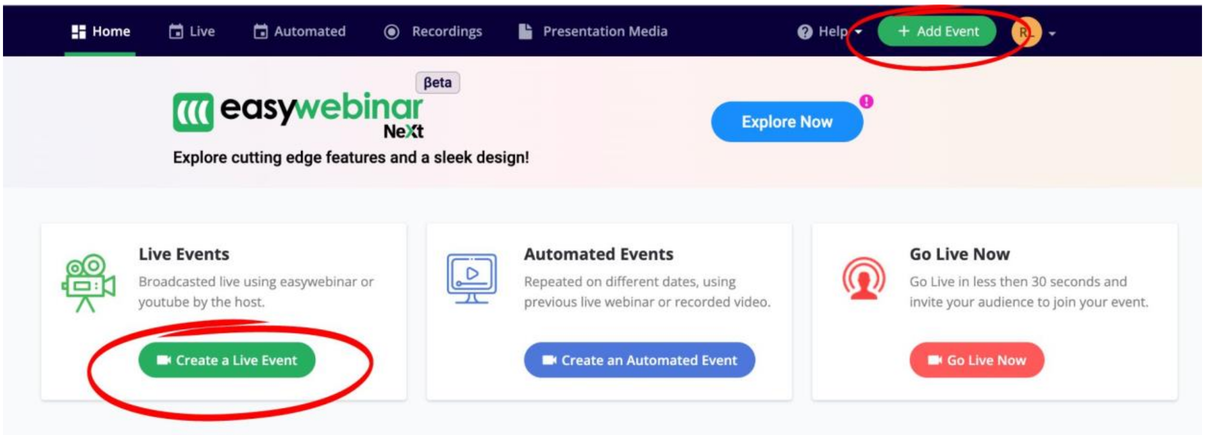
This guide shows you how to create your first webinar from scratch with EasyWebinar.

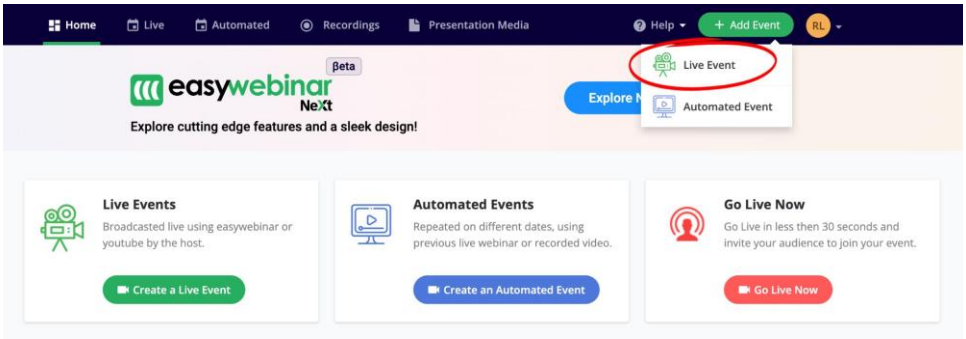
Step 1: Log into your EasyWebinar account

Step 2: Create your LIVE webinar with EasyWebinar

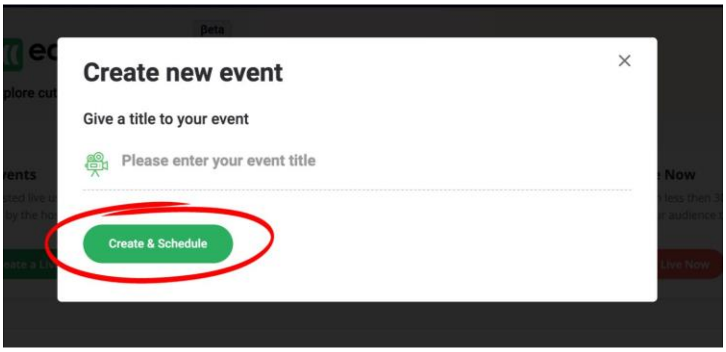
There are two ways to complete this step – see picture:



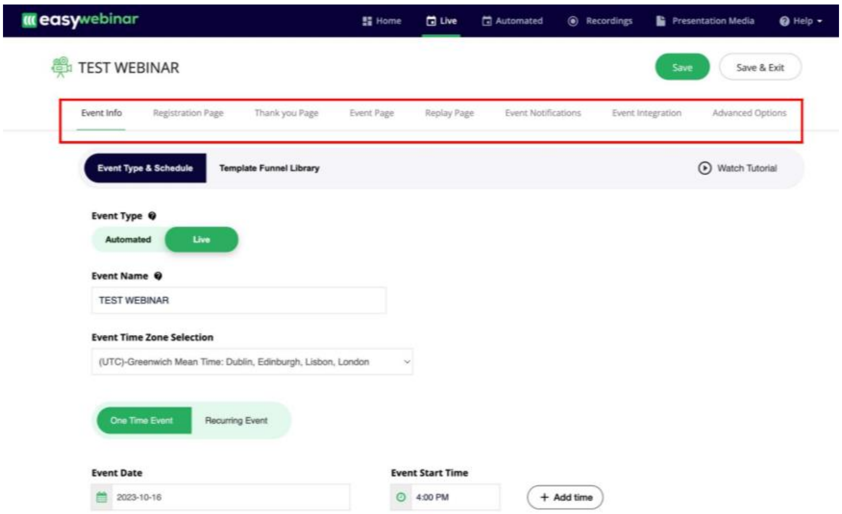
If you click the "Add event"-button in the top corner, you have to press the "LIVE"-option:



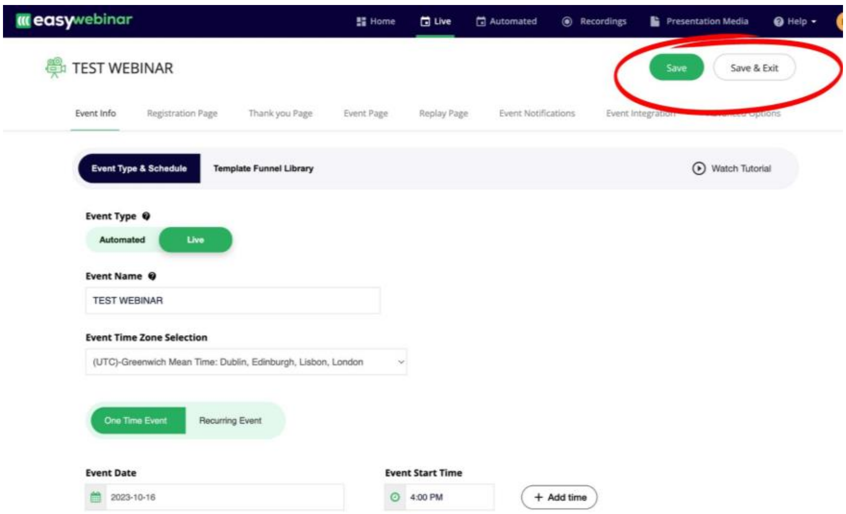
Step 3: Enter the name of the webinar with EasyWebinar



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:



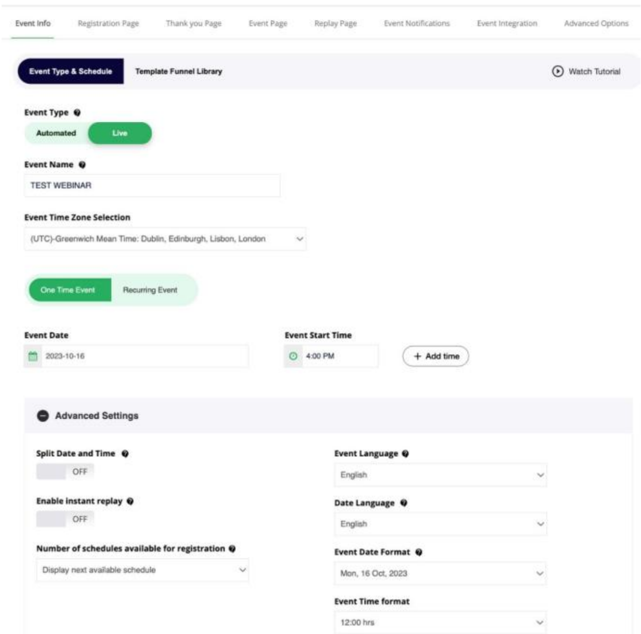
As we walk through these steps, remember to hit the "Save"-button.



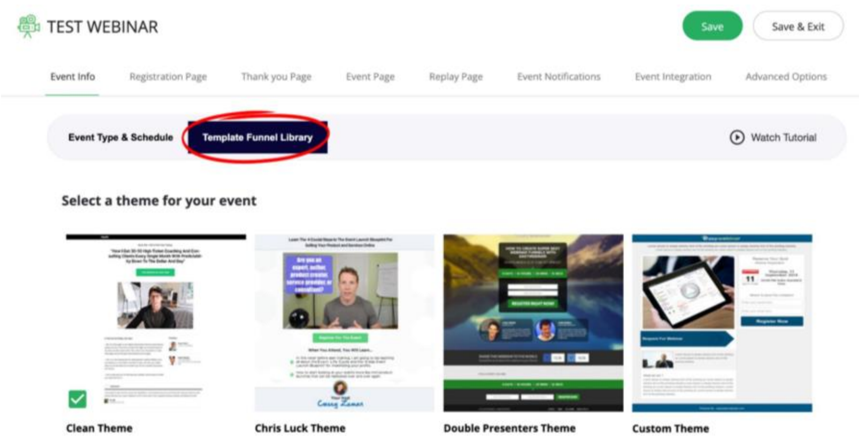
Step 4: Event info

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



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

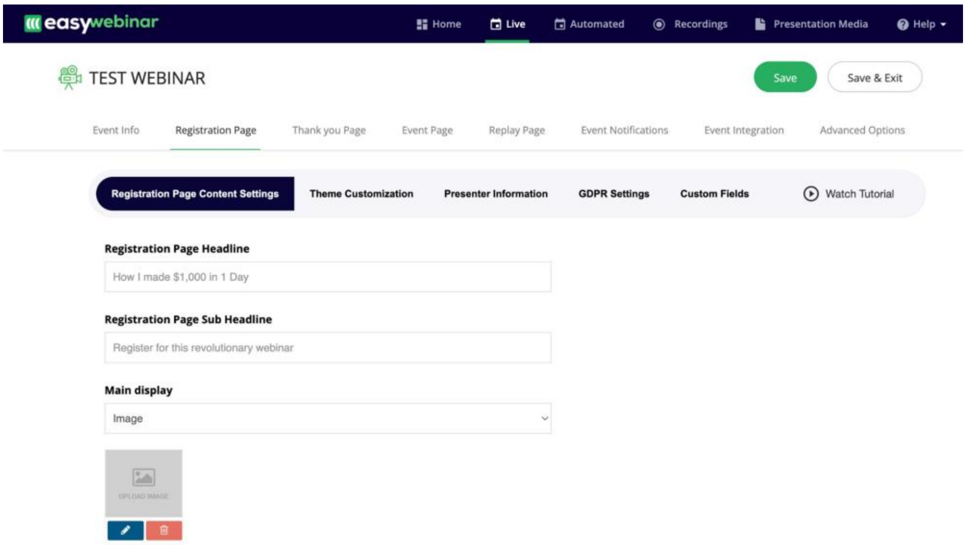


Step 5: Registration page

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 :



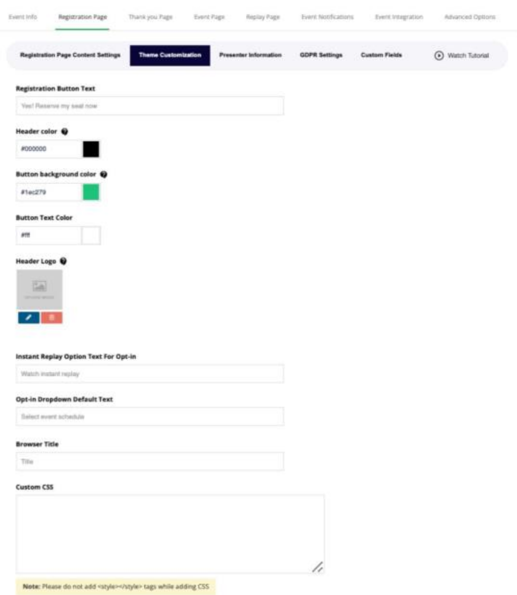
Add a discription of the webinar:

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

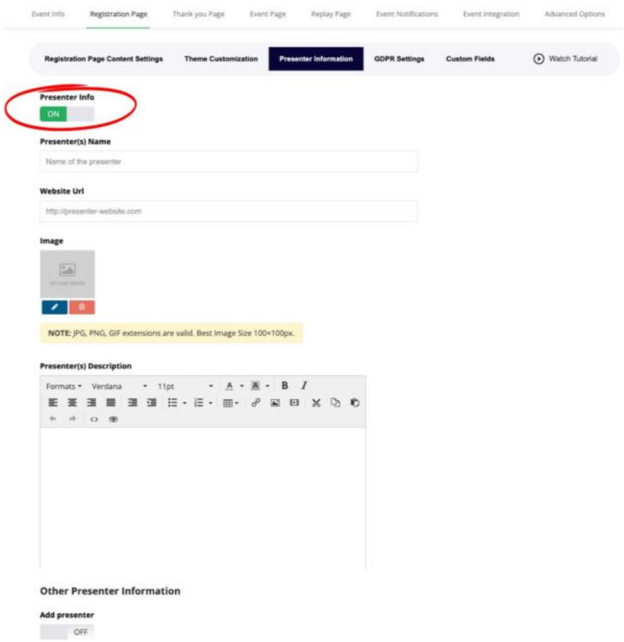
Here you have the option to design your pages even further. You have the option to pick brand-related colours, add a logo to your header, adjust buttons and text on the registration page.



Substep: Presenter info

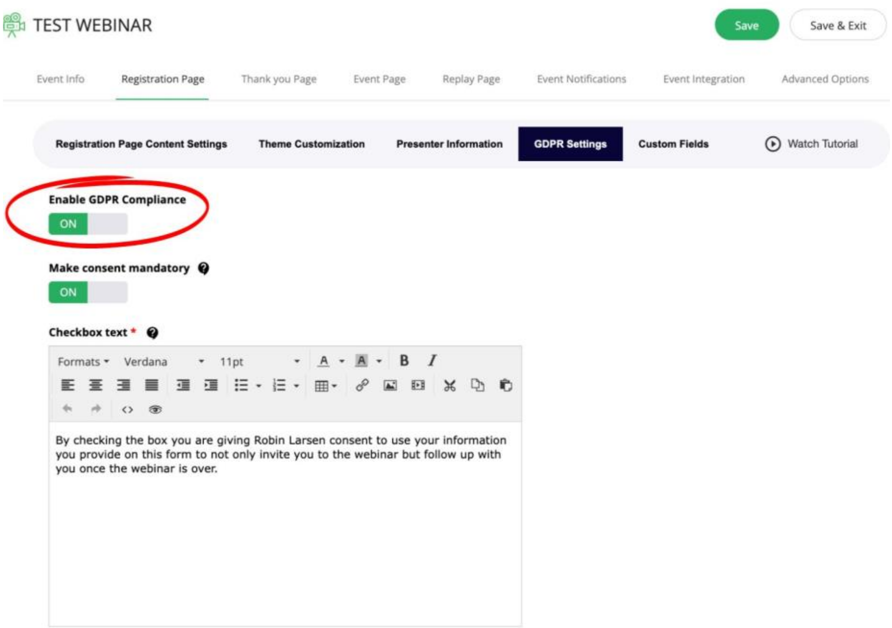
Do you want to add more info regarding the presenter of the webinar? You can do this to create authority and credibility.

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



Substep: GDPR-settings

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

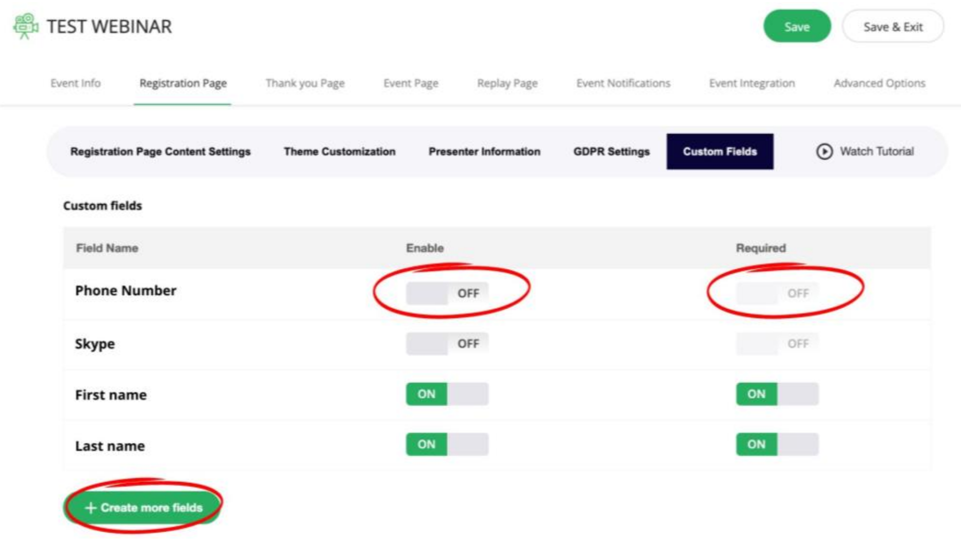


Substep: Custom Fields

These fields will be shown in the formular 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 registrer for the webinar.

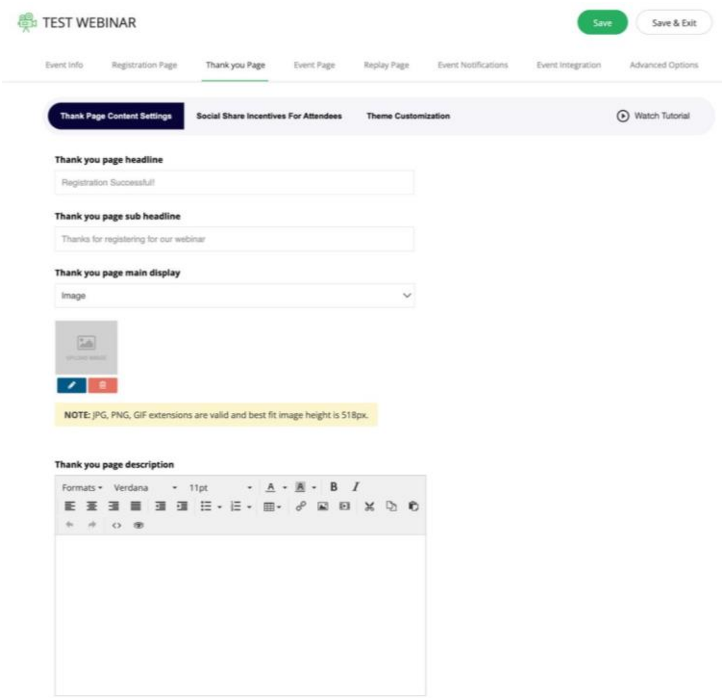
“E-mail” will always be a mandatory custom field when using [EasyWebinar](), which is why you cant see “e-mail” in these settings.



Step 5: Thank you-page

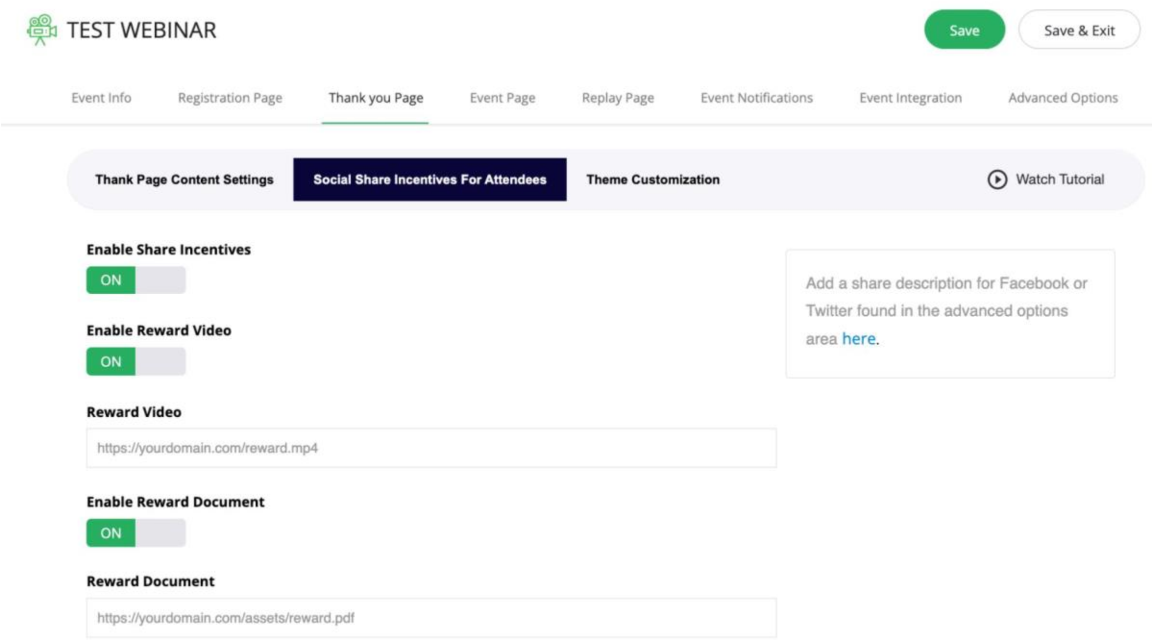
Substep: “Thank” page Content settings

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



Substep: Social Share incentives for Attendees

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



Step 6: Event-page

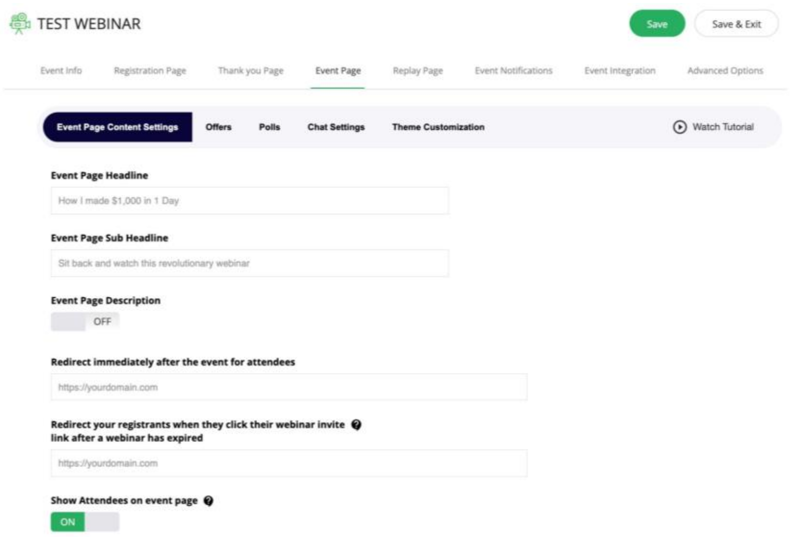
Substep: Event Page Content Settings

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.

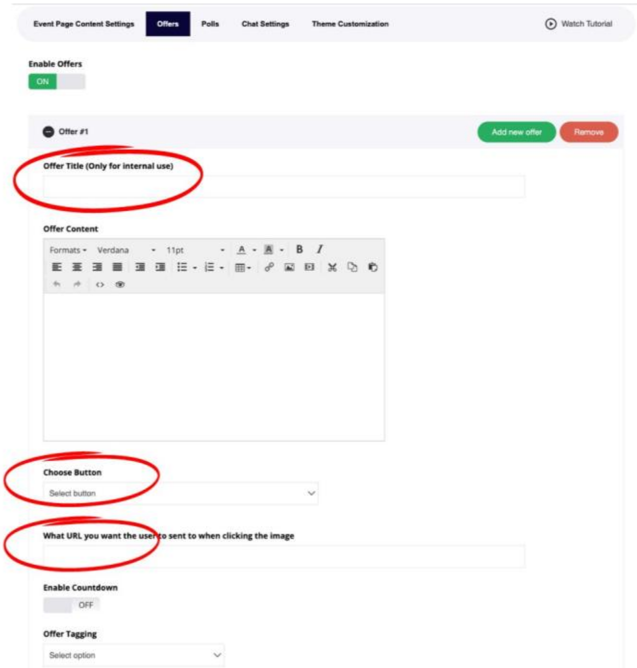


Substep:

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 attendes must click in order to proceed. You can even add a timer to create urgency regarding your offer.



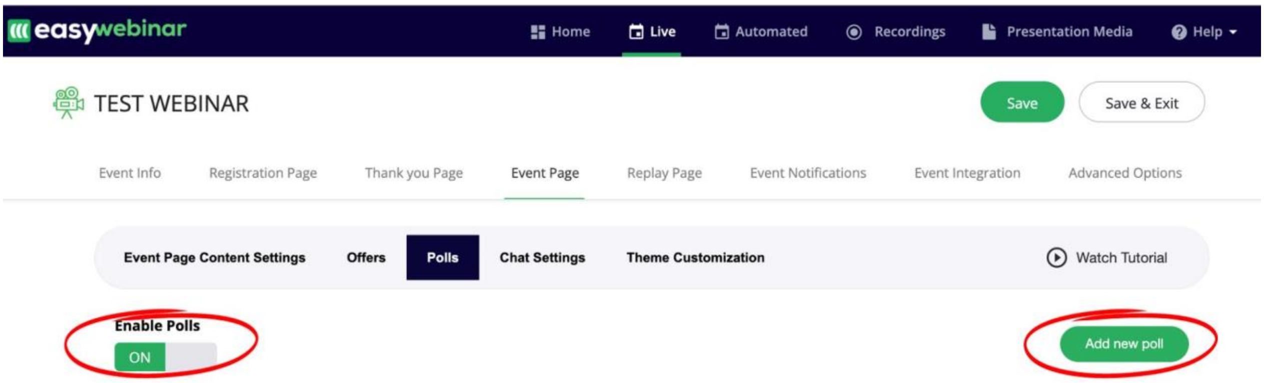
Substep:

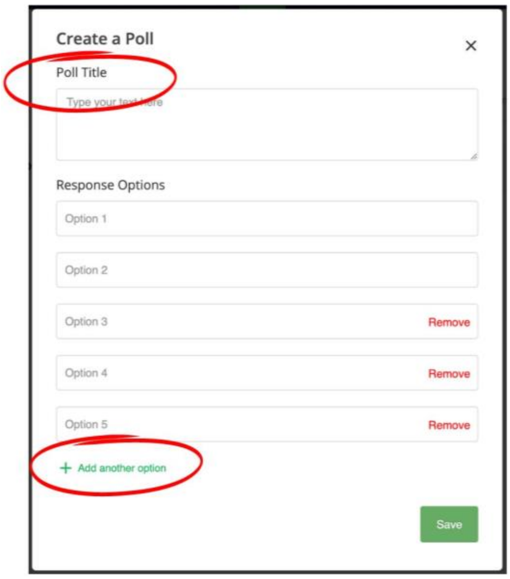
Polls

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.

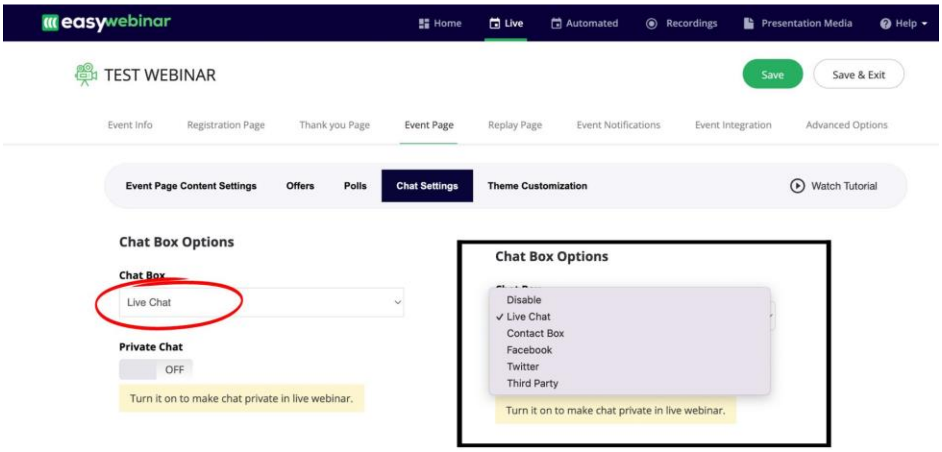




Substep:

Chat Settings

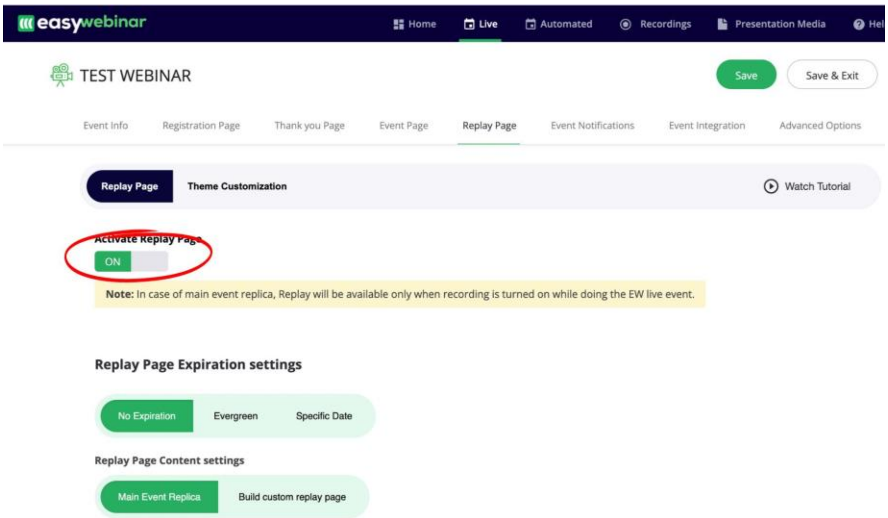
Choose your prefered chat option for the [webinar](#).



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 depht here in the next chapter.

Step 10: Advanced options

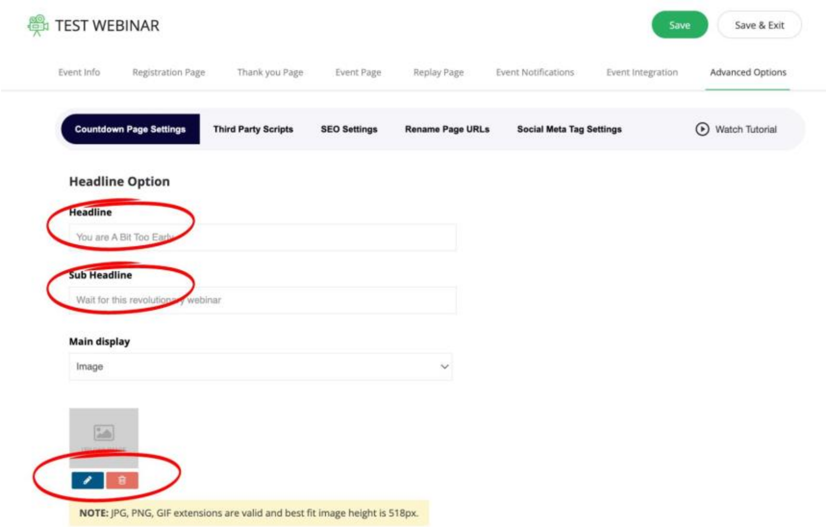
Substep: Countdown page settings

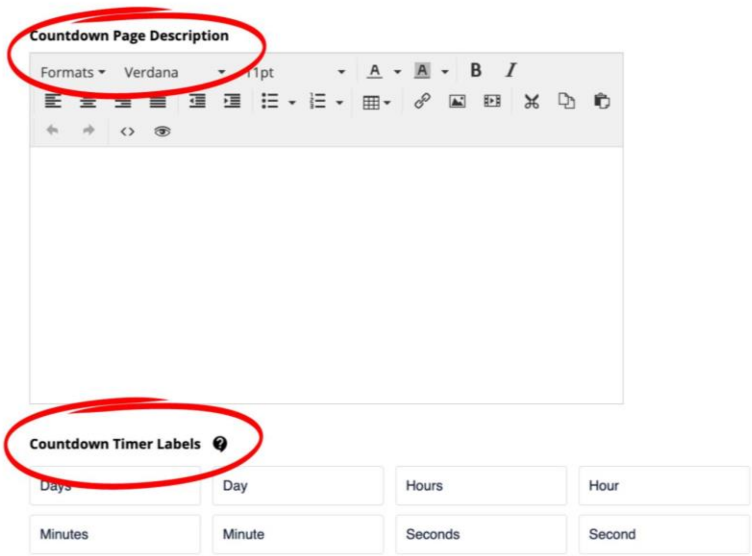
When a lead has registered your live webinar, EasyWebinar will create a unique link to join the webinar. The leads will receive this link through email (you'll learn this in the next step).

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

Start working on your countdown-page by adding:

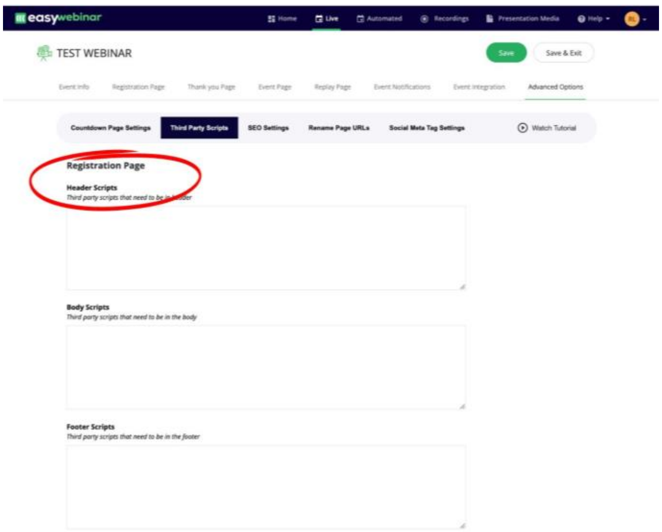
- Headline
- Sub Headline
- Add video or picture related to your webinar
- Page description regarding what the attendees can expect from your webinar
- Timer labels in your language





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 want to track the activity on your webinar pages, this is where you install the code.

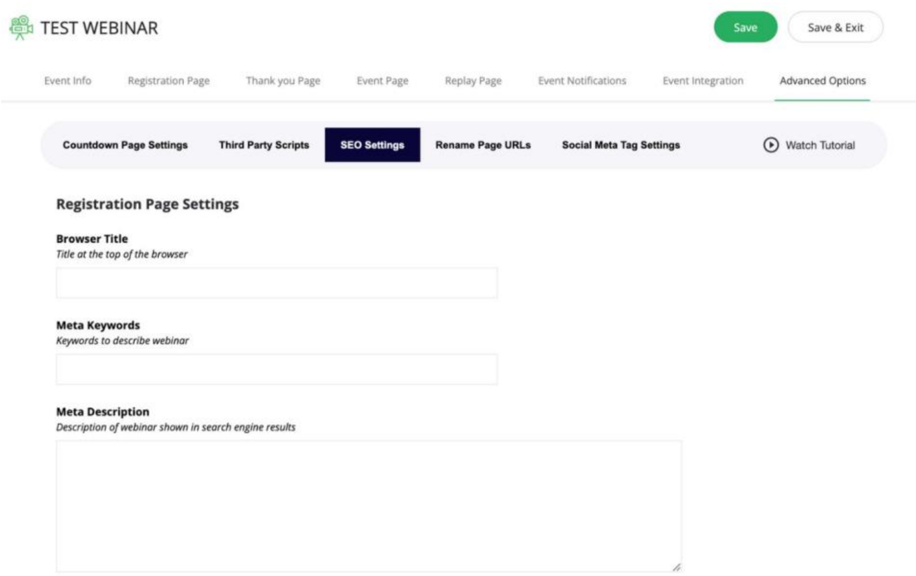


Substep: SEO settings

In the sections you can optimize your pages for SEO.

You can add the following to your webinar pages:

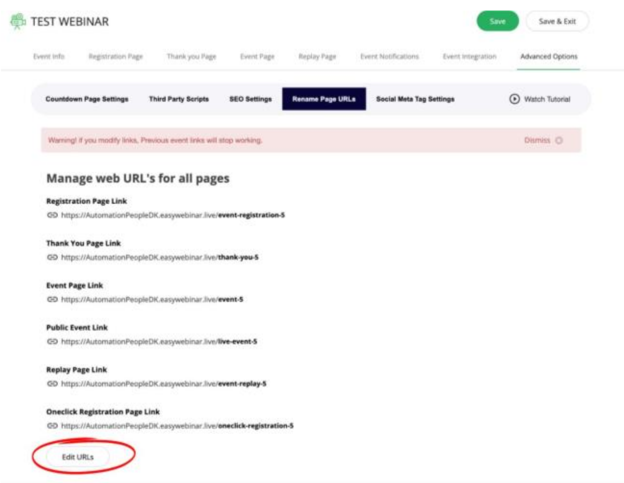
- Browser Title: Title at the top of the browser
- Meta Keywords: Keywords to describe webinar
- Meta Description: Description of webinar shown in search engine results



Substep: Rename page URLs

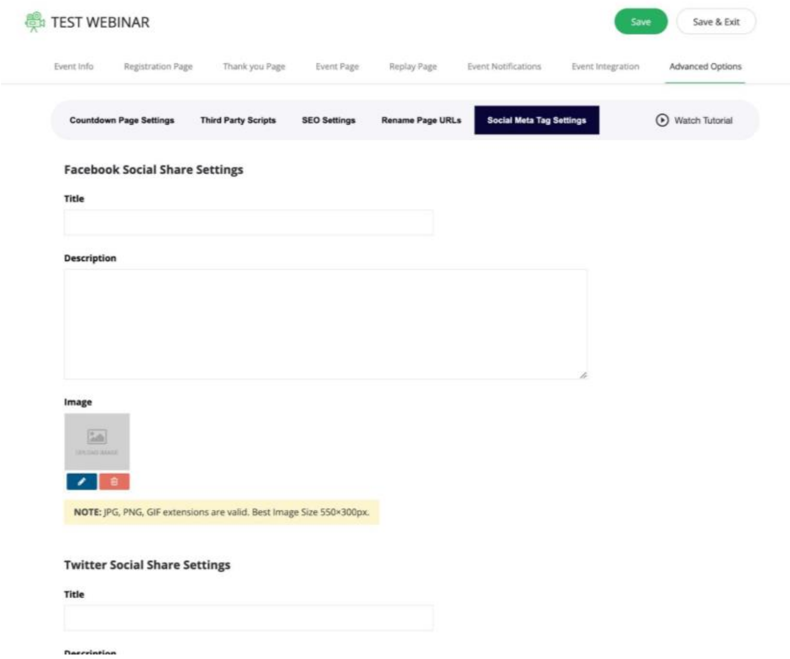
As the name of this section suggest, you have the option of editing your webinar URLs.

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



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.

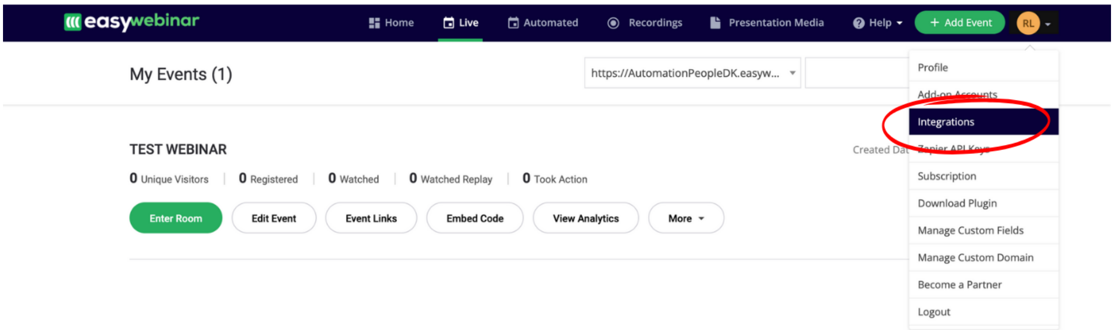


ActiveCampaign

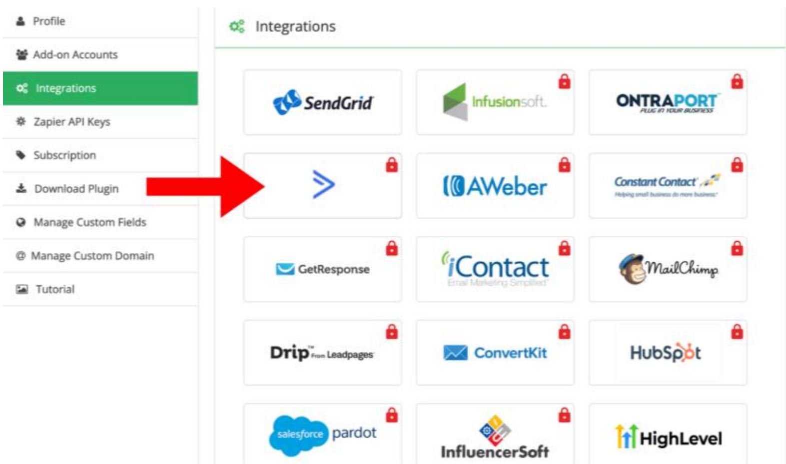
With EasyWebinar you have the opportunity to integrate with ActiveCampaign. This will help you syncronise your leads directly, and you will have access to all ActiveCampaigns features, some of which we will cover in this chapter.

Start by integrating ActiveCampaign and EasyWebinar

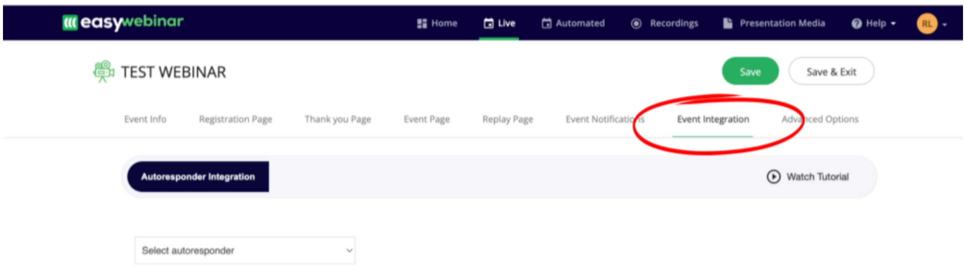
From the homepage navigate to the settings and click “Integrations”:

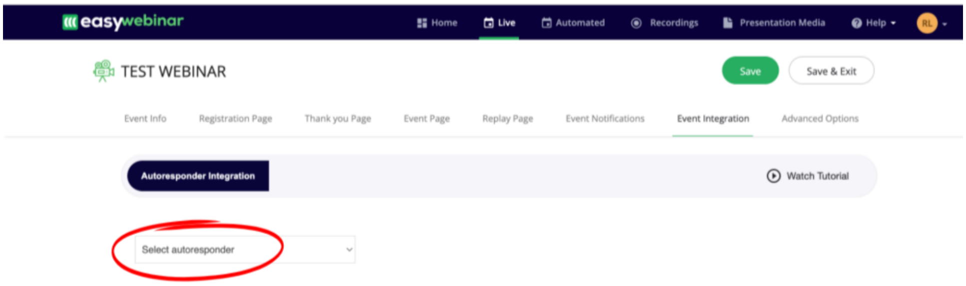


You will see a page with a list of softwares – Locate ActiveCampaign and continue:

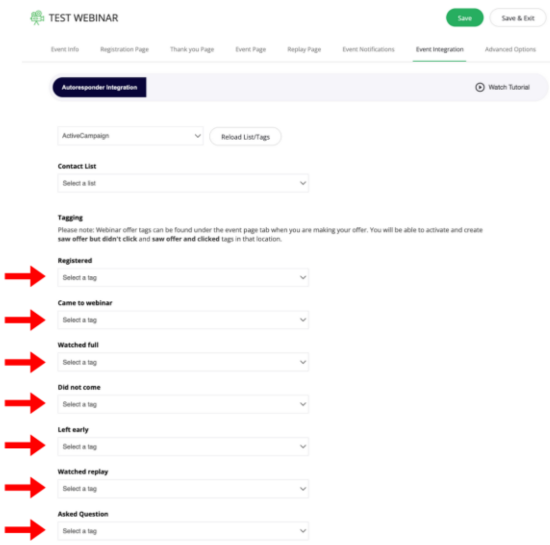


Once you have integrated ActiveCampaign with EasyWebinar, go back the webinar click "Edit Event" and click "Select Autoresponder" and locate ActiveCampaign on the list.





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:

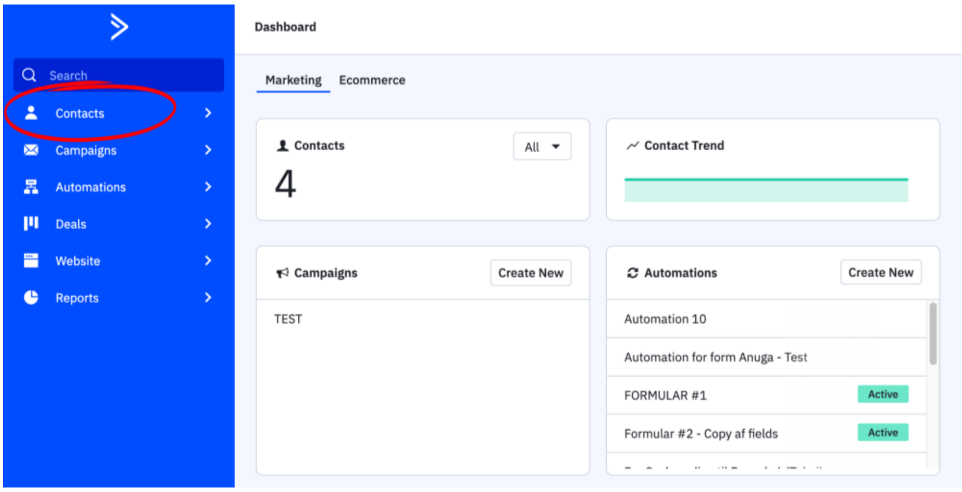
Tags display essential contact data quickly and easily. In our migration guide, we define tags as the CliffNotes of contacts' histories with your business. Your contacts cannot see the tags you apply to them, as tags appear only on internal contact records. You can segment and target contacts with common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

Custom Fields explained:

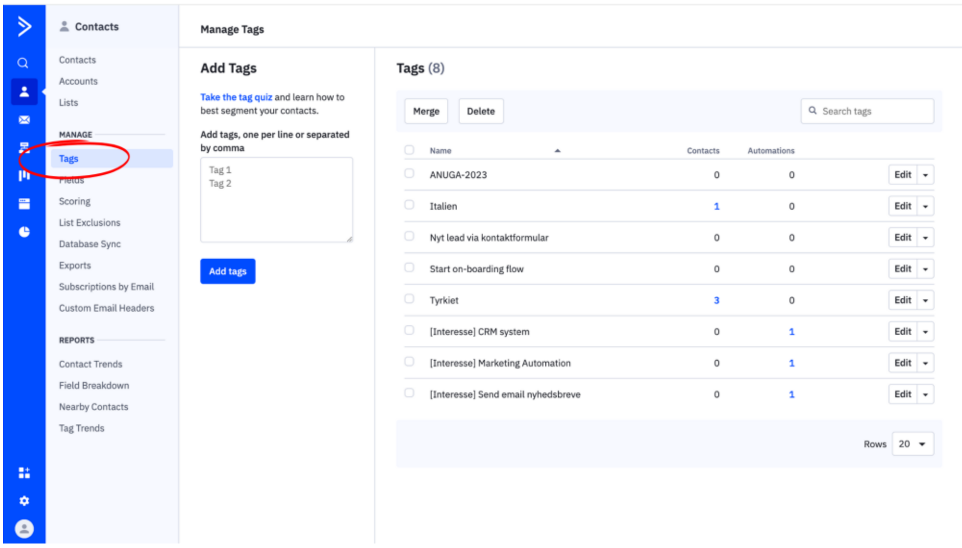
Custom fields store data that is permanent and unique to each contact. For instance, the ActiveCampaign user in the above example wanted to know the following: Type of pet contacts own. Twitter handle. Birthday – You name it.

How to create "Tags" in ActiveCampaign:

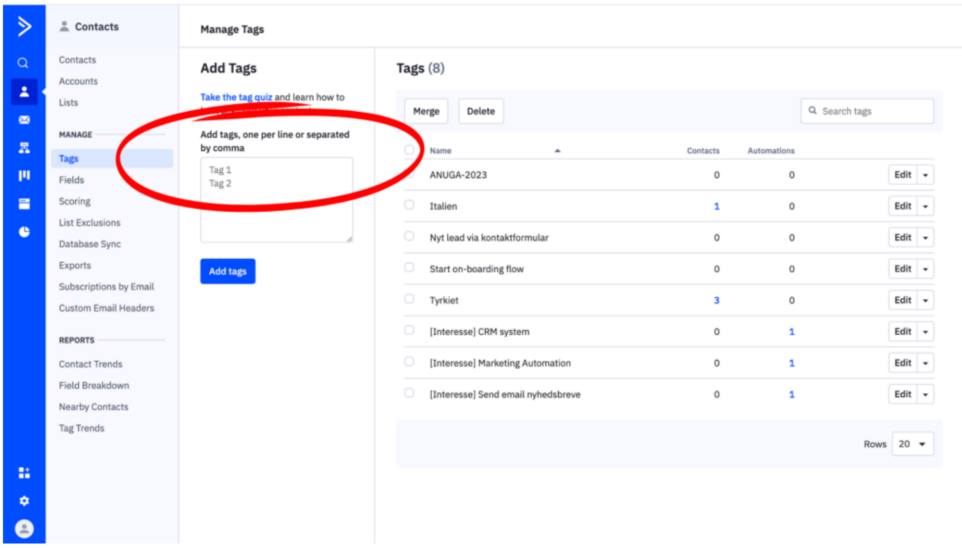
Navigate to contacts:

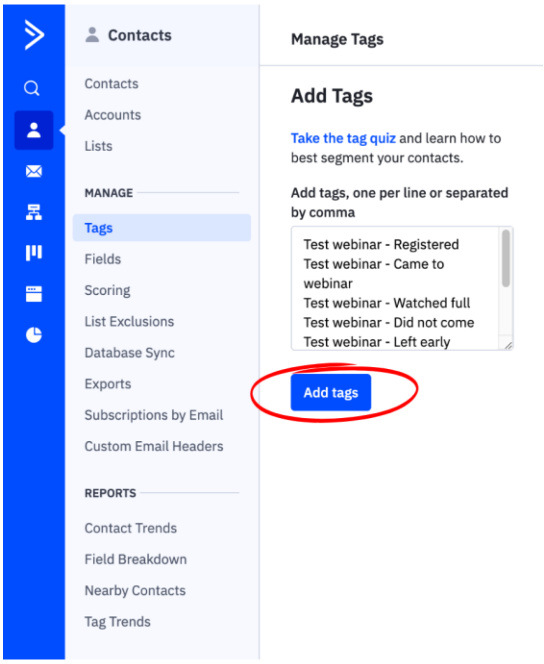


Click "Tags"

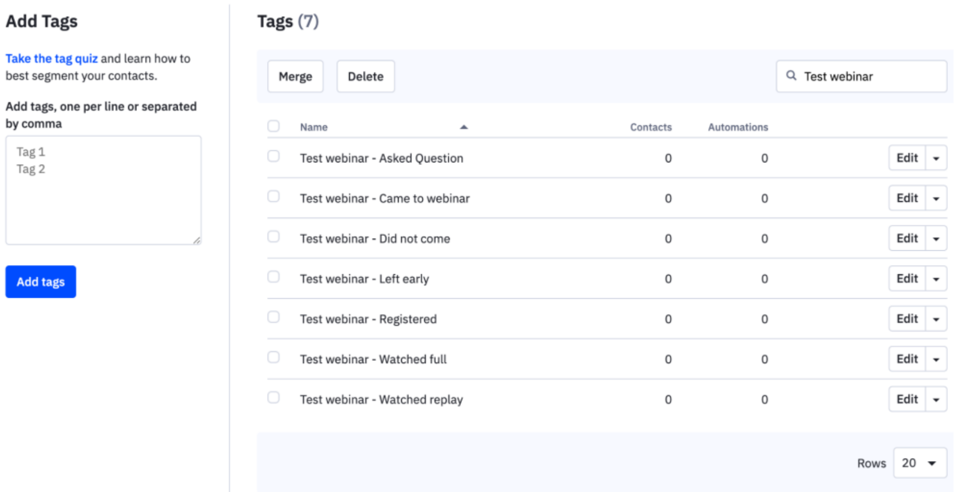


Add tags, one per line or separated by comma



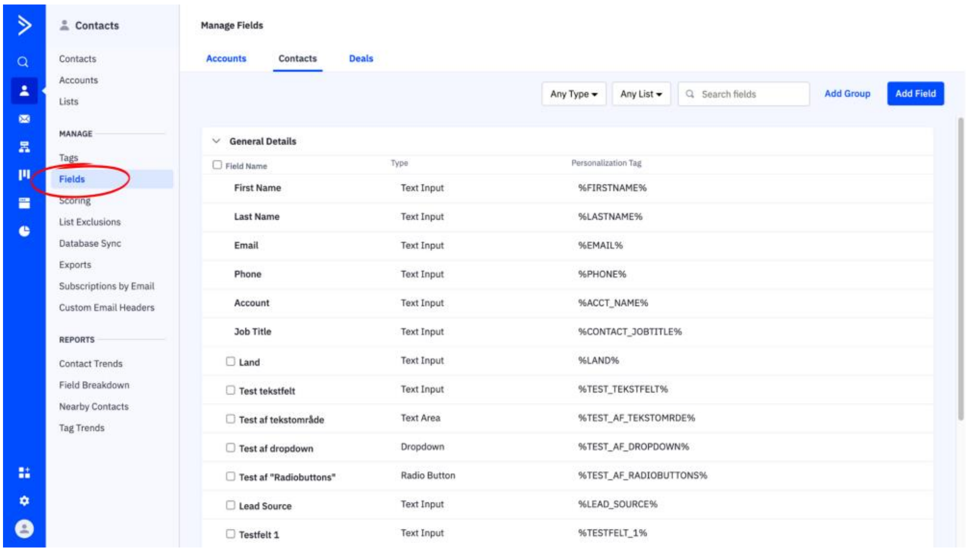


You tags will now appear on the list of tags:



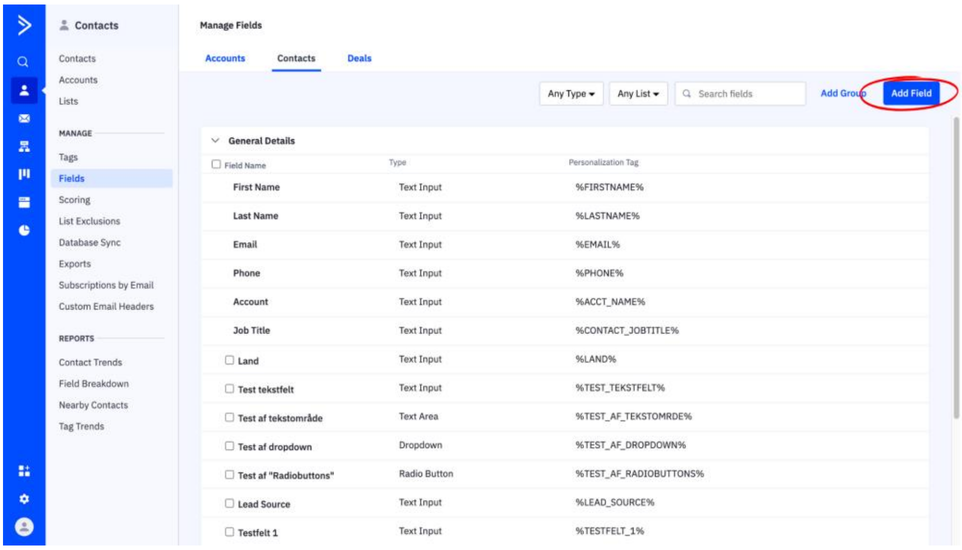
How to create “Custom Fields” in ActiveCampaign:

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.

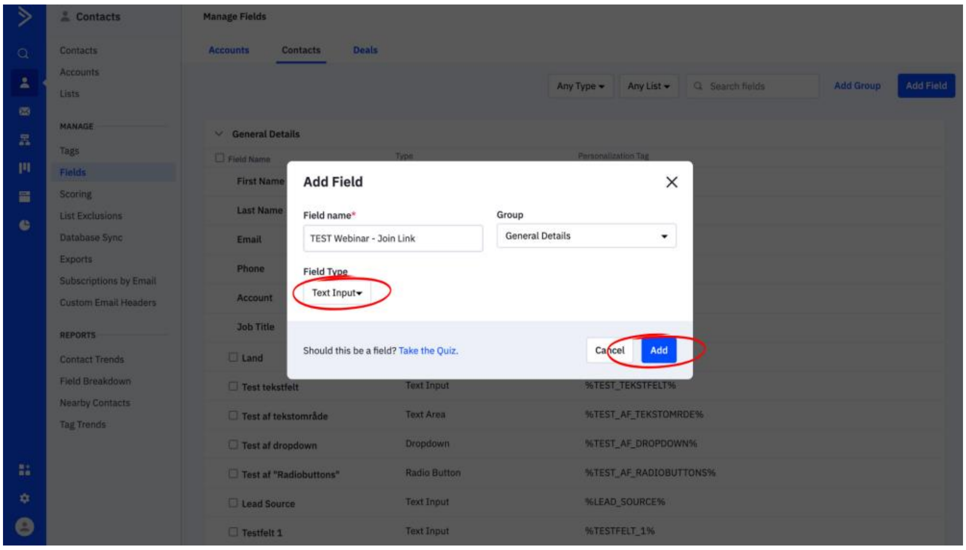
Click “Add Field” in the top corner:



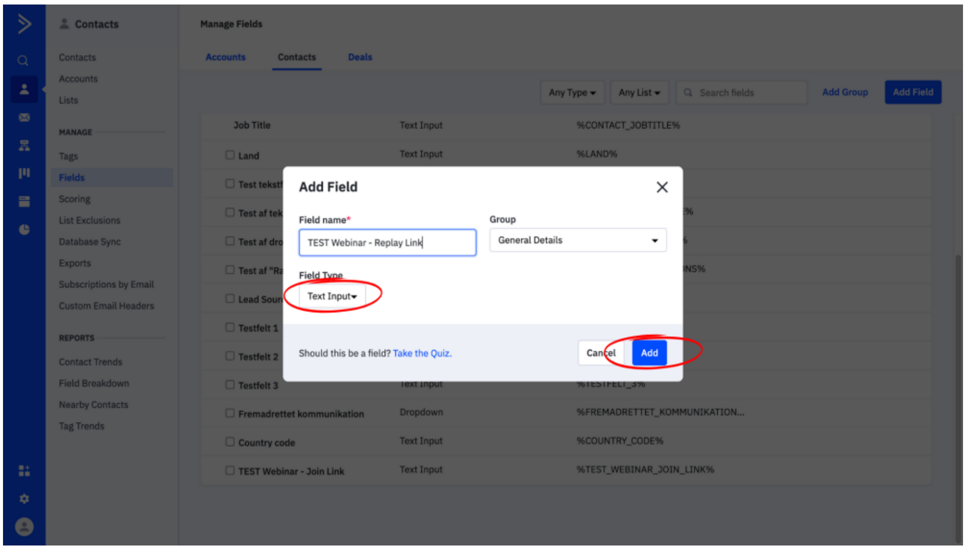
You want to add two custom fields a “Join Link” and a “Replay Link”.

Add your fields like this:

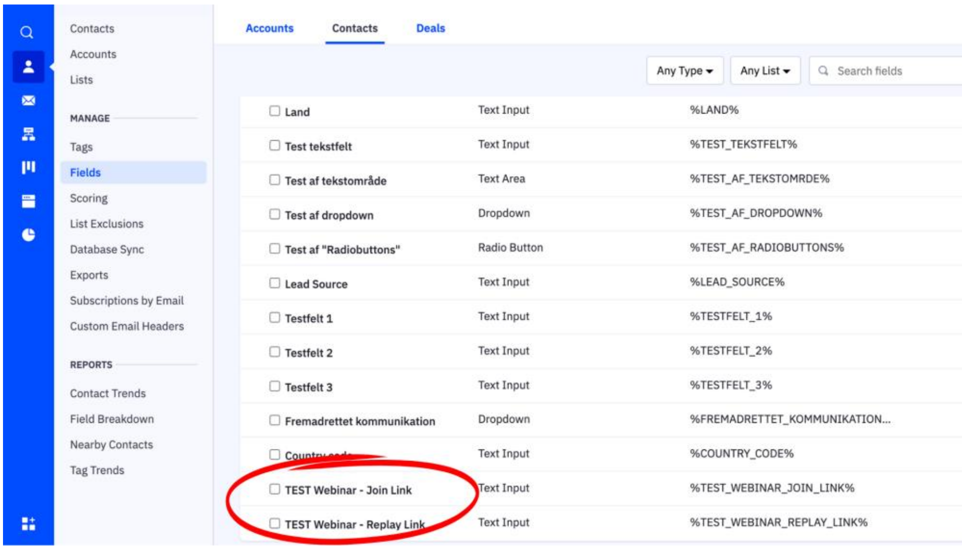
Join Link: Unique link for joining the live webinar



Replay Link – Unique link for replay



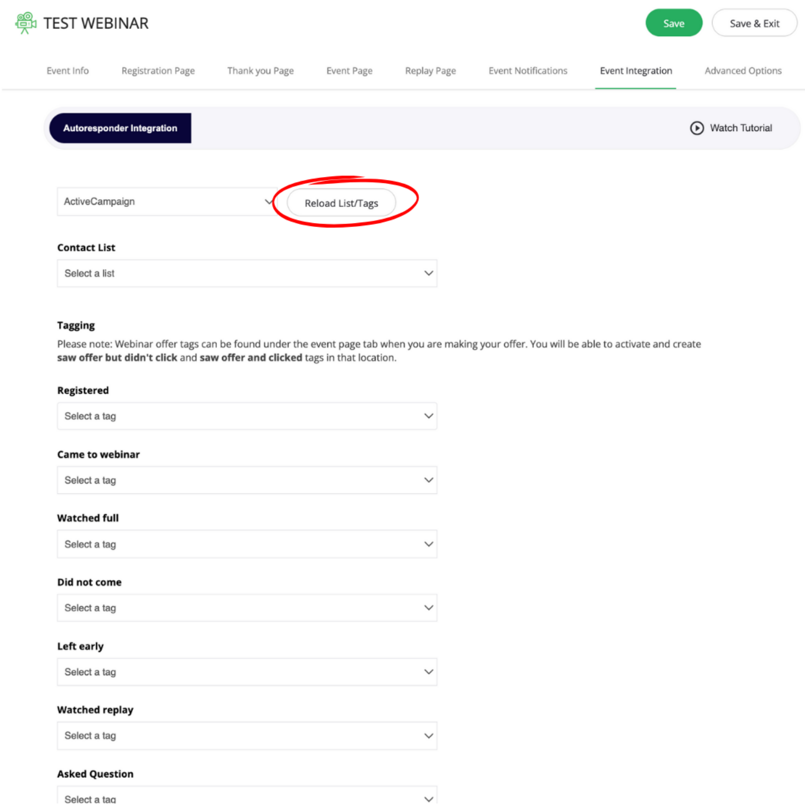
After you have added the fields, they will appear on the list:



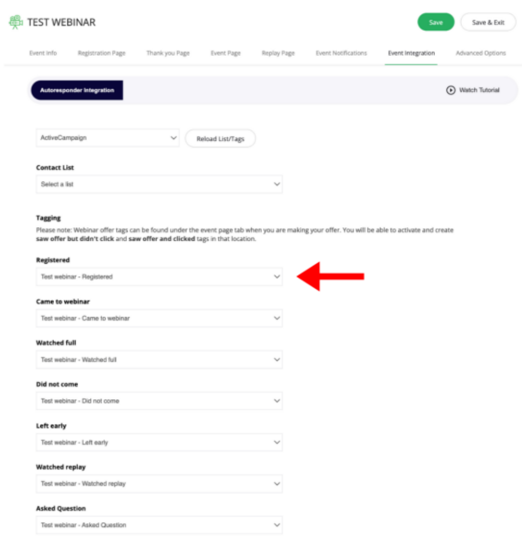
Now we have to insert the created tags and custom fields inside [EasyWebinar](#).

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:



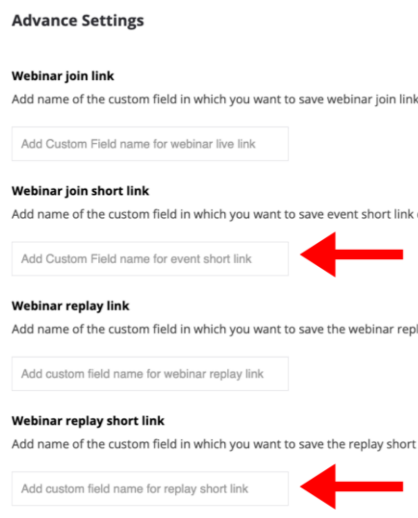
Now you go through each option, and select the tags that fits the description. When you click the dropdown menu, all your tags from ActiveCampaign will appear.



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

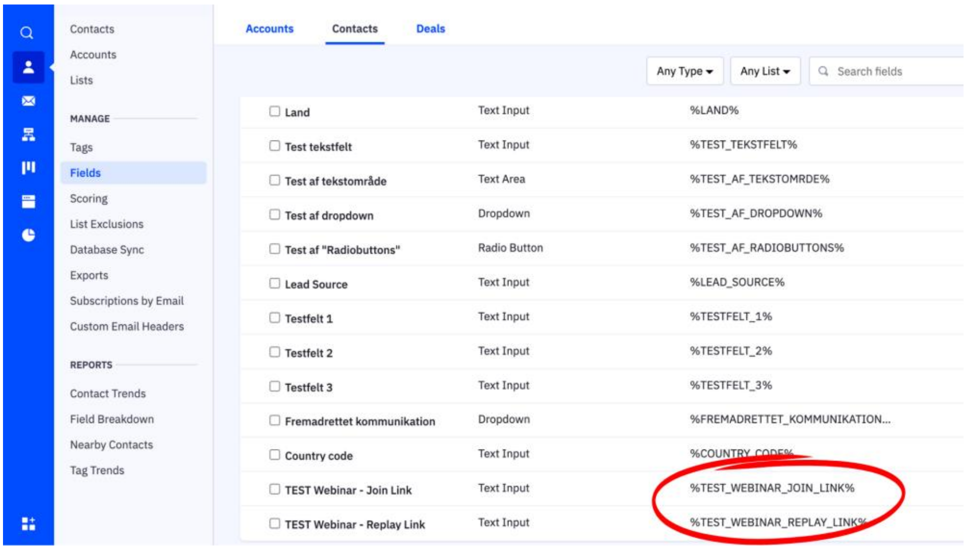
This is Custom Field we created in ActiveCampaign, and this will help us create an unique webinar link for each registrant.

You will see the fields here:

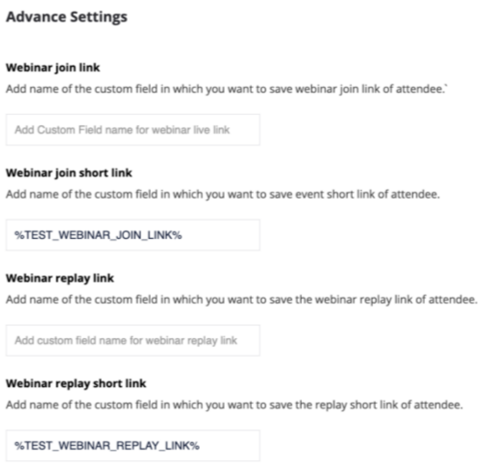


You will find the input for each of these fields in ActiveCampaign.

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



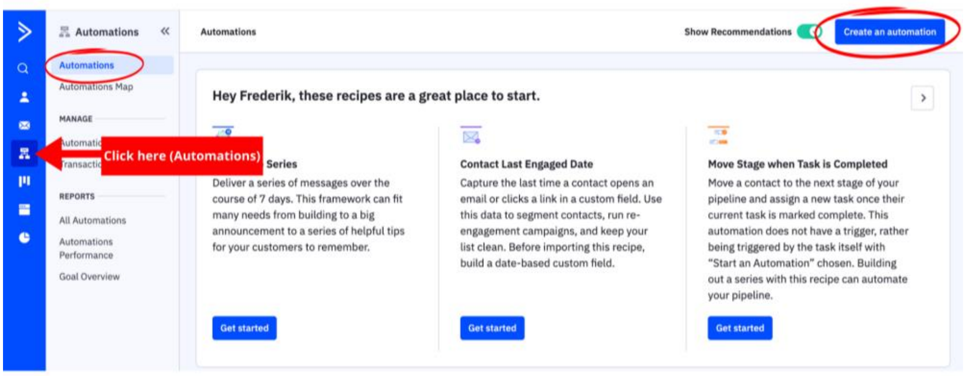
Copy those, and insert them correctly in EasyWebinar - like this:



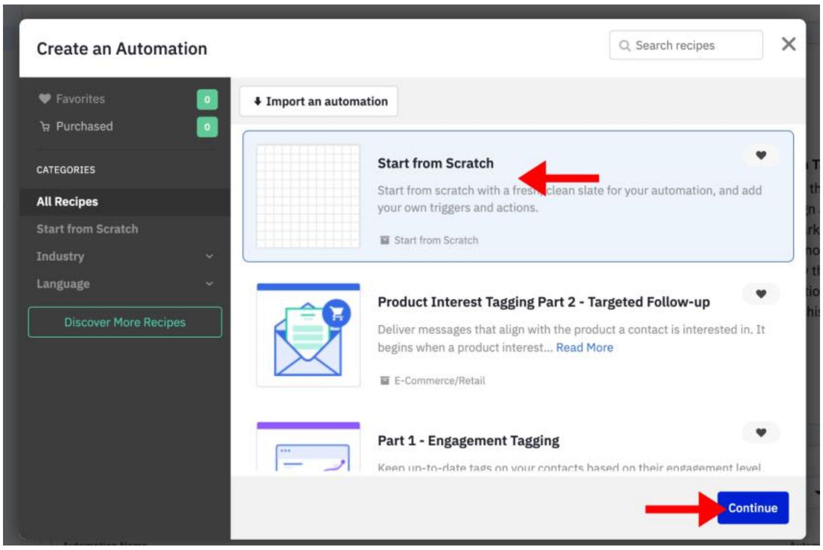
Now you are ready to use the webinar links, and add them to your emails.

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

Navigate to "Automations" and click "Create an automation":

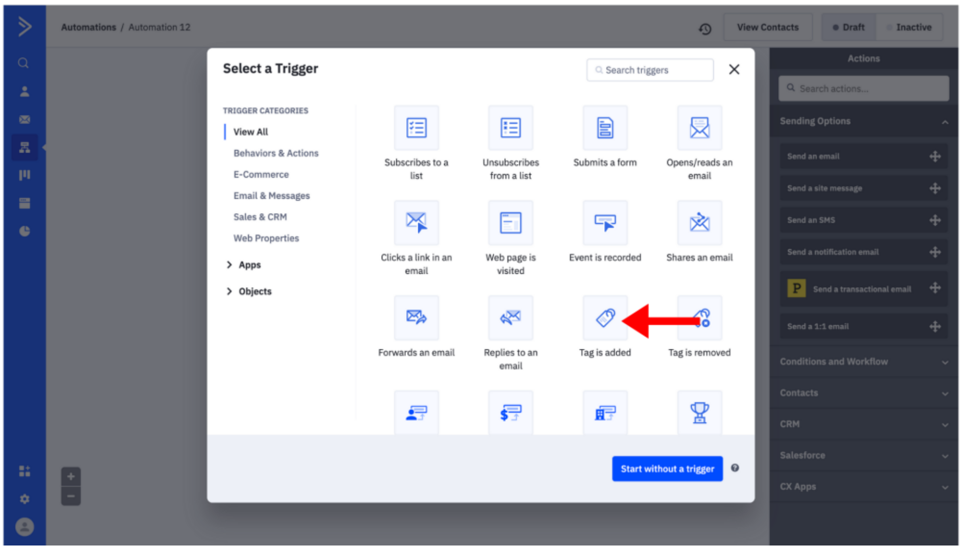


You will then be met by this image, click "Start from Scratch":

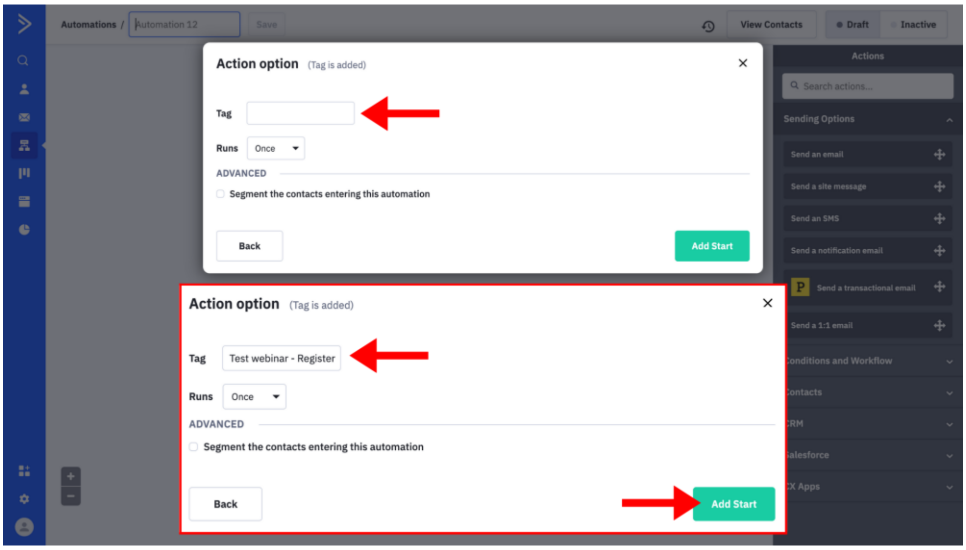


All automations begin with a "Trigger" which starts the flow.

Choose "Tag is added":

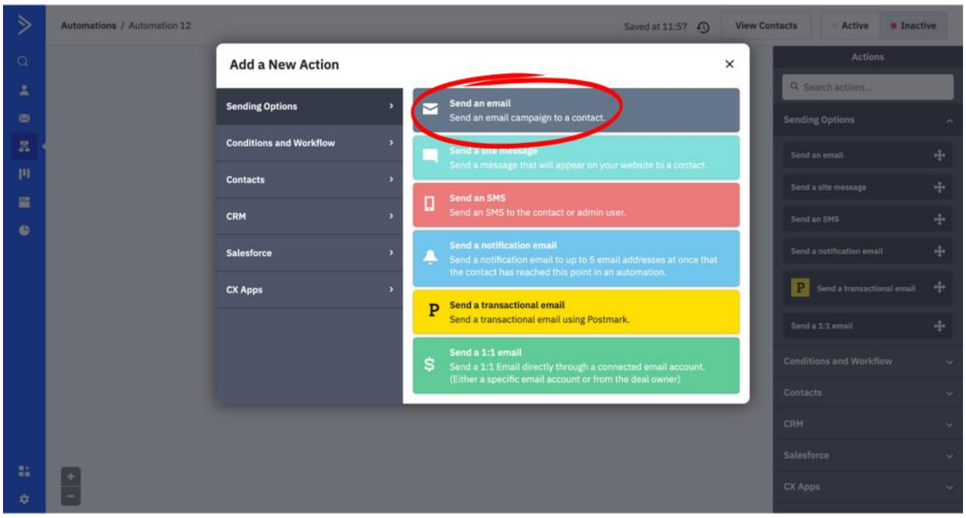


And search for the “Registration”-tag which you created earlier:



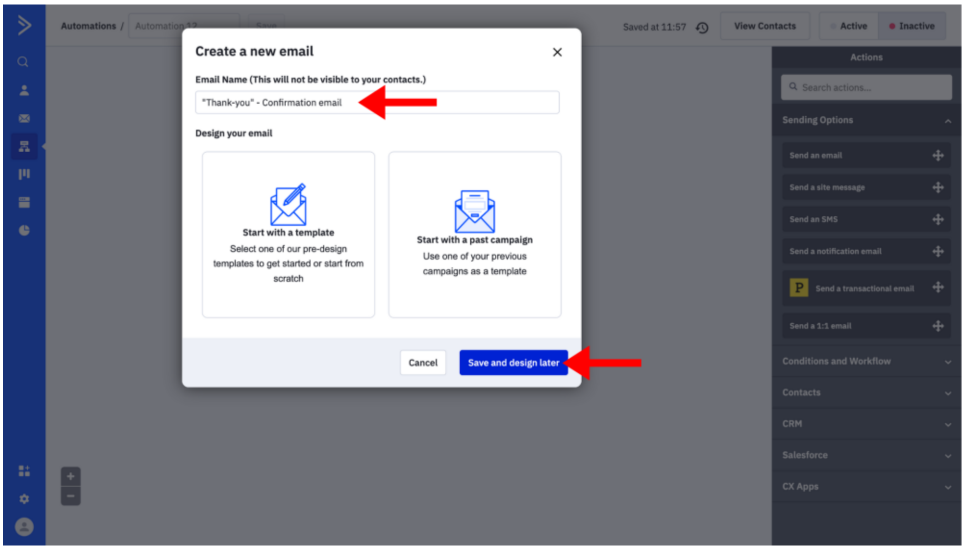
The trigger is now set, and ActiveCampaign want to know your next action.

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!

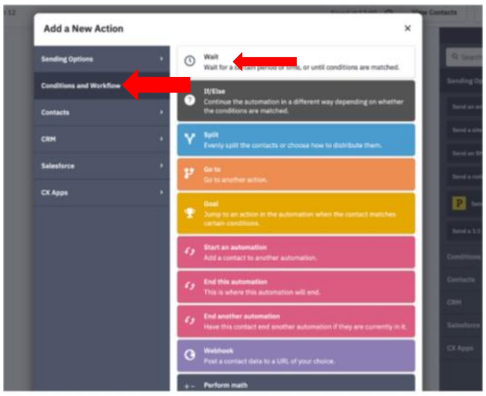
Now we want to add more emails to the automations. You can test how many email prior to your webinar you want to send, and see how it affects the performance of the webinar.

You should always have a few reminder email, to increase the likelyhood 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.

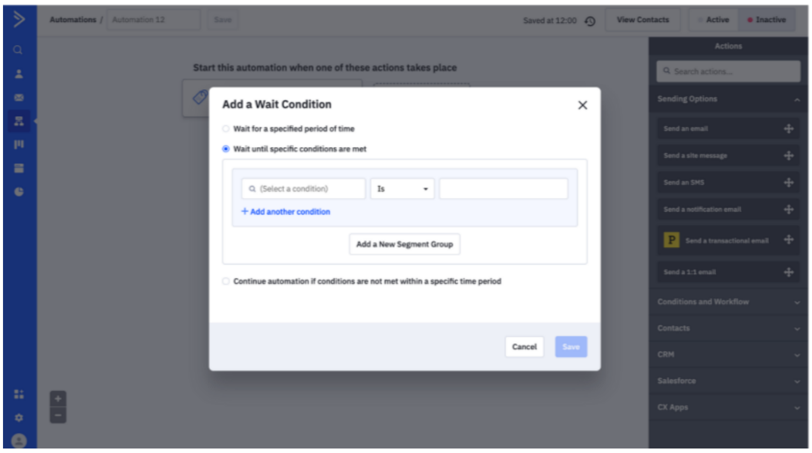
Click the small “+” button in your automation, as showed on the previous picture, to get started.

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



Click “Waint until specific conditions are met”.

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

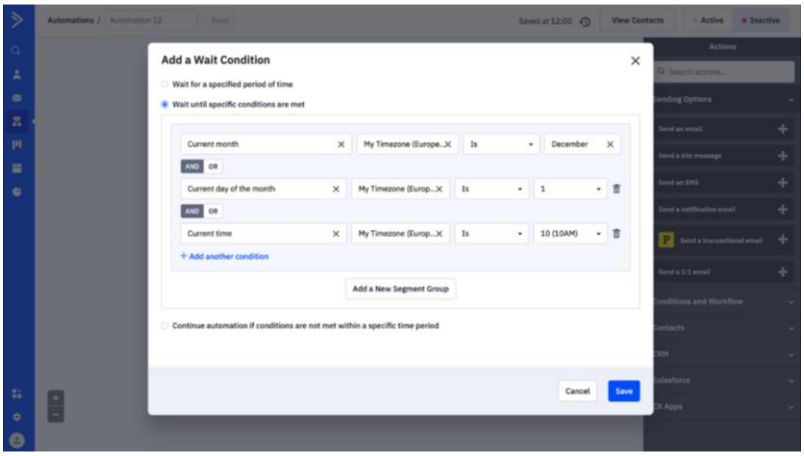


Search for the following:
“Current month”
“Current day of the month”
“Current time”

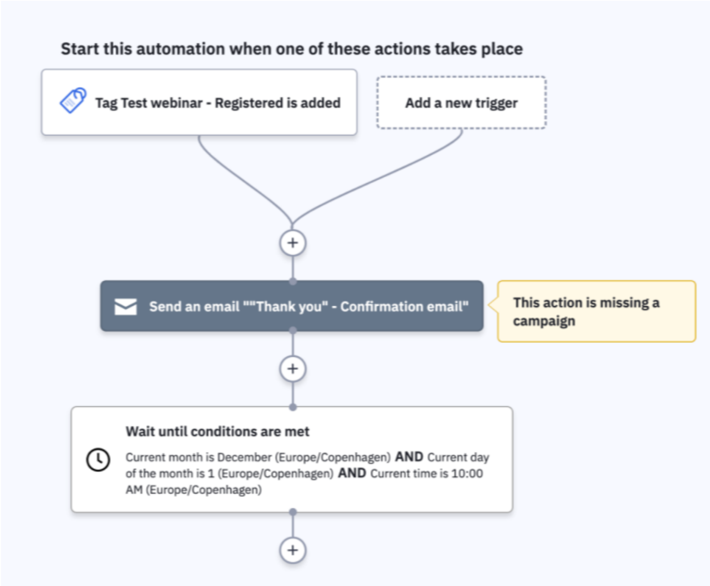
In this case the next email will be sent the 1st of december at 10 am.

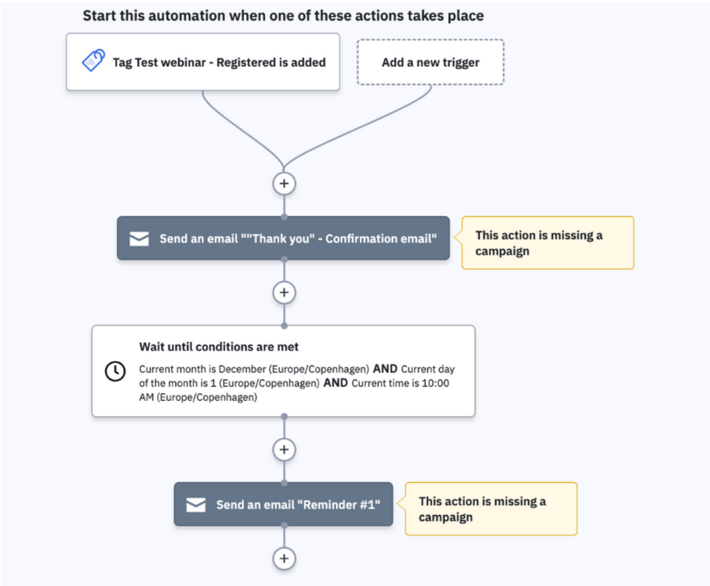
Reminder to click “Add another condition” in order to include all the conditions.

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).

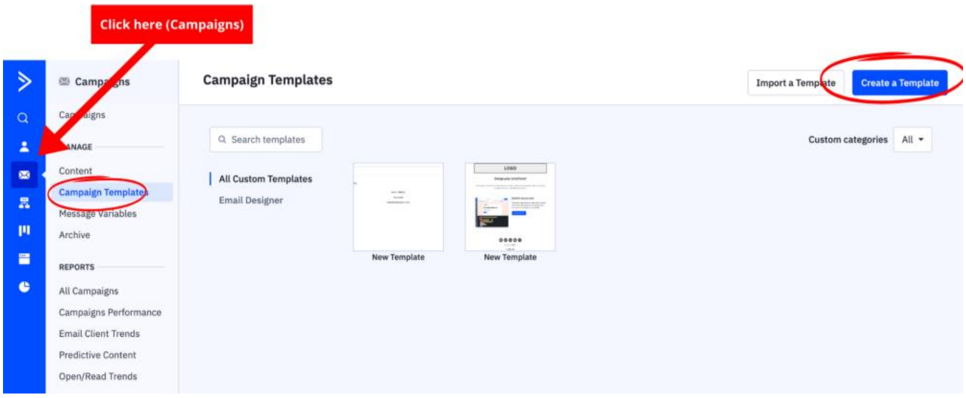

Start this automation when one of these actions takes place
Tag Test webinar - Registered is added
Add a new trigger
Send an email ""Thank you" - Confirmation email"
This action is missing a campaign
Wait until conditions are met
Current month is December (Europe/Copenhagen) AND Current day of the month is 1 (Europe/Copenhagen) AND Current time is 10:00 AM (Europe/Copenhagen)


Start this automation when one of these actions takes place
Tag Test webinar - Registered is added
Add a new trigger
Send an email ""Thank you" - Confirmation email"
This action is missing a campaign
Wait until conditions are met
Current month is December (Europe/Copenhagen) AND Current day of the month is 1 (Europe/Copenhagen) AND Current time is 10:00 AM (Europe/Copenhagen)
Send an email "Reminder #1"
This action is missing a campaign

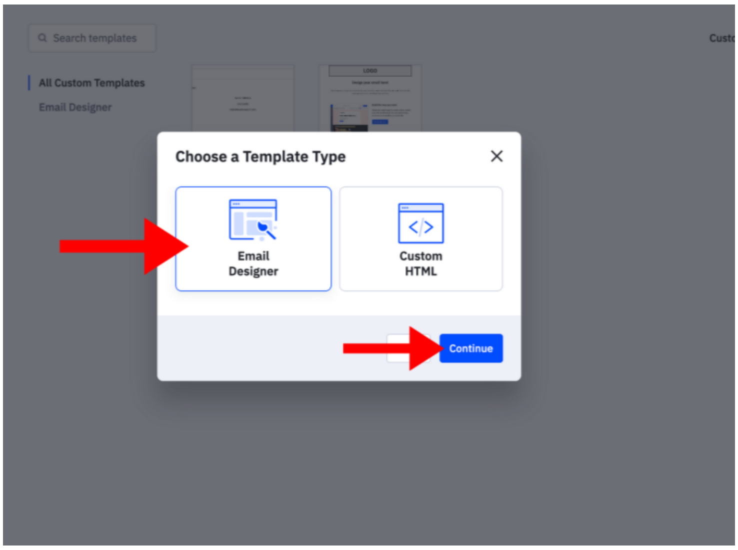
Alright! Lets look at the content of your emails.

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:

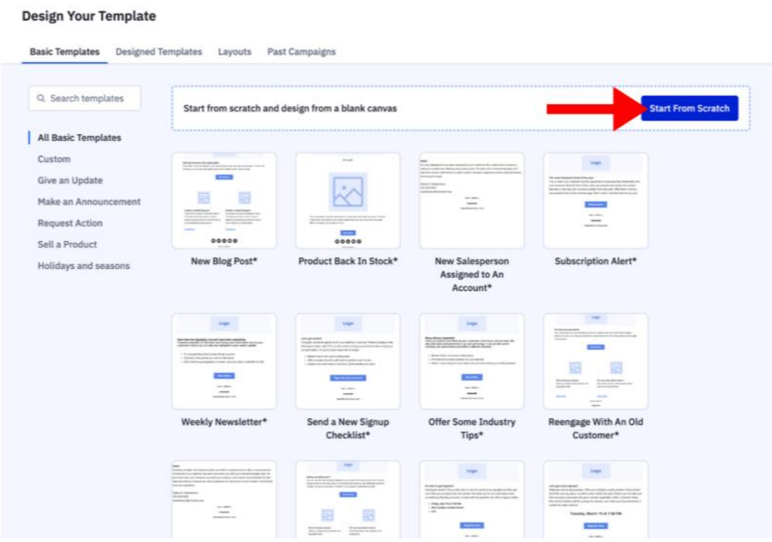


Choose “Email designer” and continue:



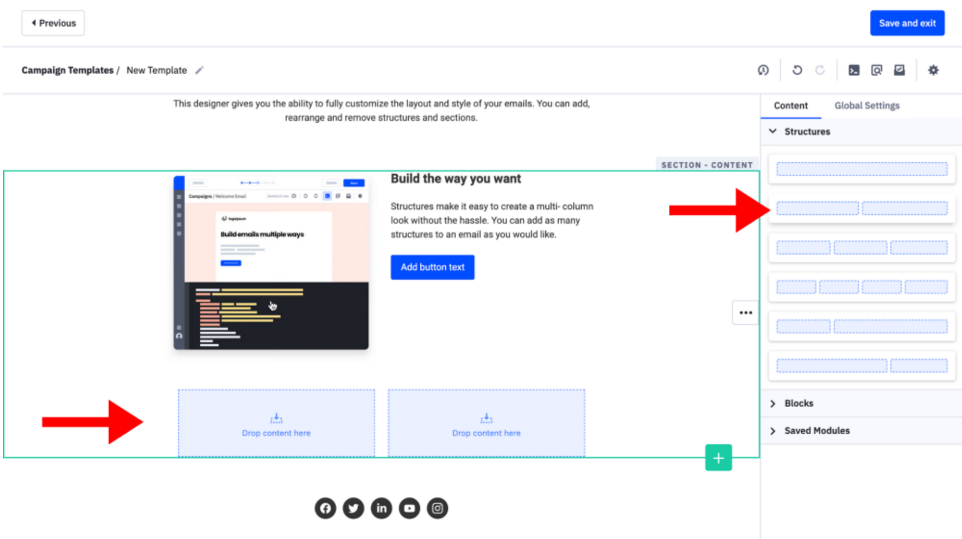
You will now see alot of templates to choose from – feel free to explore.

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

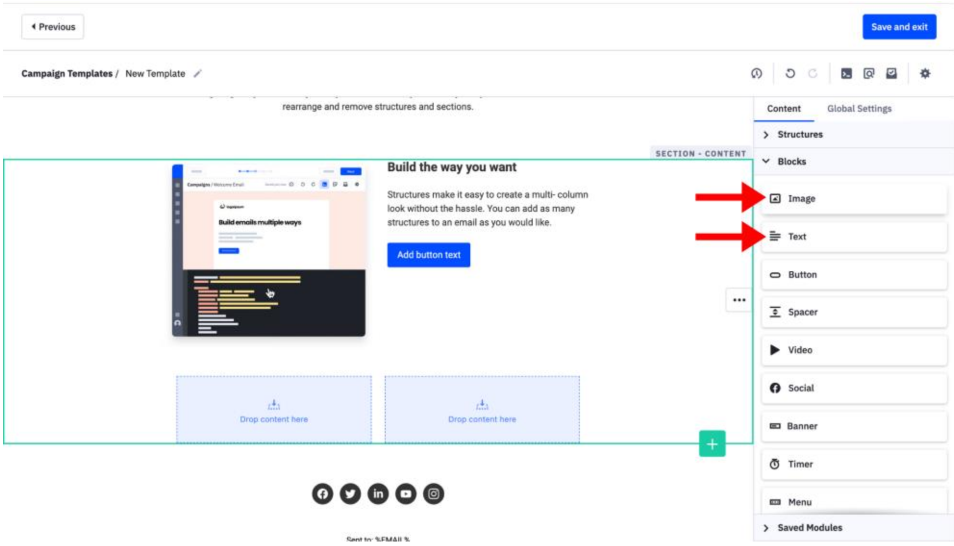


You will have tons of building blocks to create your perfect emails, and you have to spend some time exploring these options.

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

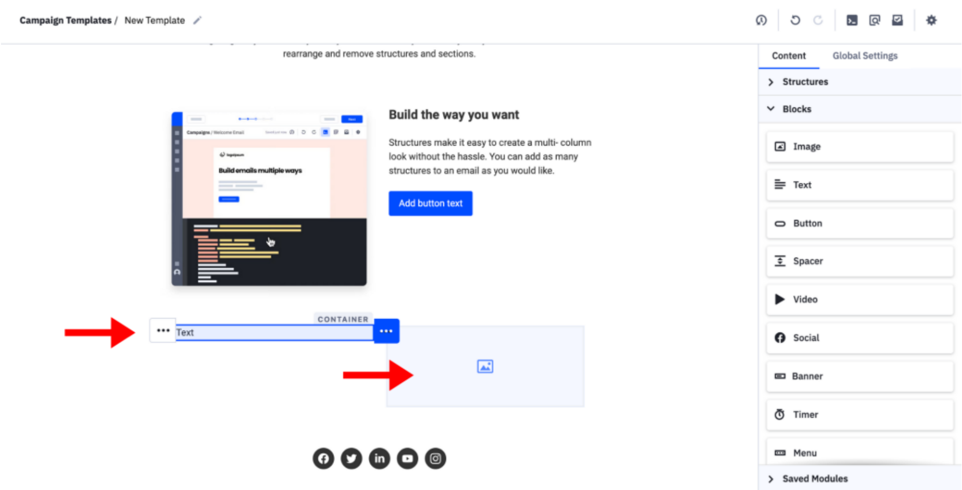


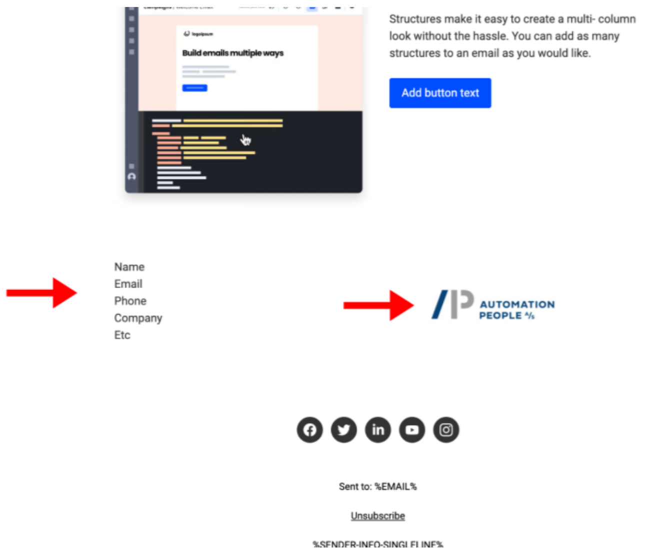
Afterwards we will navigate to “Blocks”, and drag-and-drop an “Image”- and a “Text”-block to your structures:



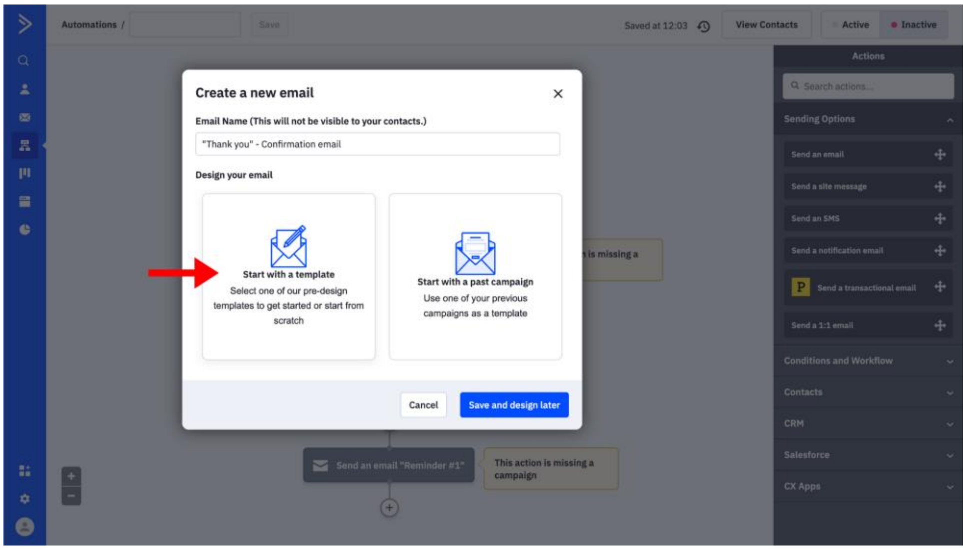
Now we can add text and a picture.

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



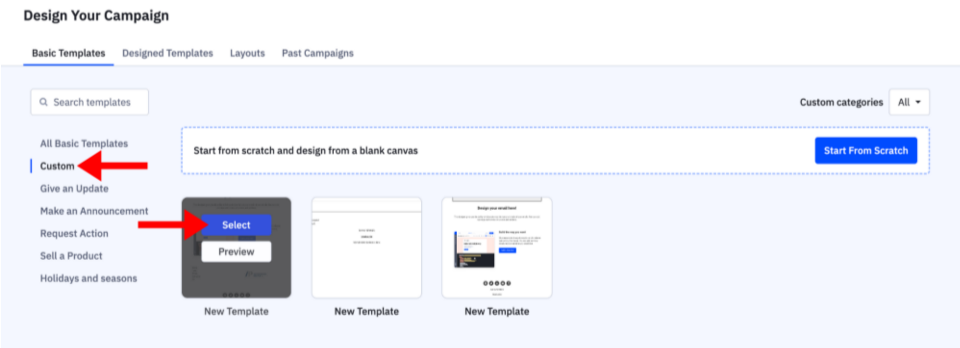


Now head back to your automation, click on the email you want to edit and select “Start with a template”:

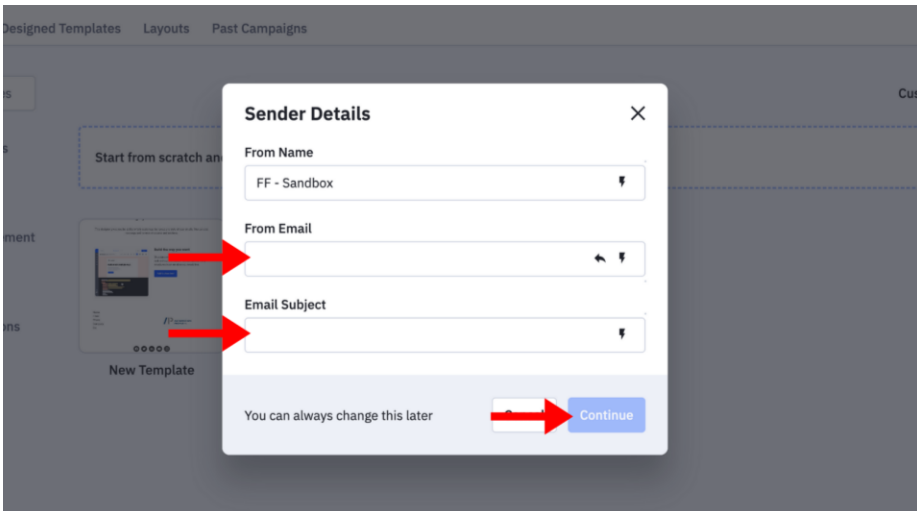


.

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

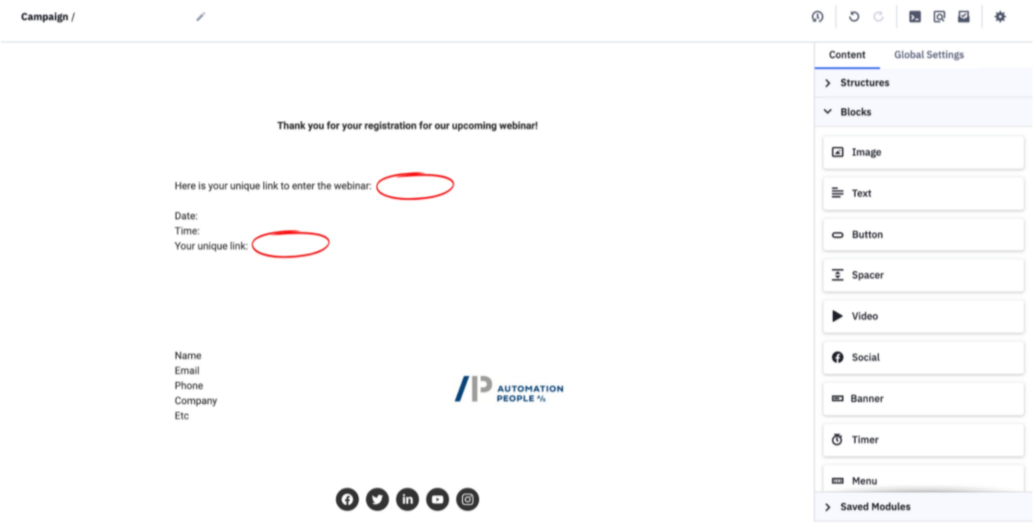


Add sender details to your mail and continue:

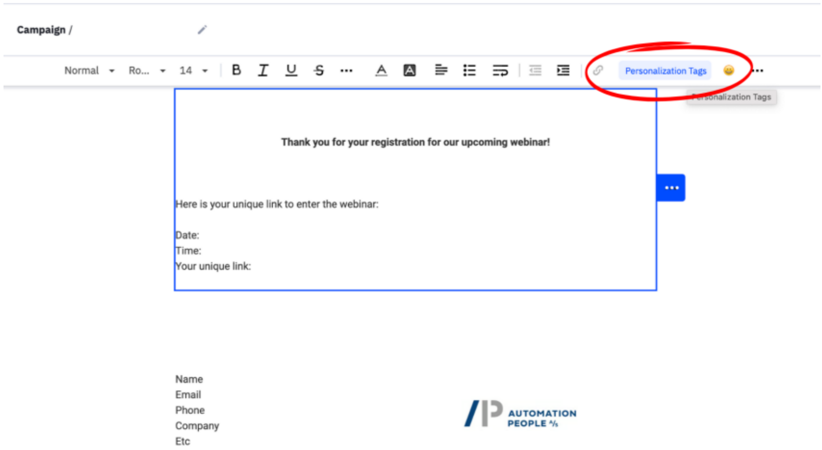


I have done a little editing to the email and added a little text for our registration email – just keeping it simpel.

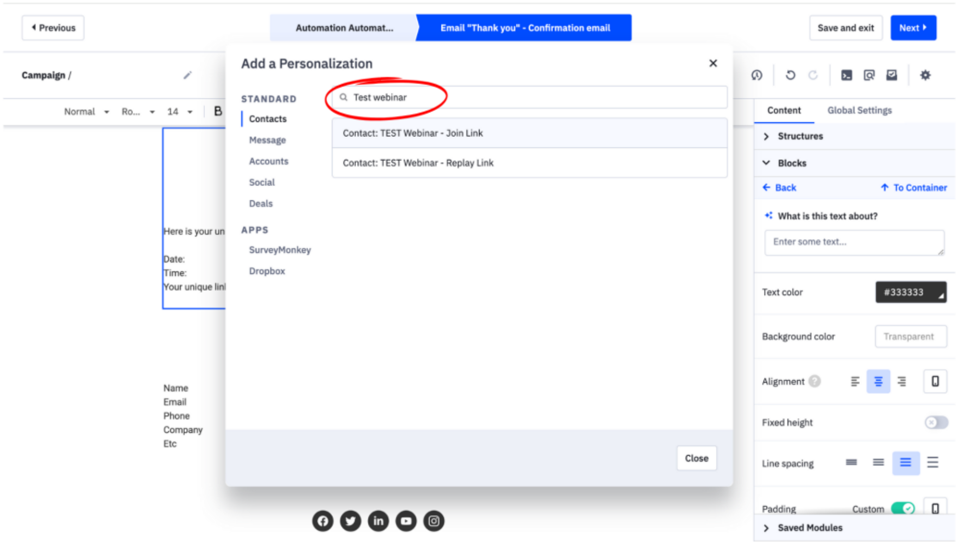
As you can see on the picture below, we only need our join links which was created earlier:



In order to insert your webinar links, click on the "Personalization Tags" (remenber from earlier?):

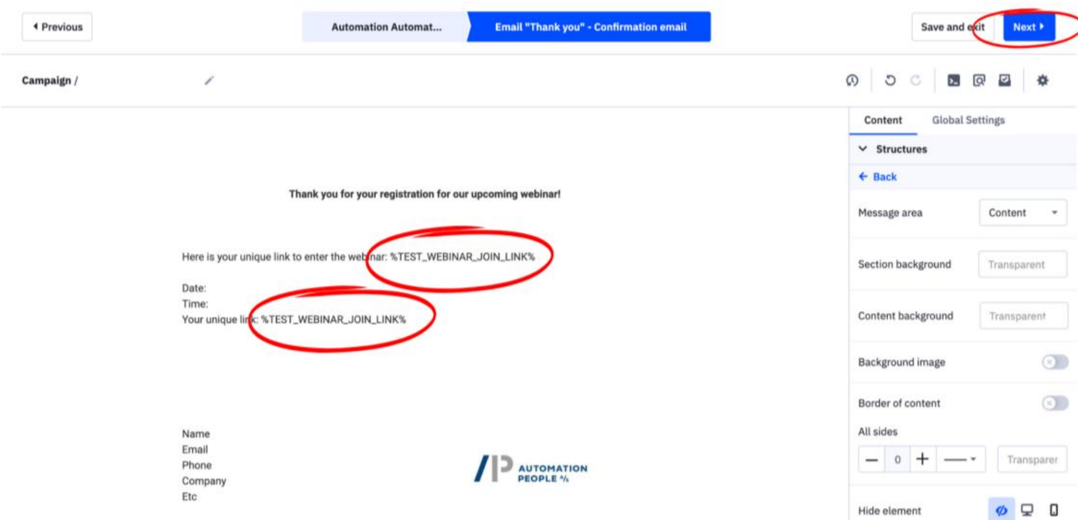


Search for the custom fields we created earlier and they will appear in your email:



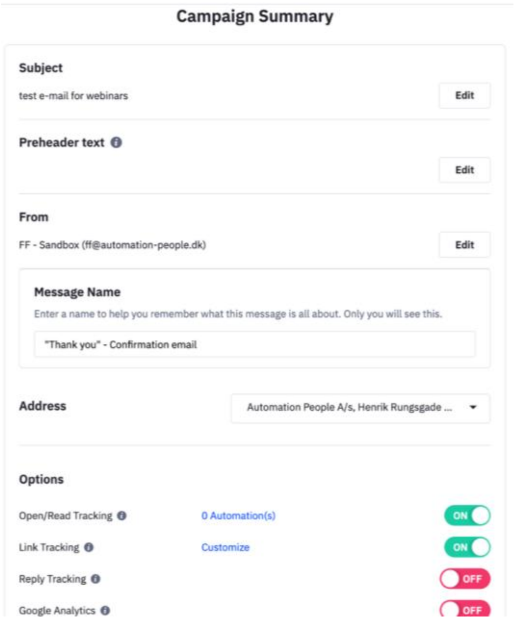
Just like this (you have to follow this proces each time you want to insert the link).

Click “Next” when you are done:

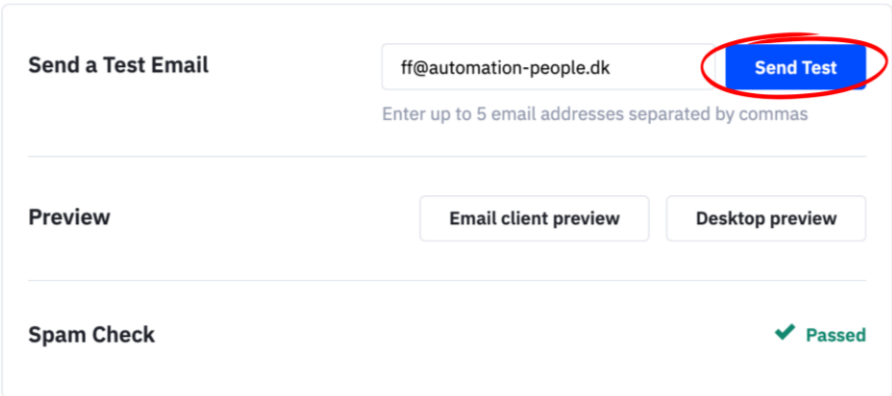


Now you will see options to edit elements of your e-mail like:

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



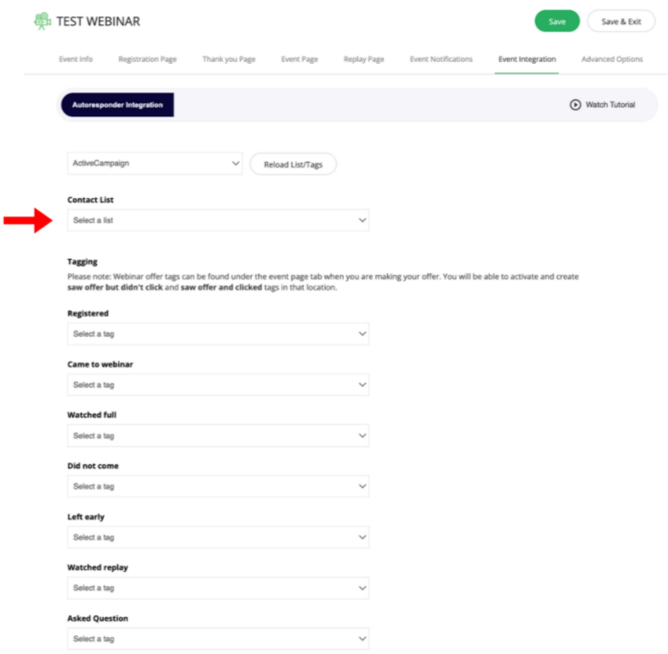
Yoy also have the option to test the email, by sending it to yourself. This allows you to check if the links is working and the look of the email before you sent it to the registrants. Be aware that you have to be registered for the webinar before you will see the join-link in your email.



The last step is the email list.

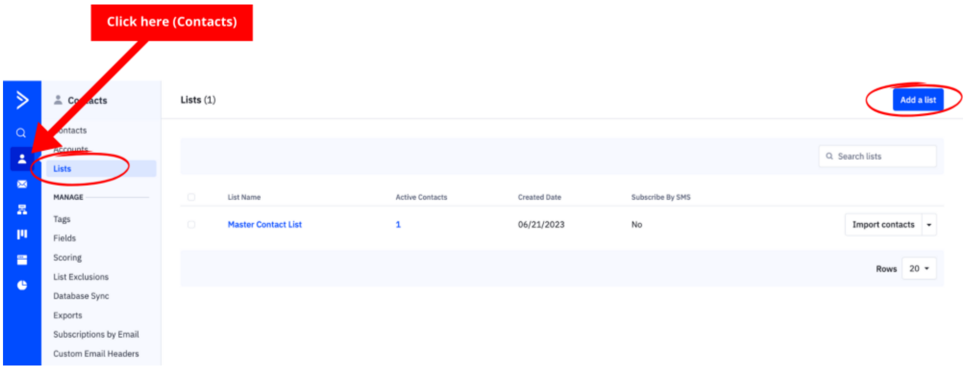
At the picture below we have the option to select which contact list we have to send our leads into.

This is important, because your registrants needs to be in a contact list, before you can send them e-mails.

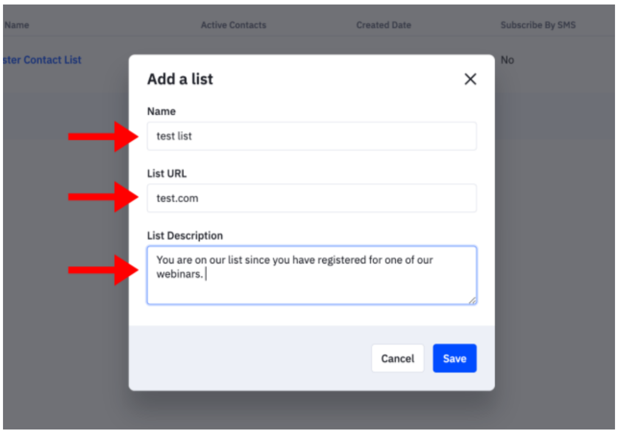


This is how you create a contact list in ActiveCampaign:

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:



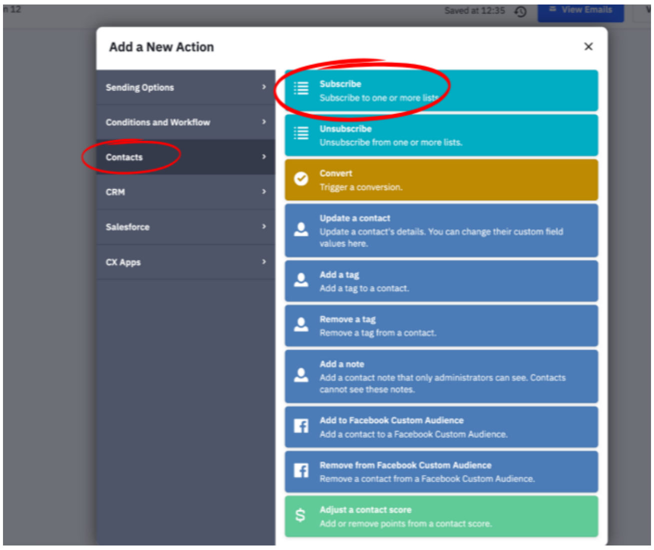
And you have now created the list where your webinar registrants shall appear.

In order to syncronize the leads, you can choose the list in EasyWebinar as you saw before – or you can control this within ActiveCampaign:

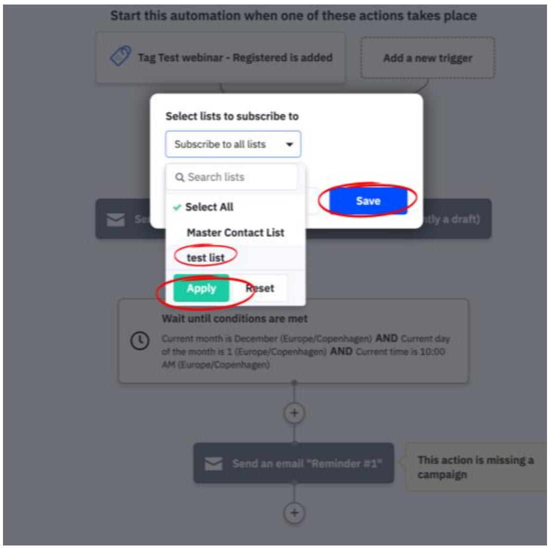
In order to do this, go back to your automation, and hit the little "+"-icon:

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

Navigate to “Contacts” and select “Subscribe”:



Select your list and hit “Save”:

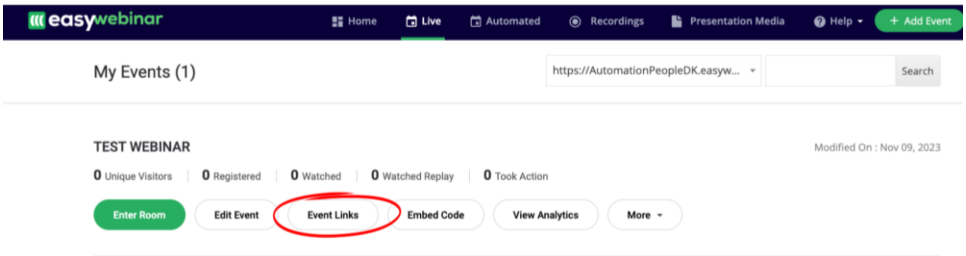


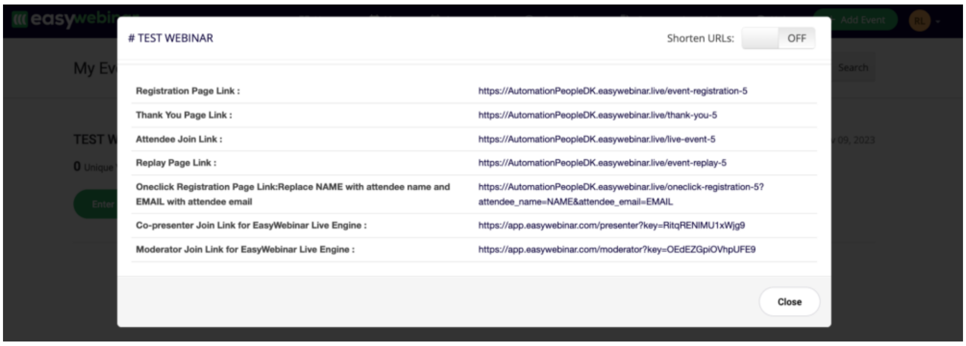
And now, as soon as you receive a new registrant they will be added to your contact list:

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!