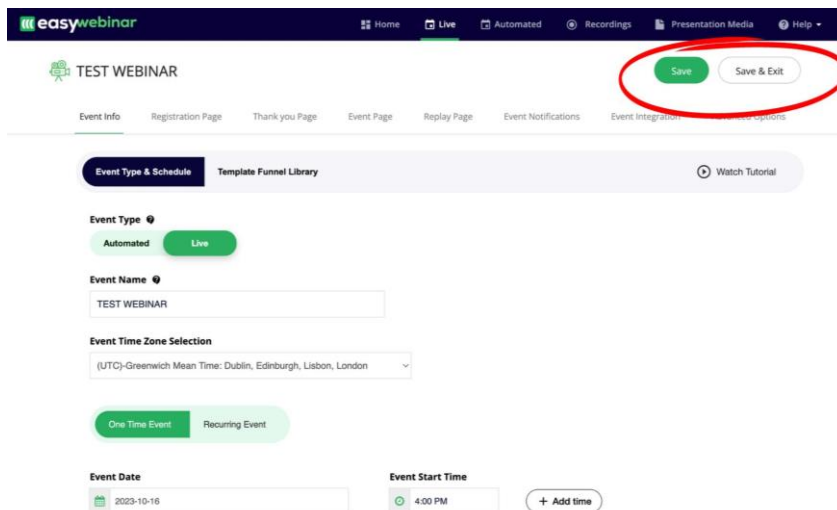
Step 3: Enter the name of the webinar with [EasyWebinar](#)



You are now ready to edit your [webinar](#), in the top of the editor you'll see a menu point which we will walk you through in the upcoming steps:



As we walk through these steps, remember to hit the “Save”-button.



Step 4: Event info

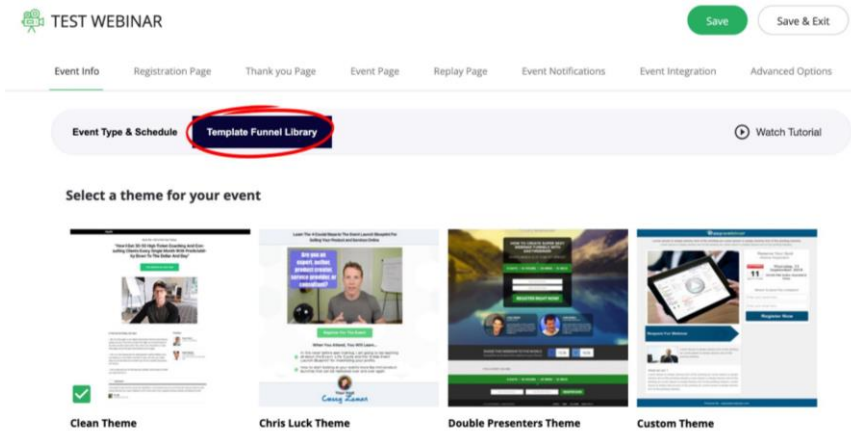
Edit and adjust the following:

- Timezone
- Is your [webinar](#) a one-time webinar or do you want to have recurring events?
- Adjust the date and the time of the [webinar](#) (this is important to adjust before you have any leads registered for the [webinar](#))
- Advanced setting:
 - Event language
 - Date language
 - Event date format
 - Event time format

The screenshot shows a web interface for configuring an event. At the top, there is a navigation bar with links: Event Info, Registration Page, Thank you Page, Event Page, Replay Page, Event Notifications, Event Integration, and Advanced Options. Below this is a header for 'Event Type & Schedule' with a 'Template Funnel Library' link and a 'Watch Tutorial' button. The main configuration area includes:

- Event Type:** A dropdown menu with 'Automated' and 'Live' options.
- Event Name:** A text input field containing 'TEST WEBINAR'.
- Event Time Zone Selection:** A dropdown menu showing '(UTC)-Greenwich Mean Time: Dublin, Edinburgh, Lisbon, London'.
- Event Frequency:** Two radio buttons, 'One Time Event' (selected) and 'Recurring Event'.
- Event Date:** A date input field showing '2023-10-16'.
- Event Start Time:** A time input field showing '4:00 PM' with an '+ Add time' button.
- Advanced Settings:** A section with several options:
 - Split Date and Time:** A toggle switch set to 'OFF'.
 - Enable instant replay:** A toggle switch set to 'OFF'.
 - Number of schedules available for registration:** A dropdown menu set to 'Display next available schedule'.
 - Event Language:** A dropdown menu set to 'English'.
 - Date Language:** A dropdown menu set to 'English'.
 - Event Date Format:** A dropdown menu set to 'Mon, 16 Oct, 2023'.
 - Event Time format:** A dropdown menu set to '12:00 hrs'.

- You also have the option of choosing different templates, which affects the design of your [webinar](#) pages, which we will cover later:

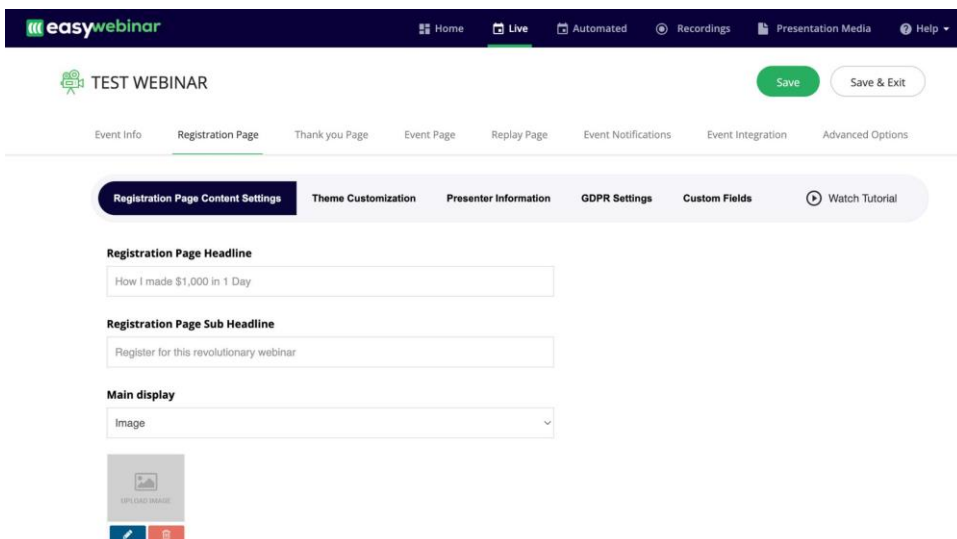


Step 5: Registration page

Substep: Registration page Content setting

For the registration page you have several options for adjustment for your [webinar](#):

Start off by naming your [webinar](#), add a sub-headline and a picture :



Add a discription of the [webinar](#):

Feel free to add testimonials, make full name mandatory and add text to your footer:

Note: Add in your own link which will be appear at the bottom of webinar pages.

Substep: Theme Customization

Here you have the option to design your pages even further. You have the option to pick brand-related colours, add a logo to your header, adjust buttons and text on the registration page.

The screenshot shows a settings interface for 'Theme Customization'. At the top, there is a navigation bar with tabs: 'Registration Page Content Settings', 'Theme Customization' (selected), 'Presenter Information', 'GDPR Settings', 'Custom Fields', and 'Watch Tutorial'. Below the navigation bar, the 'Registration Button Text' section has a text input field containing 'You! Reserve my seat now'. The 'Header color' section has a color picker set to '#000000'. The 'Button background color' section has a color picker set to '#1a1274'. The 'Button Text Color' section has a color picker set to '#ff'. The 'Header Logo' section shows a logo placeholder with a blue and red icon. Below this, there are sections for 'Instant Replay Option Text For Opt-In' (with a text input field containing 'Watch instant replay'), 'Opt-In Dropdown Default Text' (with a text input field containing 'Select event schedule'), 'Browser Title' (with a text input field containing 'Title'), and 'Custom CSS' (with a large text area). A note at the bottom states: 'Note: Please do not add <style> or <style> tags while adding CSS'.

Substep: Presenter info

Do you want to add more info regarding the presenter of the [webinar](#)? You can do this to create authority and credibility.

Toggle the “Presenter info” on, and add your content to the page.

Event Info **Registration Page** Thank you Page Event Page Replay Page Event Notifications Event Integration Advanced Options

Registration Page Content Settings Theme Customization **Presenter Information** GDPR Settings Custom Fields Watch Tutorial

Presenter Info
ON

Presenter(s) Name
Name of the presenter

Website URI
http://presenter-website.com

Image
Upload image

NOTE: .JPG, .PNG, .GIF extensions are valid. Best Image Size 100*100px.

Presenter(s) Description

Other Presenter Information

Add presenter
OFF

Substep: GDPR-settings

Toggle the “Enable GDPR Compliance” on, and add your text. This will be visible on the form of your registration page.

TEST WEBINAR Save Save & Exit

Event Info **Registration Page** Thank you Page Event Page Replay Page Event Notifications Event Integration Advanced Options

Registration Page Content Settings Theme Customization Presenter Information **GDPR Settings** Custom Fields Watch Tutorial

Enable GDPR Compliance
ON

Make consent mandatory
ON

Checkbox text

By checking the box you are giving Robin Larsen consent to use your information you provide on this form to not only invite you to the webinar but follow up with you once the webinar is over.

Substep: Custom Fields

These fields will be shown in the form of your registration page. You have the option to turn off/on which fields you want to be shown, and you can also add more fields (depending on the data you need to collect).

You can also choose which fields are required in order to register for the webinar.

“E-mail” will always be a mandatory custom field when using [EasyWebinar](#), which is why you can't see “e-mail” in these settings.

Custom fields

Field Name	Enable	Required
Phone Number	<input type="checkbox"/> OFF	<input type="checkbox"/> OFF
Skype	<input type="checkbox"/> OFF	<input type="checkbox"/> OFF
First name	<input checked="" type="checkbox"/> ON	<input checked="" type="checkbox"/> ON
Last name	<input checked="" type="checkbox"/> ON	<input checked="" type="checkbox"/> ON

+ Create more fields

Step 5: Thank you-page

Substep: "Thank" page Content settings

Add your headline, sub headline, description and a picture to your "Thank you"-page.

Thank you page headline
Registration Successful!

Thank you page sub headline
Thanks for registering for our webinar

Thank you page main display
Image



NOTE: JPG, PNG, GIF extensions are valid and best fit image height is 518px.

Thank you page description

Formats • Verdana • 11pt

Rich text editor toolbar with icons for bold, italic, underline, link, unlink, list, and other text formatting options.

Substep: Social Share incentives for Attendees

Reward your registrants with bonus videos or digital assets, and increase the likelihood of getting free organic traffic through shares on social media.

Enable Share Incentives

ON

Enable Reward Video

ON

Reward Video

https://yourdomain.com/reward.mp4

Enable Reward Document

ON

Reward Document

https://yourdomain.com/assets/reward.pdf

Add a share description for Facebook or Twitter found in the advanced options area [here](#).

Step 6: Event-page

Substep: Event Page Content Settings

The “Event page” is visible only when your [webinar](#) is LIVE.

Add your [webinar](#) headline and sub headline. You also have the option to add a description,

however we do not usually advise this option – we want the attendees to focus on you. But you can test it, and see what works for you.

Webinar links only last until the [webinar](#) has been hosted – which means that the links expire.

You can chose to redirect the traffic after the links expire.

TEST WEBINAR

Save Save & Exit

Event Info Registration Page Thank you Page **Event Page** Replay Page Event Notifications Event Integration Advanced Options

Event Page Content Settings Offers Polls Chat Settings Theme Customization Watch Tutorial

Event Page Headline
How I made \$1,000 in 1 Day

Event Page Sub Headline
Sit back and watch this revolutionary webinar

Event Page Description
 OFF

Redirect immediately after the event for attendees

Redirect your registrants when they click their webinar invite link after a webinar has expired

Show Attendees on event page
 ON

Substep:

Offers

At the end of the [webinar](#) you will usually want to present an offer. This should be the next step for your leads to take in order to do business with your.

You have the option to, add a headline for the offer, add a description, and adjust the button the attendees must click in order to proceed. You can even add a timer to create urgency regarding your offer.

Event Page Content Settings **Offers** Polls Chat Settings Theme Customization Watch Tutorial

Enable Offers

Offer #1 Add new offer Remove

Offer Title (Only for internal use)

Offer Content

Formats • Verdana • 11pt • **B** /

Choose Button

What URL you want the user to sent to when clicking the image

Enable Countdown OFF

Offer Tagging

Substep:

Polls

Using polls in [webinars](#) enhances engagement and interaction, making sessions more dynamic and informative for both presenters and participants.

In order to start creating polls, toggle on the “Enable polls” and click “Add new poll”:

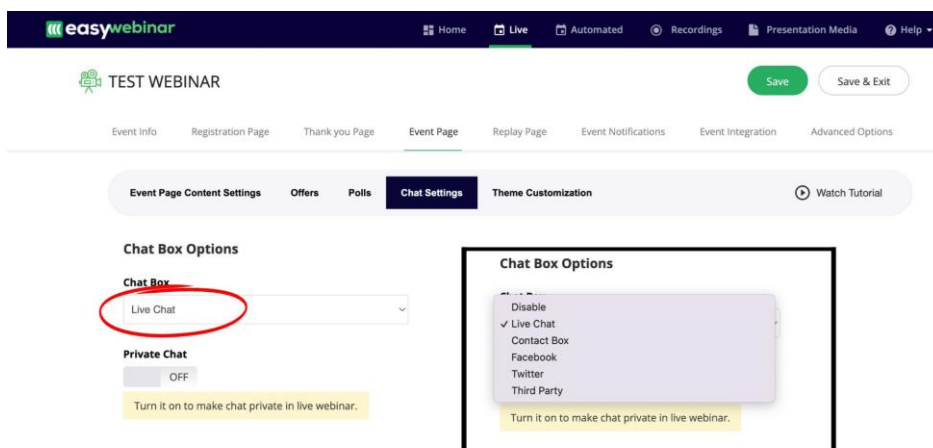
Give your poll a name and start adding response options. You can add 6 different response options.

The screenshot displays the EasyWebinar dashboard for a 'TEST WEBINAR'. The top navigation bar includes links for Home, Live, Automated, Recordings, Presentation Media, and Help. Below this, a secondary navigation bar contains tabs for Event Info, Registration Page, Thank you Page, Event Page (selected), Replay Page, Event Notifications, Event Integration, and Advanced Options. A third navigation bar features 'Event Page Content Settings', 'Offers', 'Polls' (selected), 'Chat Settings', and 'Theme Customization', along with a 'Watch Tutorial' link. In the 'Polls' section, the 'Enable Polls' toggle is set to 'ON', and the 'Add new poll' button is visible. A modal window titled 'Create a Poll' is open, showing a 'Poll Title' field, five 'Response Options' fields (labeled Option 1 through Option 5), and a '+ Add another option' button. A 'Save' button is located at the bottom right of the modal.

Substep:

Chat Settings

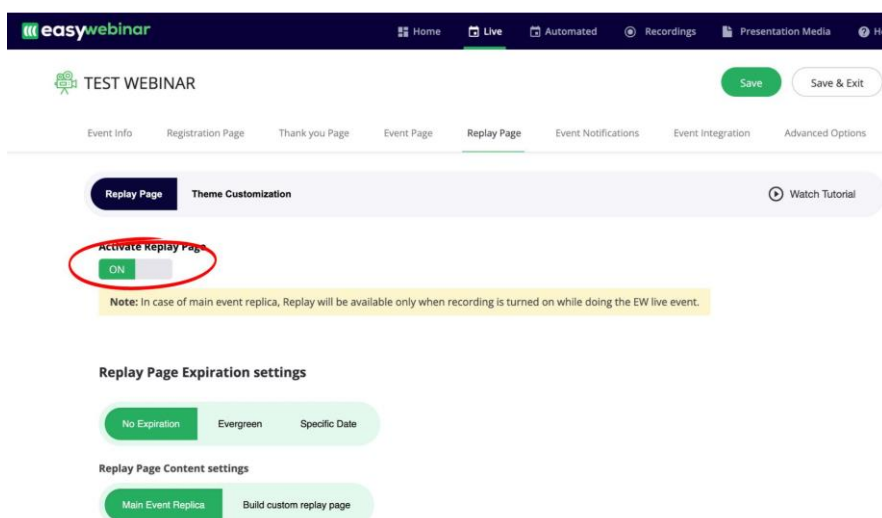
Choose your preferred chat option for the [webinar](#).



Step 7: Replay-page

Remember to activate the replay-option, as soon as you are finish with your LIVE [webinar](#), EasyWebinar will begin to render your replay-file.

You have the option to edit the page which the replay-video will be hosted, and also adjust how long you want this replay to be available.



Step 8: Event Notifications

We don't recommend that you use this feature. We recommend that you integrate your [EasyWebinar account](#) with your [ActiveCampaign account](#).

[EasyWebinar](#) has an easy integration to [ActiveCampaign](#), which we will show you in the next chapter of this book.

Step 9: Event Integration

This is where we will start working with the integration, we will go in depth here in the next chapter.

Step 10: Advanced options

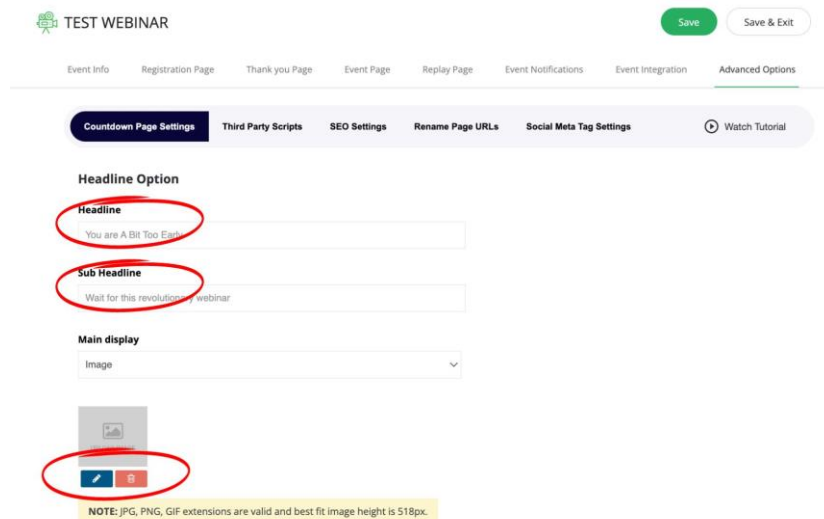
Substep: Countdown page settings

When a lead has registered your live webinar, [EasyWebinar](#) will create a unique link to join the webinar. The leads will receive this link through email (you'll learn this in the next step).

Before you start the webinar, these unique join link will lead to the countdown page.

Start working on your countdown-page by adding:

- Headline
- Sub Headline
- Add video or picture related to your webinar
- Page description regarding what the attendees can expect from your webinar
- Timer labels in your language



TEST WEBINAR

Save Save & Exit

Event Info Registration Page Thank you Page Event Page Replay Page Event Notifications Event Integration **Advanced Options**

Countdown Page Settings Third Party Scripts SEO Settings Rename Page URLs Social Meta Tag Settings Watch Tutorial

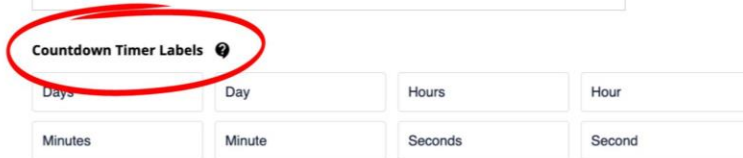
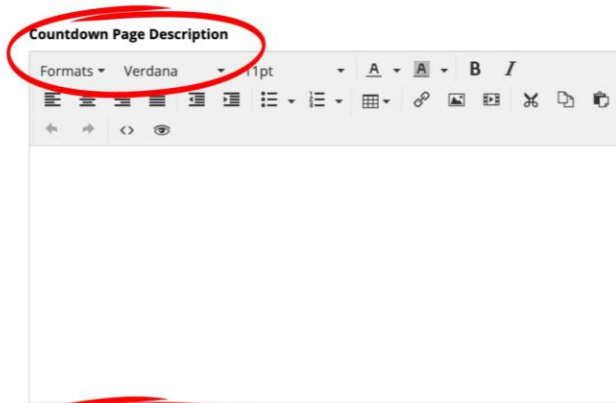
Headline Option

Headline
You are A Bit Too Easy

Sub Headline
Wait for this revolutionary webinar

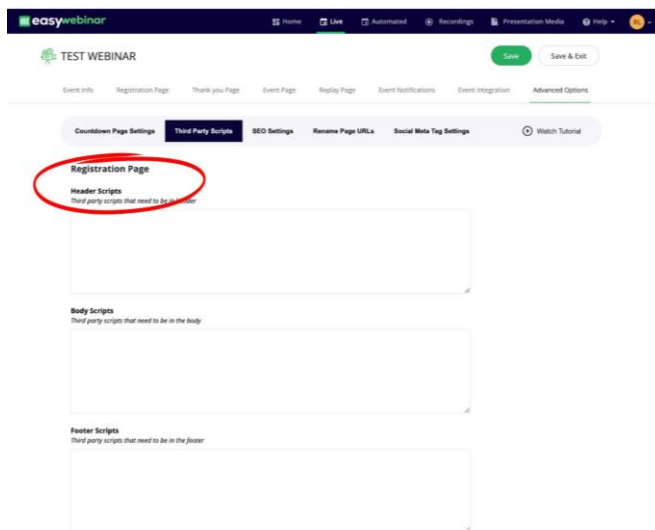
Main display
Image

NOTE: JPG, PNG, GIF extensions are valid and best fit image height is 518px.



Substep: Third Party Scripts

Here you have the option to add code to the header, body and footer of your webinar-pages. If you want to track the activity on your webinar pages, this is where you install the code.



Substep: SEO settings

In the sections you can optimize your pages for SEO.

You can add the following to your [webinar](#) pages:

- Browser Title: Title at the top of the browser
- Meta Keywords: Keywords to describe webinar
- Meta Description: Description of webinar shown in search engine results

TEST WEBINAR

Save Save & Exit

Event Info Registration Page Thank you Page Event Page Replay Page Event Notifications Event Integration **Advanced Options**

Countdown Page Settings Third Party Scripts **SEO Settings** Rename Page URLs Social Meta Tag Settings Watch Tutorial

Registration Page Settings

Browser Title
Title at the top of the browser

Meta Keywords
Keywords to describe webinar

Meta Description
Description of webinar shown in search engine results

Substep: Rename page URLs

As the name of this section suggest, you have the option of editing your [webinar](#) URLs.

Click edit URLs and edit your URLs, remember to hit the “Save” button once you are done.

TEST WEBINAR

Save Save & Exit

Event Info Registration Page Thank you Page Event Page Replay Page Event Notifications Event Integration **Advanced Options**

Countdown Page Settings Third Party Scripts **SEO Settings** **Rename Page URLs** Social Meta Tag Settings Watch Tutorial

Warning! If you modify links, Previous event links will stop working.Dismiss

Manage web URL's for all pages

Registration Page Link
ID https://Automation/People/DK.easywebinar.live/event-registration-5

Thank You Page Link
ID https://Automation/People/DK.easywebinar.live/thank-you-5

Event Page Link
ID https://Automation/People/DK.easywebinar.live/event-5

Public Event Link
ID https://Automation/People/DK.easywebinar.live/live-event-5

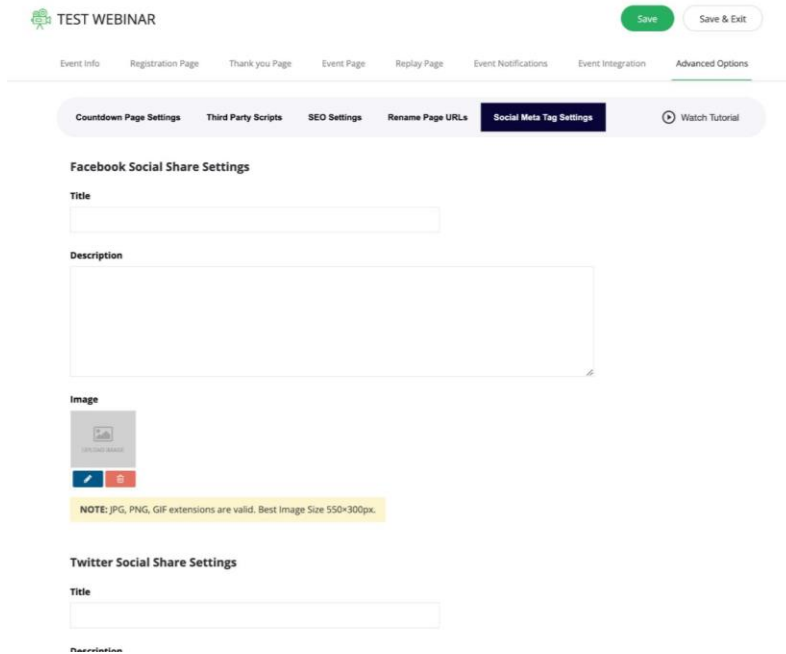
Replay Page Link
ID https://Automation/People/DK.easywebinar.live/event-replay-5

Oneclick Registration Page Link
ID https://Automation/People/DK.easywebinar.live/oneclick-registration-5

Edit URLs

Substep: Social Meta Tag Settings

Edit the settings of the social media sharing options. Add a title, a discription and a picture that will show when you share your webinarlinks across social media.



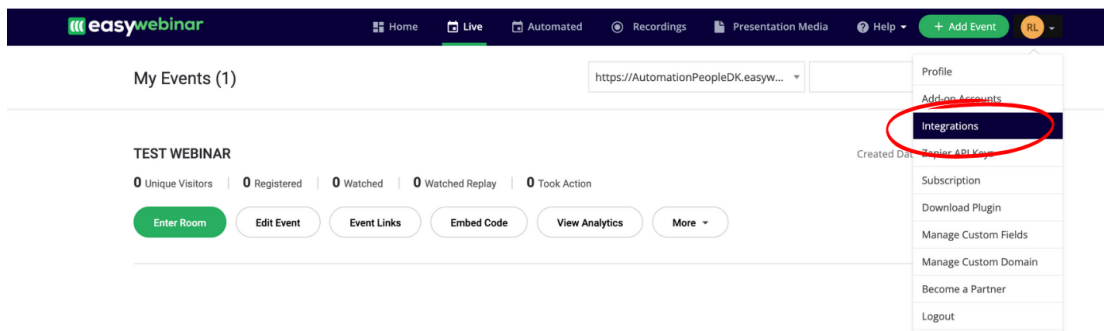
The screenshot shows a web interface for configuring social media settings. At the top left, there is a logo for 'TEST WEBINAR' and a navigation menu with items: Event Info, Registration Page, Thank you Page, Event Page, Replay Page, Event Notifications, Event Integration, and Advanced Options. The 'Advanced Options' menu is expanded, showing sub-menus: Countdown Page Settings, Third Party Scripts, SEO Settings, Rename Page URLs, Social Meta Tag Settings (which is highlighted), and Watch Tutorial. Below the navigation, the 'Facebook Social Share Settings' section is visible. It includes a 'Title' field, a 'Description' field, and an 'Image' field with a placeholder icon and a note: 'NOTE: JPG, PNG, GIF extensions are valid. Best Image Size 550x300px.' Below this, the 'Twitter Social Share Settings' section is partially visible, showing a 'Title' field and a 'Description' label.

ActiveCampaign

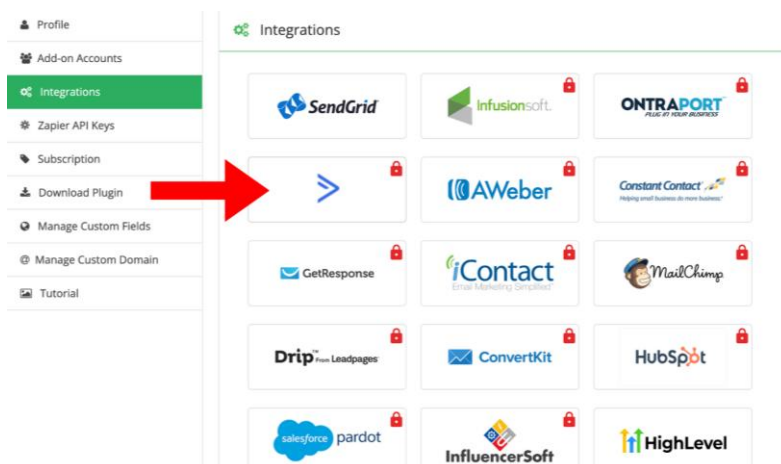
With [EasyWebinar](#) you have the opportunity to integrate with [ActiveCampaign](#). This will help you synchronise your leads directly, and you will have access to all [ActiveCampaigns](#) features, some of which we will cover in this chapter.

Start by integrating [ActiveCampaign](#) and [EasyWebinar](#)

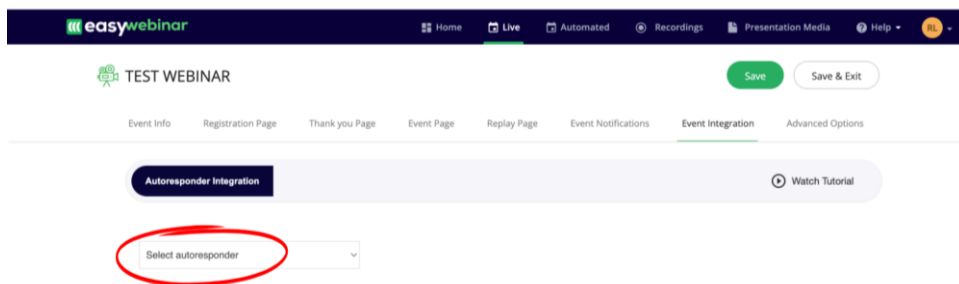
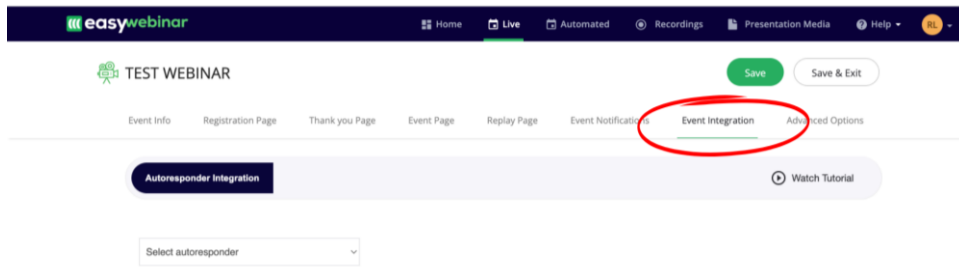
From the homepage navigate to the settings and click “Integrations”:



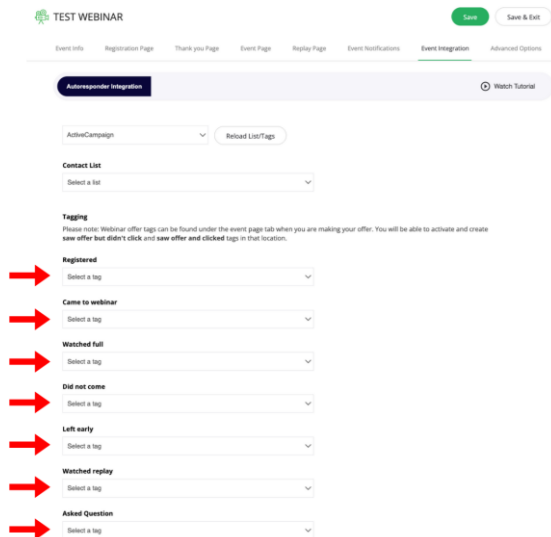
You will see a page with a list of softwares – Locate [ActiveCampaign](#) and continue:



Once you have integrated [ActiveCampaign](#) with [EasyWebinar](#), go back the webinar click “Edit Event” and click “Select Autoresponder” and locate ActiveCampaign on the list.



You will now see the following image on screen:



Now we have to switch over to [ActiveCampaign](#) in order to create “Tags” and “Custom Fields”. You need to create tags for all the above scenarios.

Tags explained:

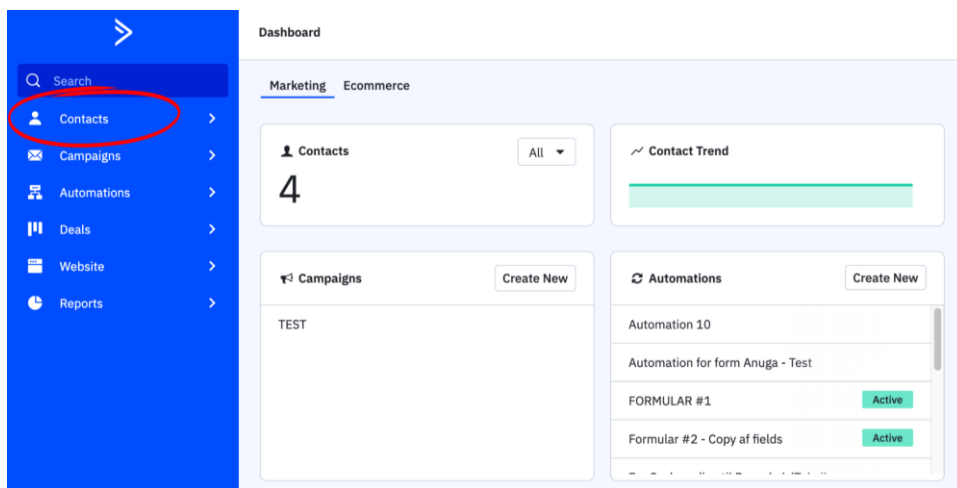
Tags display essential contact data quickly and easily. In our migration guide, we define tags as the CliffNotes of contacts' histories with your business. Your contacts cannot see the tags you apply to them, as tags appear only on internal contact records. You can segment and target contacts with common tags.

Custom Fields explained:

Custom fields store data that is permanent and unique to each contact. For instance, the [ActiveCampaign](#) user in the above example wanted to know the following: Type of pet contacts own. Twitter handle. Birthday – You name it.

How to create “Tags” in ActiveCampaign:

Navigate to contacts:



Click “Tags”

Contacts

- Contacts
- Accounts
- Lists

MANAGE

- Tags**
- Fields
- Scoring
- List Exclusions
- Database Sync
- Exports
- Subscriptions by Email
- Custom Email Headers

REPORTS

- Contact Trends
- Field Breakdown
- Nearby Contacts
- Tag Trends

Manage Tags

Add Tags

Take the tag quiz and learn how to best segment your contacts.

Add tags, one per line or separated by comma

Tag 1
Tag 2

Add tags

Tags (8)

Merge Delete Search tags

Name	Contacts	Automations	Edit
ANUGA-2023	0	0	Edit
Italien	1	0	Edit
Nyt lead via kontaktformular	0	0	Edit
Start on-boarding flow	0	0	Edit
Tyrkiet	3	0	Edit
[Interesse] CRM system	0	1	Edit
[Interesse] Marketing Automation	0	1	Edit
[Interesse] Send email nyhedsbreve	0	1	Edit

Rows 20

Add tags, one per line or separated by comma

Contacts

- Contacts
- Accounts
- Lists

MANAGE

- Tags**
- Fields
- Scoring
- List Exclusions
- Database Sync
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Tag 2

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Tags (8)

Merge Delete Search tags

Name	Contacts	Automations	Edit
ANUGA-2023	0	0	Edit
Italien	1	0	Edit
Nyt lead via kontaktformular	0	0	Edit
Start on-boarding flow	0	0	Edit
Tyrkiet	3	0	Edit
[Interesse] CRM system	0	1	Edit
[Interesse] Marketing Automation	0	1	Edit
[Interesse] Send email nyhedsbreve	0	1	Edit

Rows 20

Contacts

- Contacts
- Accounts
- Lists

MANAGE

- Tags**
- Fields
- Scoring
- List Exclusions
- Database Sync
- Exports
- Subscriptions by Email
- Custom Email Headers

REPORTS

- Contact Trends
- Field Breakdown
- Nearby Contacts
- Tag Trends

Manage Tags

Add Tags

Take the [tag quiz](#) and learn how to best segment your contacts.

Add tags, one per line or separated by comma

Test webinar - Registered
 Test webinar - Came to webinar
 Test webinar - Watched full
 Test webinar - Did not come
 Test webinar - Left early

Add tags

You tags will now appear on the list of tags:

Add Tags

Take the [tag quiz](#) and learn how to best segment your contacts.

Add tags, one per line or separated by comma

Tag 1
Tag 2

Add tags

Tags (7)

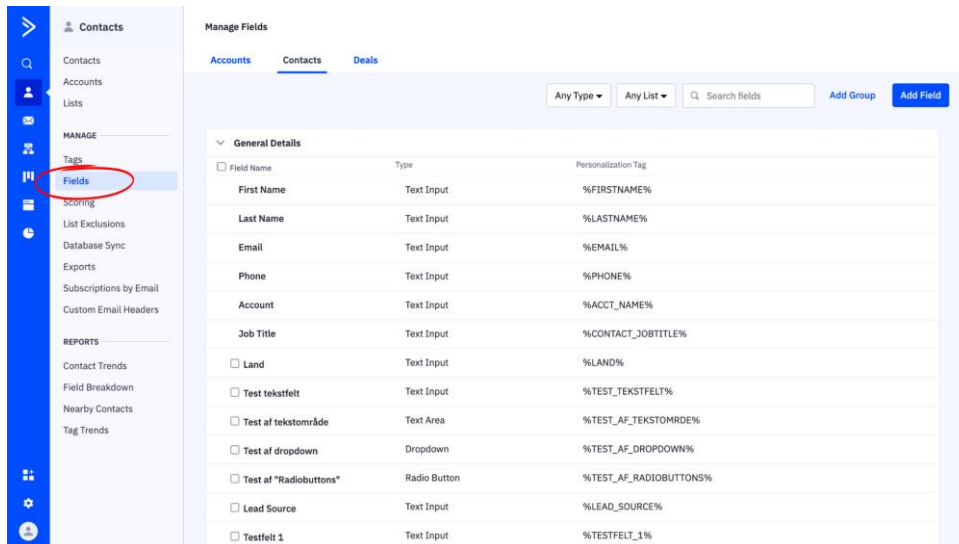
Merge Delete

<input type="checkbox"/> Name	Contacts	Automations	
<input type="checkbox"/> Test webinar - Asked Question	0	0	Edit ▾
<input type="checkbox"/> Test webinar - Came to webinar	0	0	Edit ▾
<input type="checkbox"/> Test webinar - Did not come	0	0	Edit ▾
<input type="checkbox"/> Test webinar - Left early	0	0	Edit ▾
<input type="checkbox"/> Test webinar - Registered	0	0	Edit ▾
<input type="checkbox"/> Test webinar - Watched full	0	0	Edit ▾
<input type="checkbox"/> Test webinar - Watched replay	0	0	Edit ▾

Rows 20 ▾

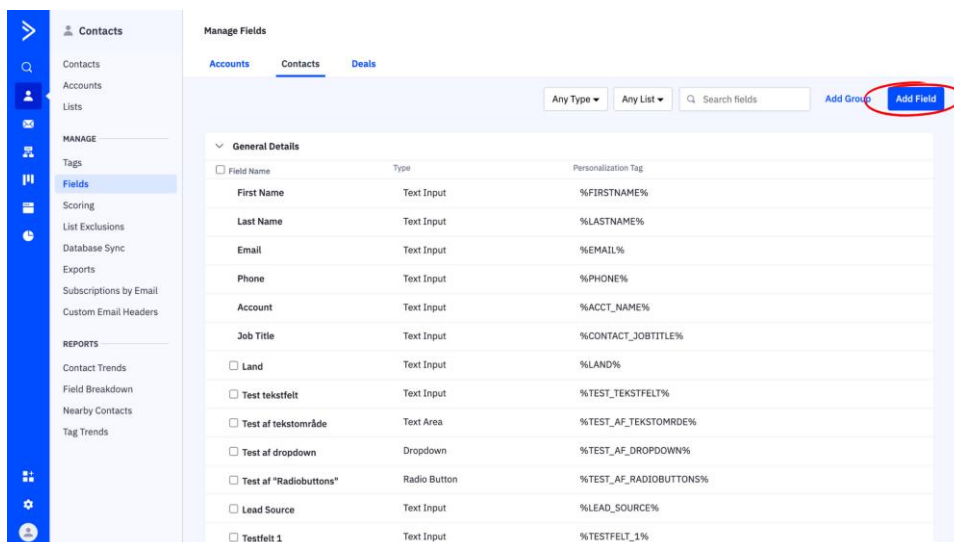
How to create “Custom Fields” in ActiveCampaign:

Navigate to the menu field “Contacts” and click on “Fields” afterwards:



Here you will see a list of your current fields, you can add as many as you want to depending on the data you need to store within your [ActiveCampaign](#) account.

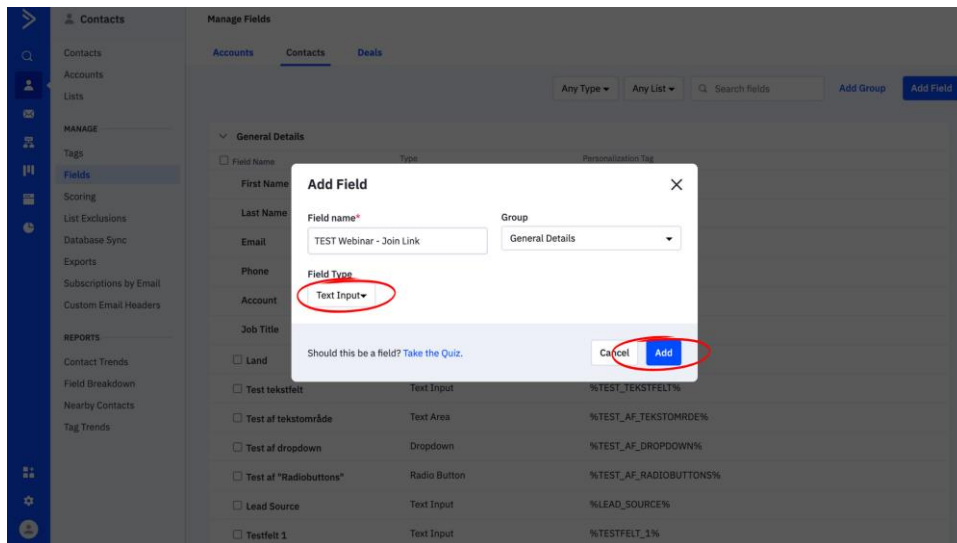
Click “Add Field” in the top corner:



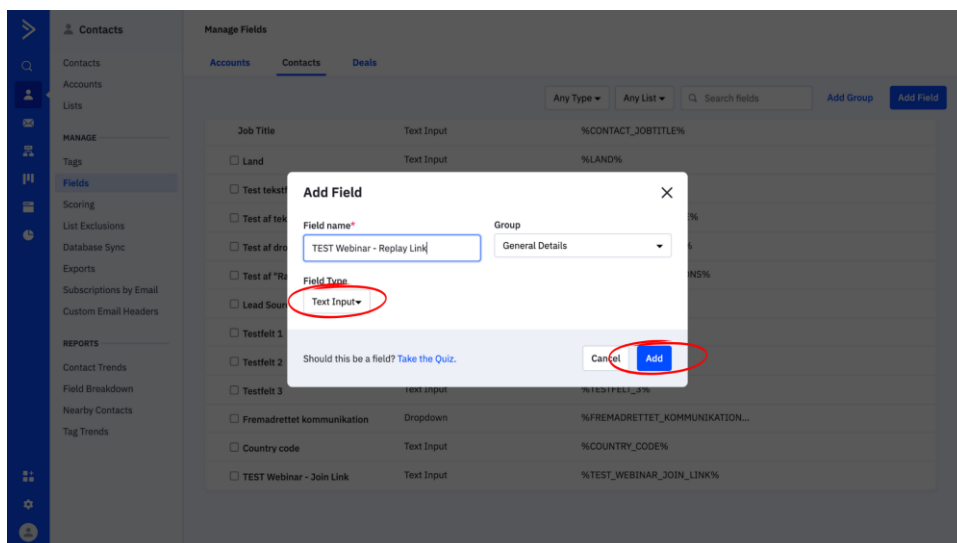
You want to add two custom fields a “Join Link” and a “Replay Link”.

Add your fields like this:

Join Link: Unique link for joining the live [webinar](#)



Replay Link – Unique link for replay



After you have added the fields, they will appear on the list:

<input type="checkbox"/>	Field Name	Type	Code
<input type="checkbox"/>	Land	Text Input	%LAND%
<input type="checkbox"/>	Test tekstfelt	Text Input	%TEST_TEKSTFELT%
<input type="checkbox"/>	Test af tekstområde	Text Area	%TEST_AF_TEKSTOMRDE%
<input type="checkbox"/>	Test af dropdown	Dropdown	%TEST_AF_DROPDOWN%
<input type="checkbox"/>	Test af "Radiobuttons"	Radio Button	%TEST_AF_RADIOBUTTONS%
<input type="checkbox"/>	Lead Source	Text Input	%LEAD_SOURCE%
<input type="checkbox"/>	Testfelt 1	Text Input	%TESTFELT_1%
<input type="checkbox"/>	Testfelt 2	Text Input	%TESTFELT_2%
<input type="checkbox"/>	Testfelt 3	Text Input	%TESTFELT_3%
<input type="checkbox"/>	Fremadrettet kommunikation	Dropdown	%FREMADRETTET_KOMMUNIKATION...
<input type="checkbox"/>	Country code	Text Input	%COUNTRY_CODE%
<input type="checkbox"/>	TEST Webinar - Join Link	Text Input	%TEST_WEBINAR_JOIN_LINK%
<input type="checkbox"/>	TEST Webinar - Replay Link	Text Input	%TEST_WEBINAR_REPLAY_LINK%

Now we have to insert the created tags and custom fields inside [EasyWebinar](#).

Go back to your webinar, click "Edit webinar" and navigate to "Event integration".

Now you want to press the "Reload List/Tags", and [EasyWebinar](#) will find your tags:

Autoreponder Integration Watch Tutorial

ActiveCampaign **Reload List/Tags**

Contact List
Select a list

Tagging
Please note: Webinar offer tags can be found under the event page tab when you are making your offer. You will be able to activate and create **saw offer but didn't click** and **saw offer and clicked** tags in that location.

Registered
Select a tag

Came to webinar
Select a tag

Watched full
Select a tag

Did not come
Select a tag

Left early
Select a tag

Watched replay
Select a tag

Asked Question
Select a tag

Now you go through each option, and select the tags that fits the description. When you click the dropdown menu, all your tags from [ActiveCampaign](#) will appear.

Autoreponder Integration Watch Tutorial

ActiveCampaign **Reload List/Tags**

Contact List
Select a list

Tagging
Please note: Webinar offer tags can be found under the event page tab when you are making your offer. You will be able to activate and create **saw offer but didn't click** and **saw offer and clicked** tags in that location.

Registered
Test webinar - Registered 

Came to webinar
Test webinar - Came to webinar

Watched full
Test webinar - Watched full

Did not come
Test webinar - Did not come

Left early
Test webinar - Left early

Watched replay
Test webinar - Watched replay

Asked Question
Test webinar - Asked Question

After you've chosen the correct tags, scroll down the page to locate the "Webinar Join short link" and "Webinar replay short link".

This is Custom Field we created in [ActiveCampaign](#), and this will help us create an unique webinar link for each registrant.

You will see the fields here:

Advance Settings

Webinar join link

Add name of the custom field in which you want to save webinar join link of attendee.

Add Custom Field name for webinar live link

Webinar join short link

Add name of the custom field in which you want to save event short link of attendee.

Add Custom Field name for event short link



Webinar replay link

Add name of the custom field in which you want to save the webinar replay link of attendee.

Add custom field name for webinar replay link

Webinar replay short link

Add name of the custom field in which you want to save the replay short link of attendee.

Add custom field name for replay short link



You will find the input for each of these fields in [ActiveCampaign](#).

Your input will be the "Personalization Tag" of the field, which you can see next to the custom field.

Field Name	Type	Personalization Tag
Land	Text Input	%LAND%
Test tekstfelt	Text Input	%TEST_TEKSTFELT%
Test af tekstområde	Text Area	%TEST_AF_TEKSTOMRDE%
Test af dropdown	Dropdown	%TEST_AF_DROPDOWN%
Test af "Radiobuttons"	Radio Button	%TEST_AF_RADIOBUTTONS%
Lead Source	Text Input	%LEAD_SOURCE%
Testfelt 1	Text Input	%TESTFELT_1%
Testfelt 2	Text Input	%TESTFELT_2%
Testfelt 3	Text Input	%TESTFELT_3%
Fremadrettet kommunikation	Dropdown	%FREMADRETTET_KOMMUNIKATION...
Country code	Text Input	%COUNTRY_CODE%
TEST Webinar - Join Link	Text Input	%TEST_WEBINAR_JOIN_LINK%
TEST Webinar - Replay Link	Text Input	%TEST_WEBINAR_REPLAY_LINK%

Copy those, and insert them correctly in EasyWebinar - like this:

Advance Settings

Webinar join link

Add name of the custom field in which you want to save webinar join link of attendee.*

Webinar join short link

Add name of the custom field in which you want to save event short link of attendee.

Webinar replay link

Add name of the custom field in which you want to save the webinar replay link of attendee.

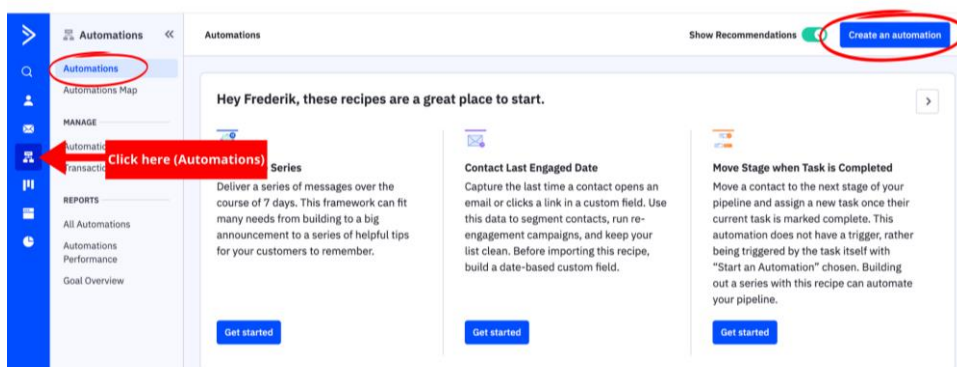
Webinar replay short link

Add name of the custom field in which you want to save the replay short link of attendee.

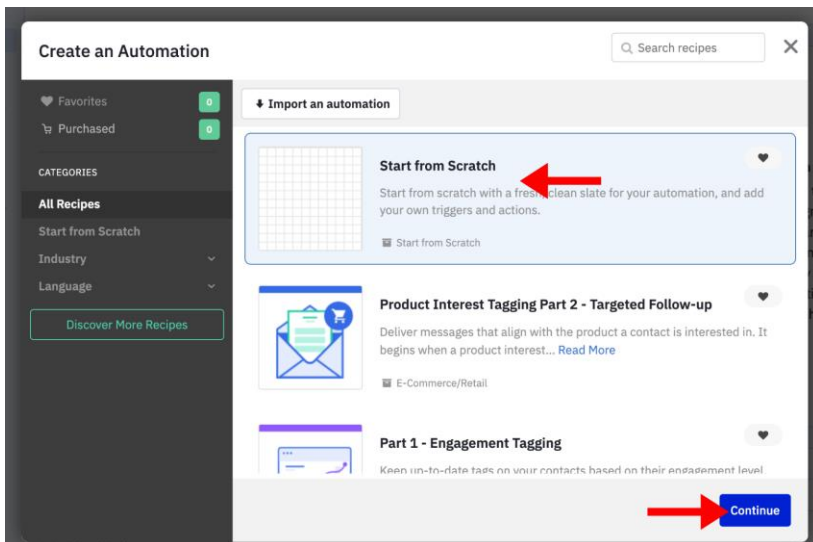
Now you are ready to use the webinar links, and add them to your emails.

Which means we have to head back to [ActiveCampaign](#) and begin your first webinar email sequence.

Navigate to “Automations” and click “Create an automation”:

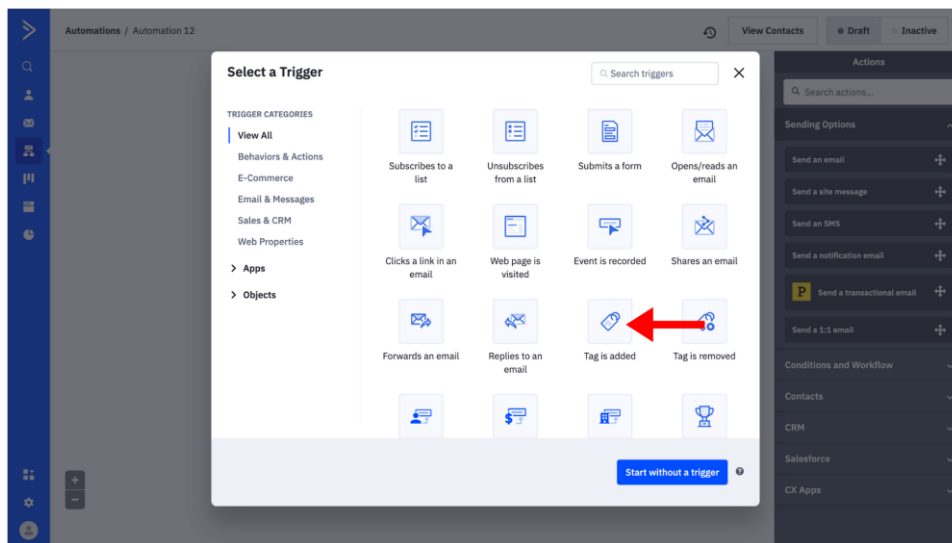


You will then be met by this image, click “Start from Scratch”:

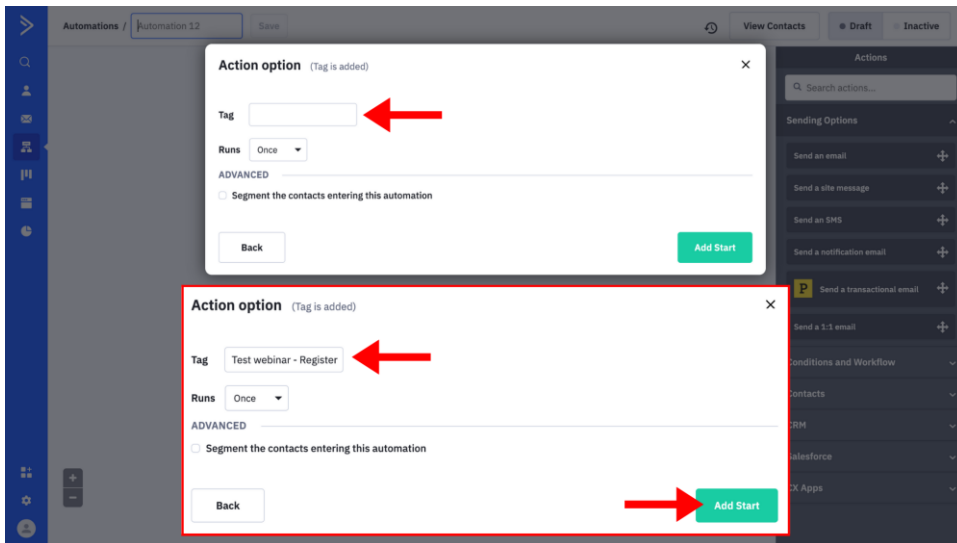


All automations begin with a “Trigger” which starts the flow.

Choose “Tag is added”:

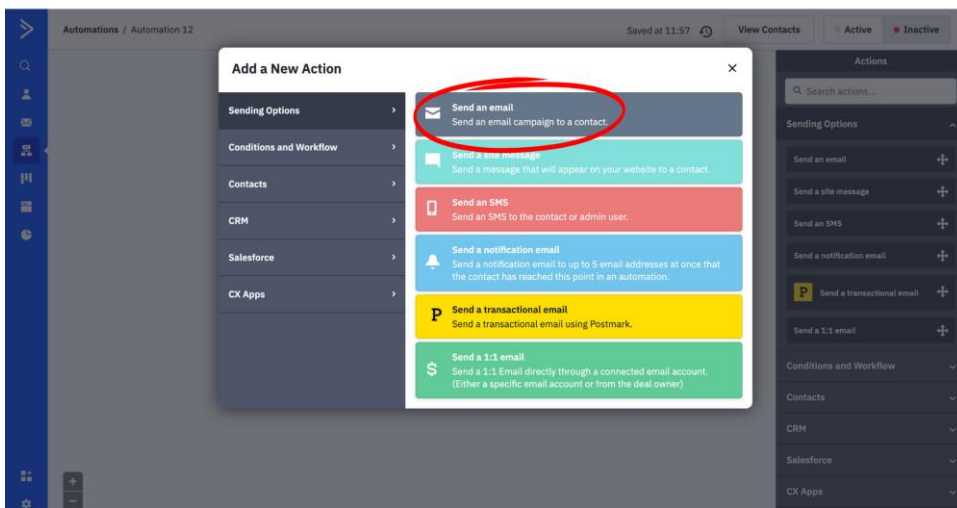


And search for the “Registration”-tag which you created earlier:



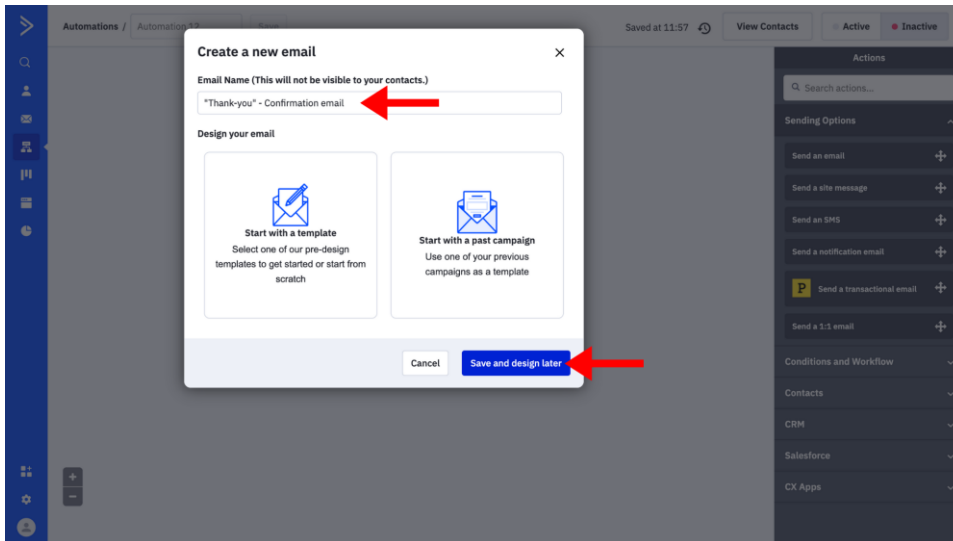
The trigger is now set, and [ActiveCampaign](#) want to know your next action.

You will see a bunch of options here (too many for us to go through for today), but one of the first ones will be “Send an email” - which you should chose:



Insert your internal name for the first email to be sent, and click “Save and design later”.

The first email should always be a confirmation email:



Once you have done this, you can see that your first automation is beginning to look correct!



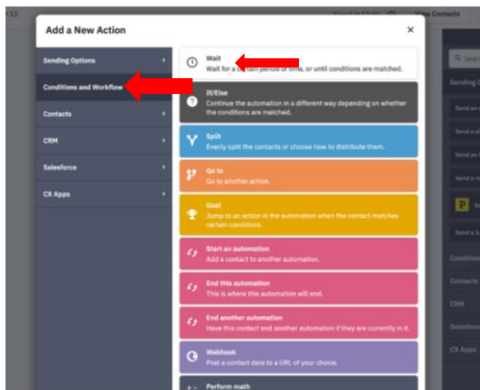
Now we want to add more emails to the automations. You can test how many email prior to your webinar you want to send, and see how it affects the performance of the webinar.

You should always have a few reminder email, to increase the likelihood of registrants attending the webinar.

You want your reminders to include timestamps like 24 hours before the webinar, in order to do this you have to make sure your email is sent at the right time.

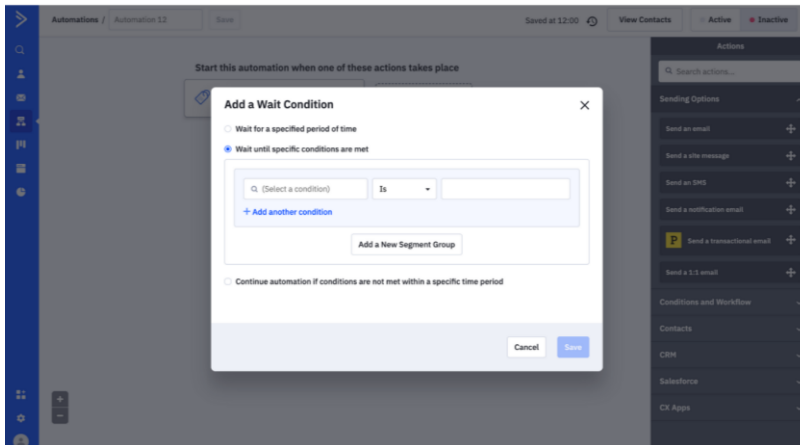
Click the small “+” button in your automation, as showed on the previous picture, to get started.

Navigate to “Conditions and Workflow” and click “Wait”.



Click “Wait until specific conditions are met”.

These conditions will determine when you want the next action to happen (in this case a reminder email to be sent to your registrants”).



Search for the following:

“Current month”

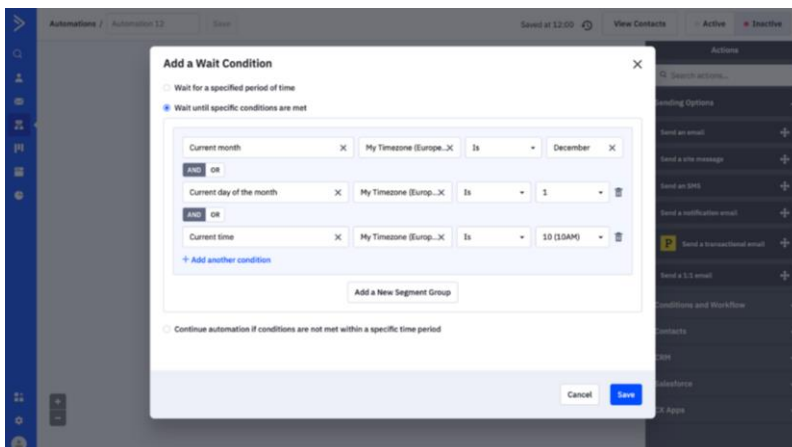
“Current day of the month”

“Current time”

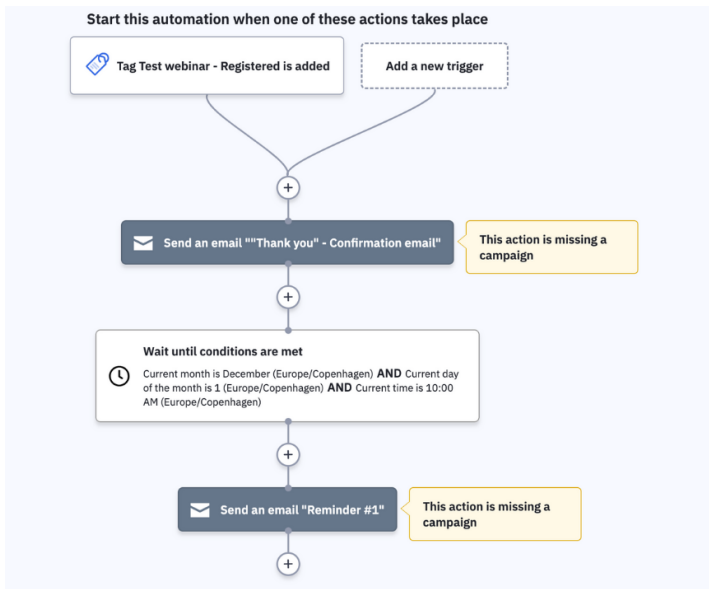
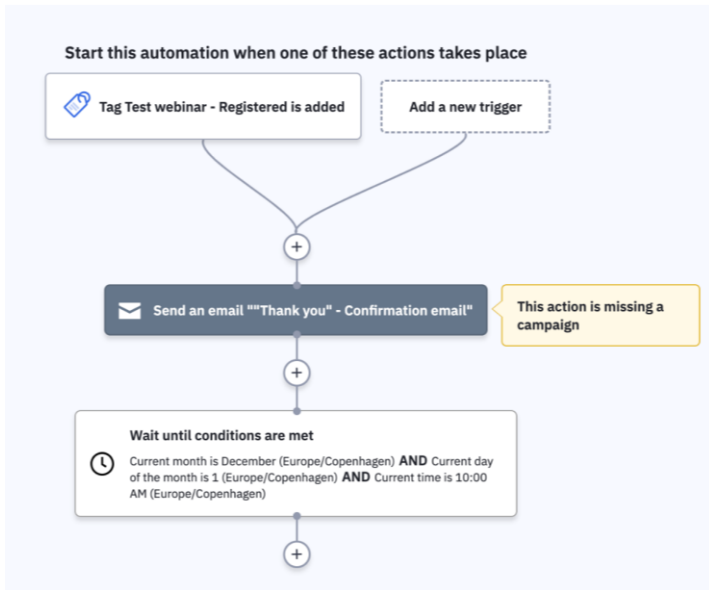
In this case the next email will be sent the 1st of december at 10 am.

Reminder to click “Add another condition” in order to include all the conditions.

Once you are done hit the “Save” button.



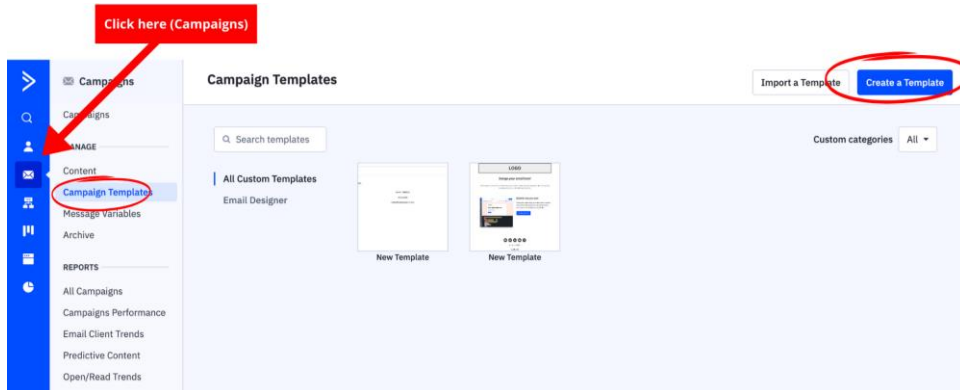
The condition will now appear, and now you are ready to add another email to the sequence (your reminder email #1).



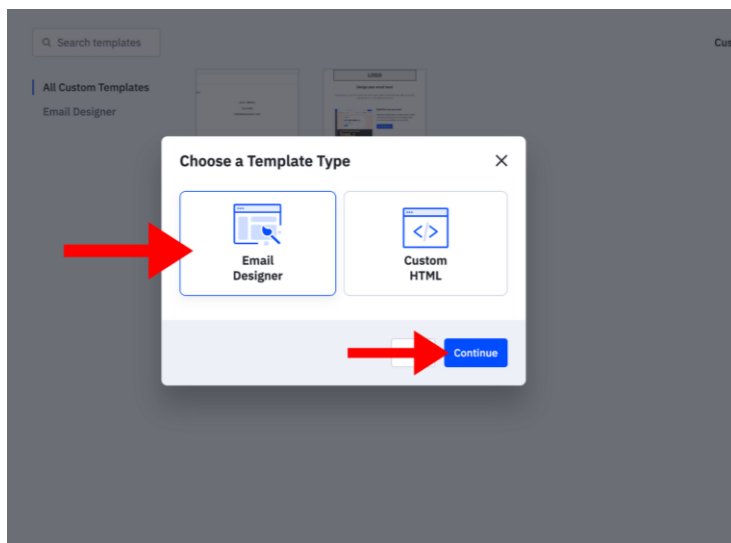
Alright! Lets look at the content of your emails.

First go to “Campaigns”, navigate to “Campaign Templates” and click on “Create a Template”.

If this is your first emails inside of [ActiveCampaign](#), you want to create a template that you duplicate to save time in the future:

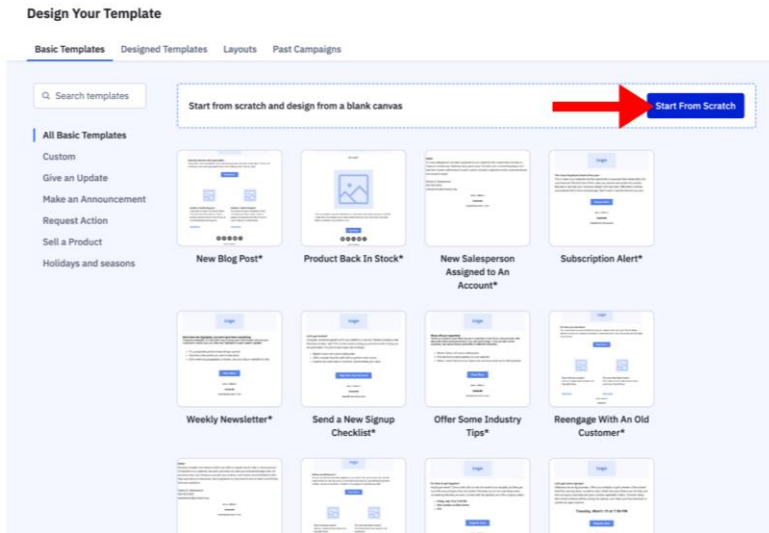


Choose “Email designer” and continue:



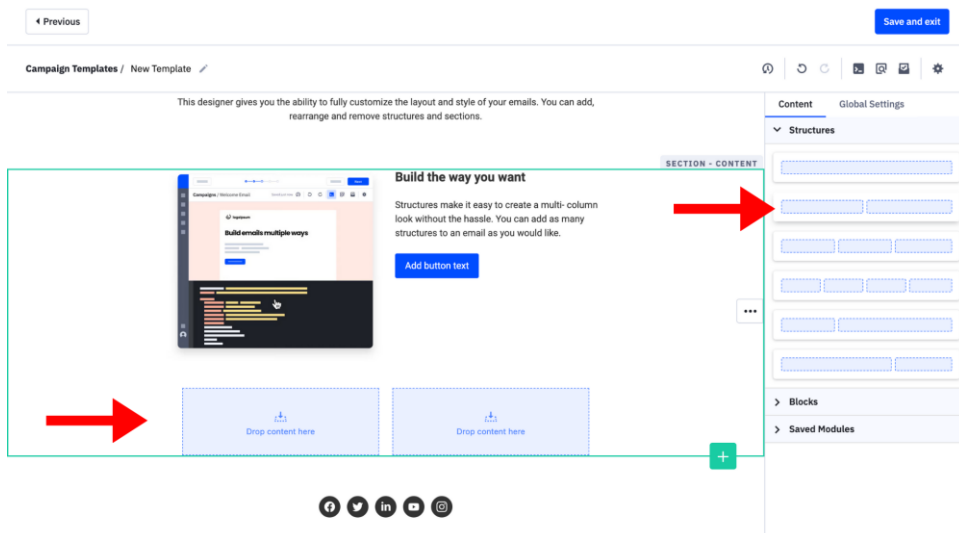
You will now see a lot of templates to choose from – feel free to explore.

For this example we click on “Start from scratch”:

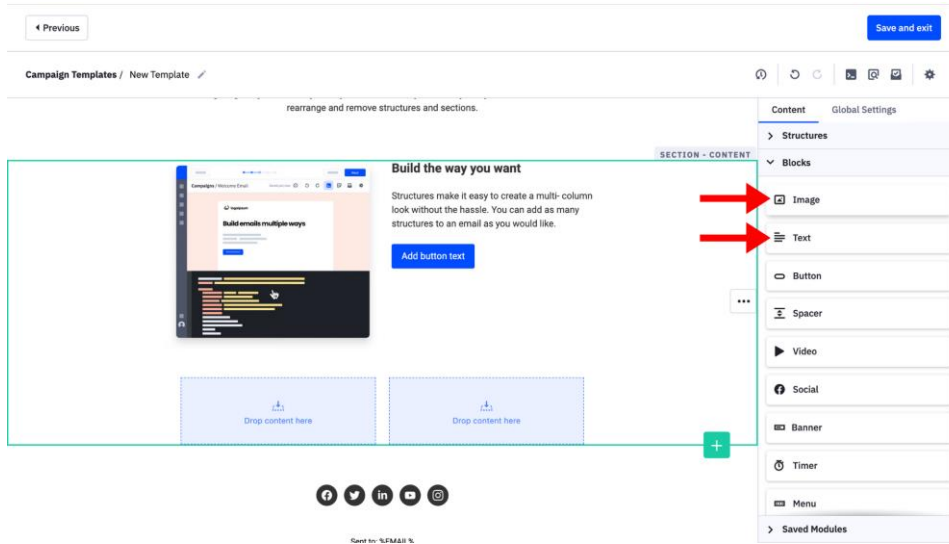


You will have tons of building blocks to create your perfect emails, and you have to spend some time exploring these options.

For now, we will just place a “Structure” to the bottom of the email:

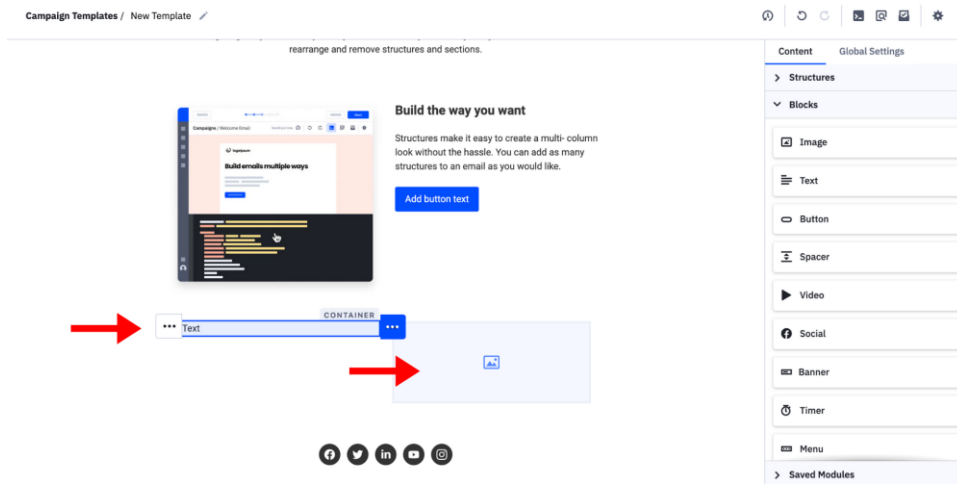


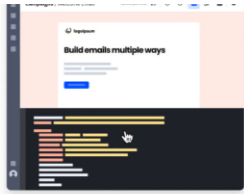
Afterwards we will navigate to “Blocks”, and drag-and-drop an “Image”- and a “Text”-block to your structures:



Now we can add text and a picture.

To add the picture, just click the image-block and upload your file (your logo for example, since this is an email footer).





Structures make it easy to create a multi-column look without the hassle. You can add as many structures to an email as you would like.

Add button text



Name
Email
Phone
Company
Etc

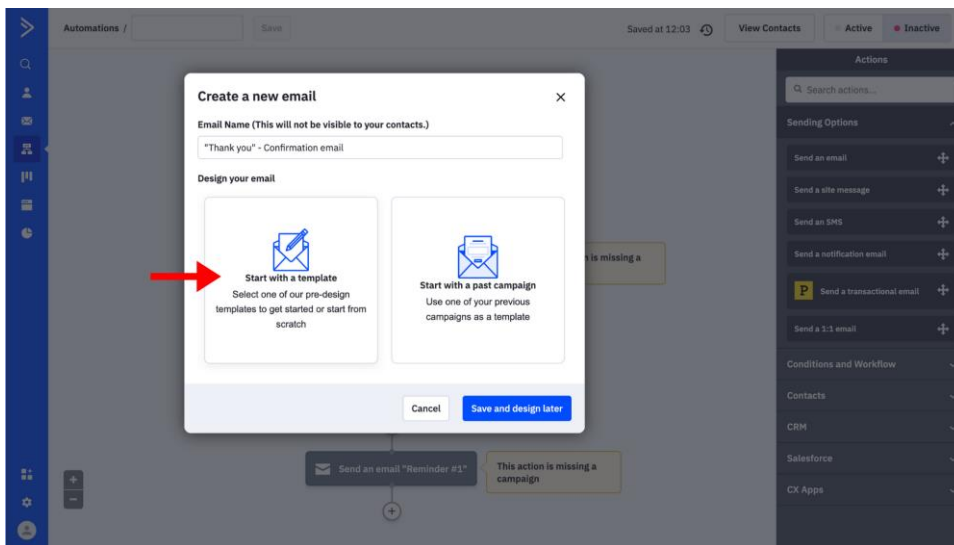


Sent to: %EMAIL%

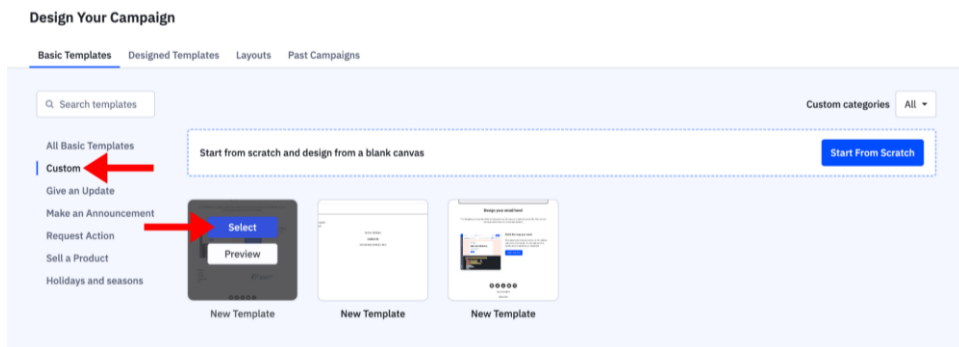
[Unsubscribe](#)

%SFNDFR-INFO-SINGI F1 INF%

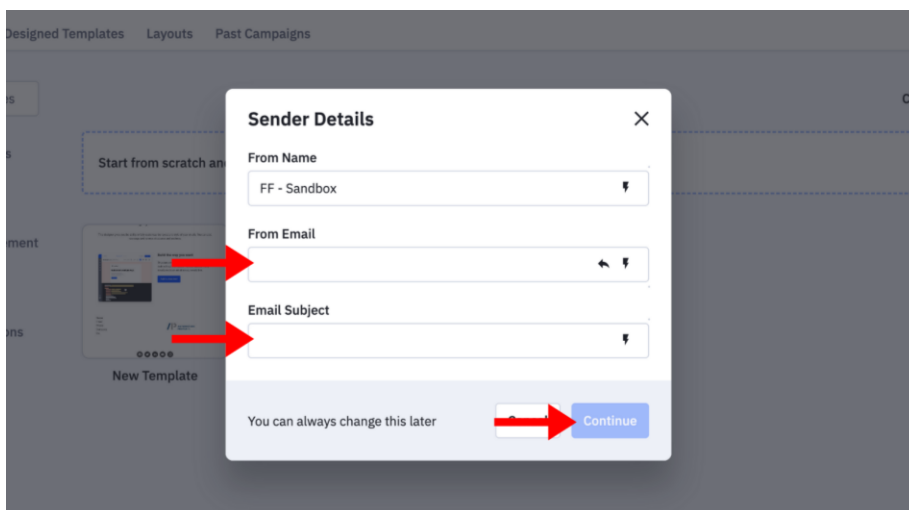
Now head back to your automation, click on the email you want to edit and select “Start with a template”:



Navigate to “Custom”, locate your new template and click “Select”:

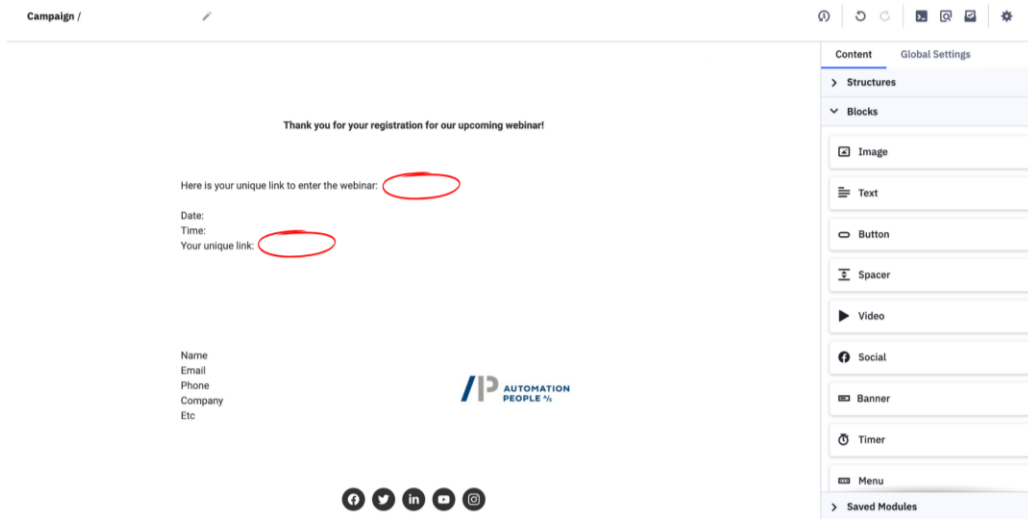


Add sender details to your mail and continue:

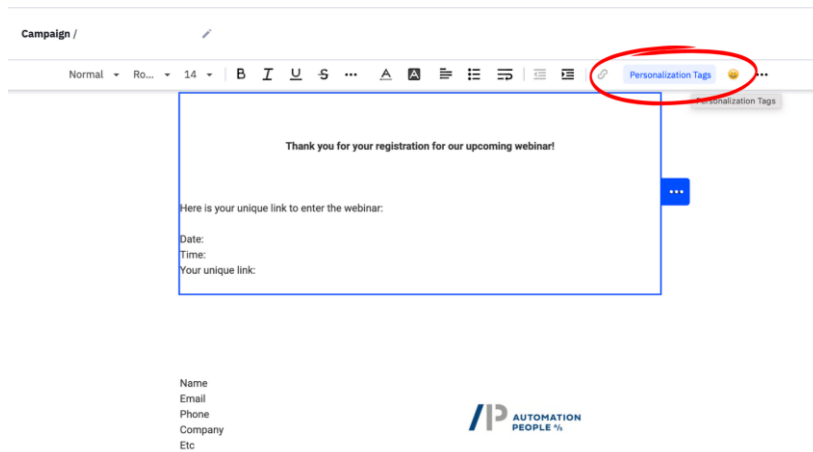


I have done a little editing to the email and added a little text for our registration email – just keeping it simple.

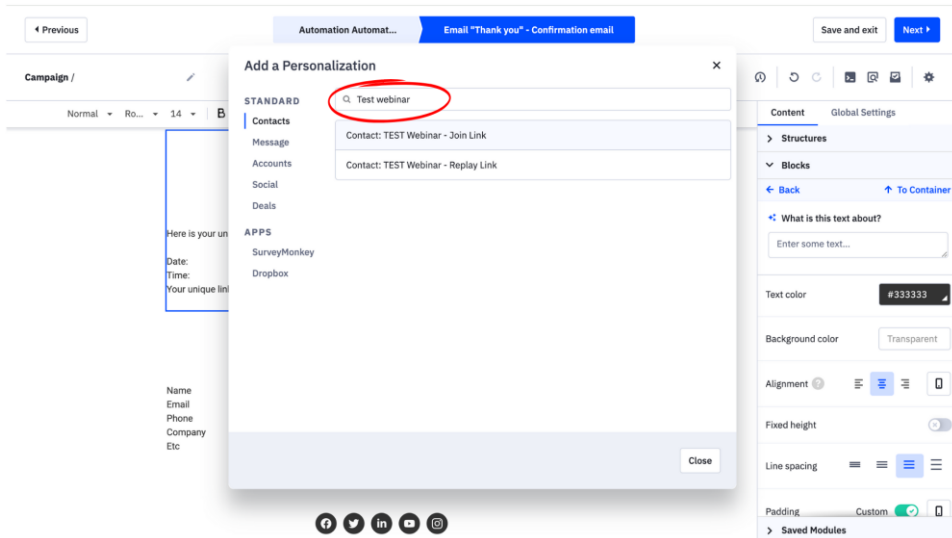
As you can see on the picture below, we only need our join links which was created earlier:



In order to insert your webinar links, click on the “Personalization Tags” (remember from earlier?):

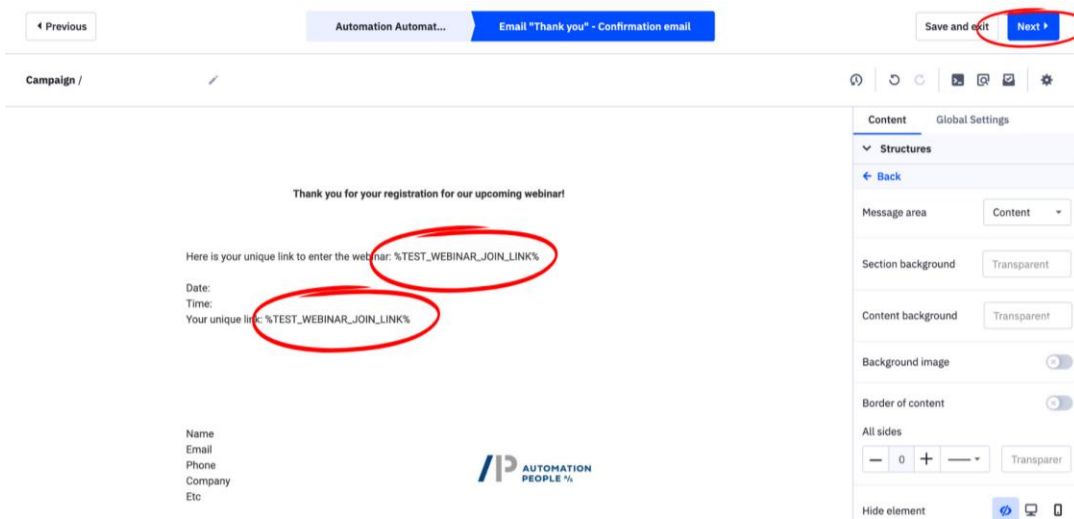


Search for the custom fields we created earlier and they will appear in your email:



Just like this (you have to follow this process each time you want to insert the link).

Click "Next" when you are done:



Now you will see options to edit elements of your e-mail like:

- Subject line
- Preheader text
- Adjust who the email is from

Campaign Summary

Subject
test e-mail for webinars Edit

Preheader text ⓘ
Edit

From
FF - Sandbox (ff@automation-people.dk) Edit

Message Name
Enter a name to help you remember what this message is all about. Only you will see this.
"Thank you" - Confirmation email

Address
Automation People A/s, Henrik Rungsgade ...

Options

Open/Read Tracking ⓘ	0 Automation(s)	<input checked="" type="checkbox"/>
Link Tracking ⓘ	Customize	<input checked="" type="checkbox"/>
Reply Tracking ⓘ		<input type="checkbox"/>
Google Analytics ⓘ		<input type="checkbox"/>

You also have the option to test the email, by sending it to yourself. This allows you to check if the links are working and the look of the email before you send it to the registrants. Be aware that you have to be registered for the webinar before you will see the join-link in your email.

Send a Test Email

ff@automation-people.dk **Send Test**

Enter up to 5 email addresses separated by commas

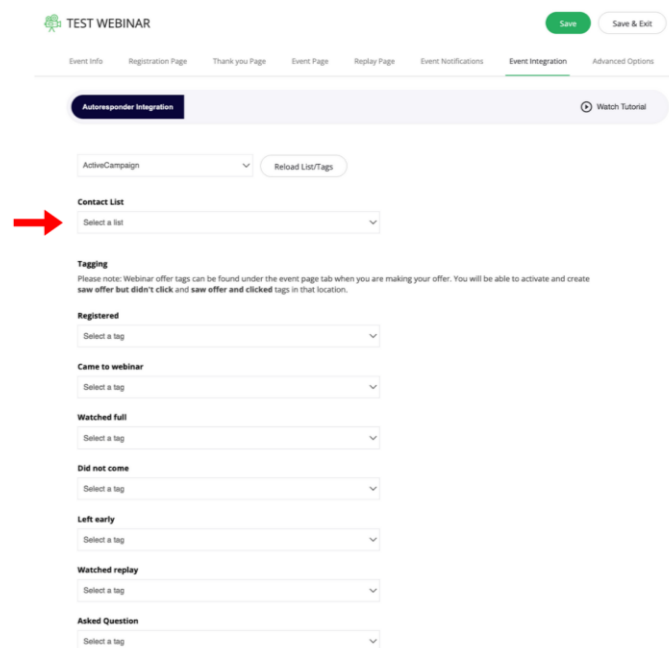
Preview

Email client preview Desktop preview

Spam Check ✓ Passed

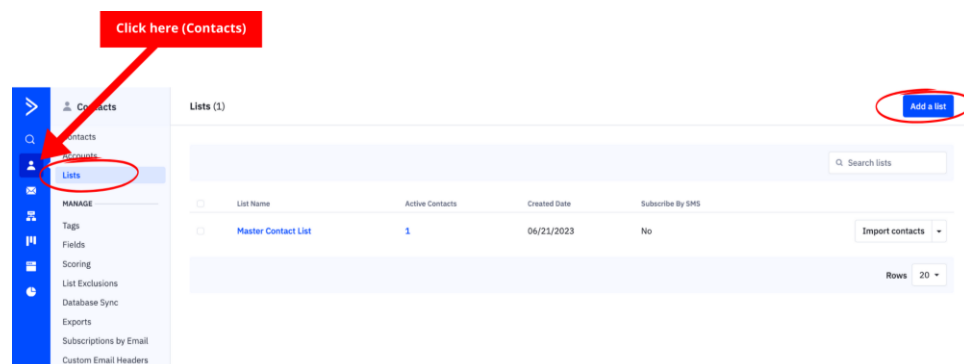
The last step is the email list.

At the picture below we have the option to select which contact list we have to send our leads into. This is important, because your registrants needs to be in a contact list, before you can send them e-mails.



This is how you create a contact list in [ActiveCampaign](#):

Navigate to "Contacts", "Lists" and then create "Add a list":



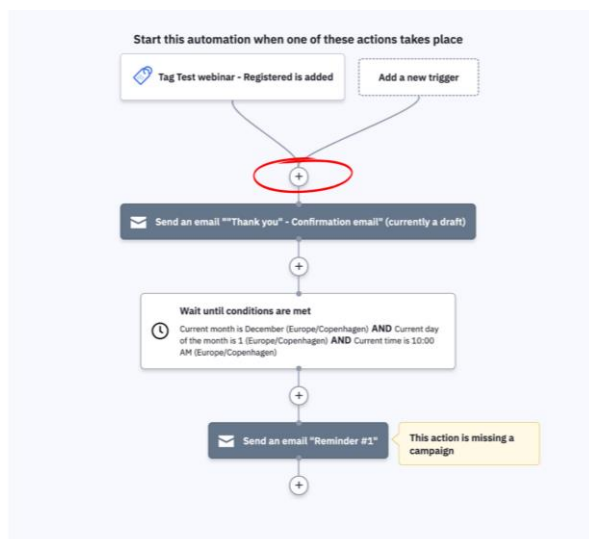
Add a name, an URL (you can use your [ActiveCampaign](#) account URL) and add a description:

The screenshot shows a modal window titled "Add a list" with a close button (X) in the top right corner. It contains three input fields: "Name" (containing "test list"), "List URL" (containing "test.com"), and "List Description" (containing "You are on our list since you have registered for one of our webinars."). Three red arrows point to each of these fields. At the bottom of the modal are "Cancel" and "Save" buttons.

And you have now created the list where your webinar registrants shall appear.

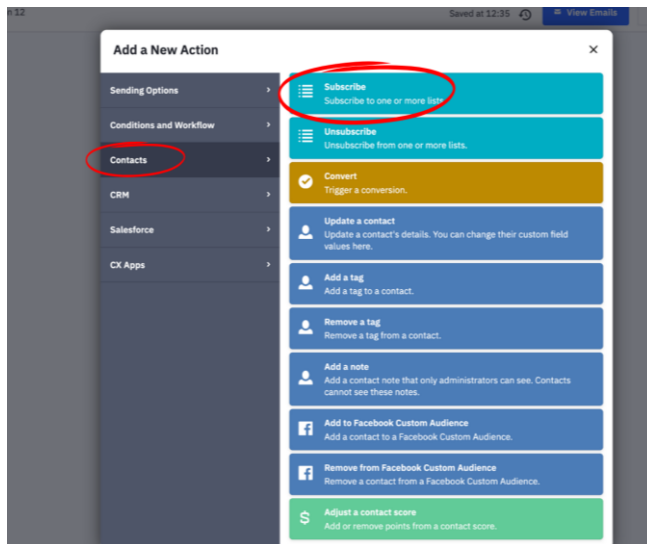
In order to synchronize the leads, you can choose the list in [EasyWebinar](#) as you saw before – or you can control this within [ActiveCampaign](#):

In order to do this, go back to your automation, and hit the little “+”-icon:

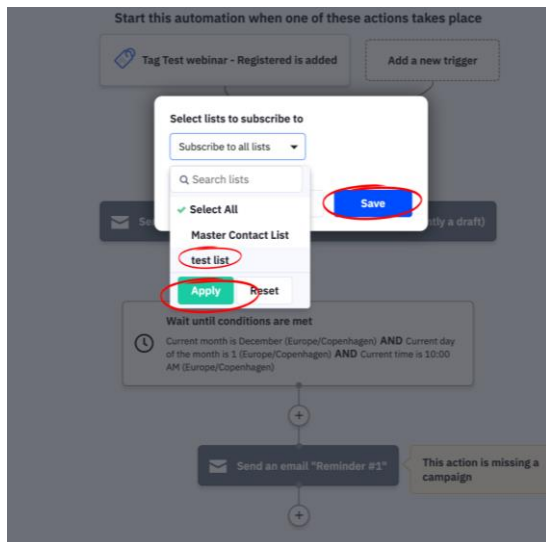


This should look familiar by now – we now have to choose another action within our automation.

Navigate to “Contacts” and select “Subscribe”:



Select your list and hit “Save”:



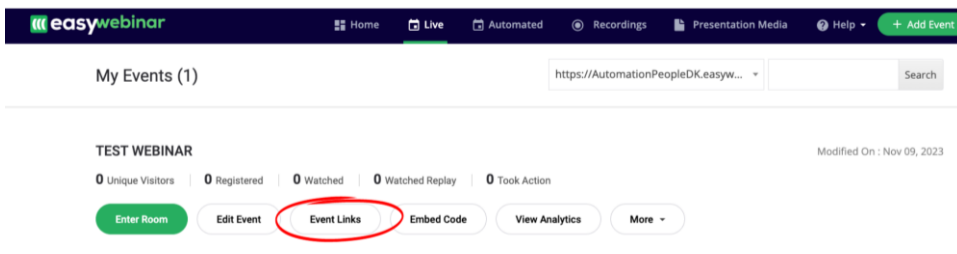
And now, as soon as you receive a new registrant they will be added to your contact list:

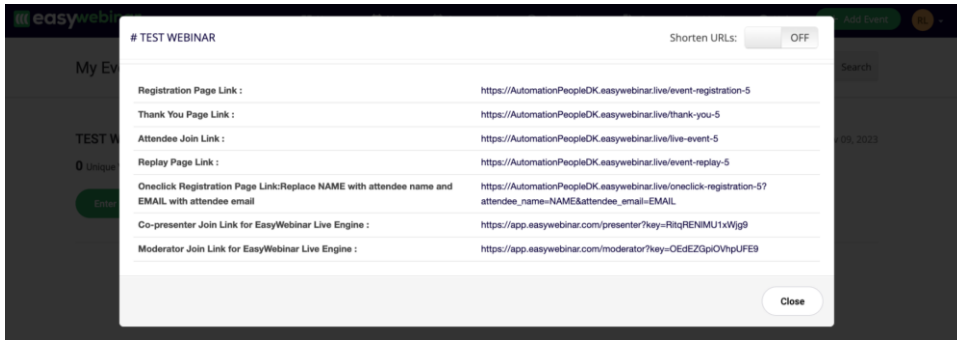


Conclusion:

You now have a complete webinar funnel! You can now receive registrants through your registration-pages and after the registration the leads will receive a confirmation email.

Access your webinar pages by following these steps:





Get started today!

[Create your EasyWebinar account here!](#)

[Create your ActiveCampaign account here!](#)

And follow the steps provided to you in this guide!