

## Raymond Chew Shares A New Marketing Secret To Get 100% Show Up Rate For Your Next Webinar

Finally revealed: post-pandemic webinar survival guide



**Bayan Lepas, Penang Oct 13, 2022 ([Issuewire.com](https://www.issuewire.com))** - [Raymond Chew](#) is a master when it comes to revenue-driven marketing. With his digital agency, he and his team help coaches and consultants across the globe to make money rain on their businesses.

Just this month, Raymond worked with one of his clients, Dhevan, a financial consultant from South

Africa to host a webinar and they got an astonishing 100% show-up rate while making the funnel able to self-liquidate (generated revenue at least breaking even with total ad cost).

Here are 3 secrets on how Raymond is able to get such results for his clients.

### **Secret 1: Make it a paid webinar**

“If they don’t have skin in the game, there’s no game” Raymond suggested making a webinar into a paid webinar.

People have been bombarded and desensitized by free webinars during 2020 and 2021. However, by making a paid webinar, people will have high expectations for it and still be more willing to show up. (Of course, you need to deliver at higher standard)

A paid webinar not only helped cover some of your advertisement costs. It also helped filter out the “webinar tire kickers” from the people who are serious about what you will share.

Think quality over quantity. You may have fewer registrants but they will have a higher chance of showing up and converting to sales.

Raymond also says that this is also a great way to test your offer and your message to your market. If no one is willing to spend money even on your webinar, maybe there’s something wrong with your offer or your message-to-market.

### **Secret 2: Expectation, Engagement, Excitement**

Raymond said the real game only began after they signed up.

On the post-registration page, give them an ethical bribe to show up, and tell them that when they show up for the webinar, they will be getting a gift from you. It should be an irresistible gift that they are really hungry for. (P.s During the webinar, tell them to stay until the end to get the gift, this can get you more retention)

The post-registration page and your first email should tell them that you are going to start giving them more even before the webinar through emails they’ll be receiving.

Then list down the headline of those emails, so they can expect those emails from you. Make sure to use some catchy headlines, especially when it is about their desired outcomes and pain points.

Next, create a telegram/WhatsApp group and invite them inside. This is where you can drop value content to warm them up.

A group like this is great because the open rate is way higher than a common email, and you don’t have a platform algorithm like a Facebook group that may limit your reach to them.

Furthermore, that group is also where you can have engagement, to scale their trust with you before the webinar. Increasing both the show-up rate and potentially conversion rate down the line.

### **Secret 3: Omnipresent Reminders**

Most business owners and marketers just have email sequences to remind registrants. That's never enough...

Send the reminder in the telegram/WhatsApp group, text them, and call them a day before. (Don't use the auto dialer, call them manually yourself or use your sales team for a more personalized touch)

This is where the benefits of reduced registrants from paid webinar comes in, you'll have a smaller pool of people to reach out to, and should be manageable.

But what if that's still too much to handle? Then follow the 80/20 rule, and reach out to the top 20% that have more likelihood to convert in the webinar.

Only SMS or call them a day before or on the webinar day. As for email, group posts... Raymond suggested a frequency of 7 days, 5 days, 3 days, 1 day, and 1 hour before the webinar. If the webinar is a few weeks away, then every week do at least 1 reminder

And that's how you can have a high show-up rate for your next webinar. Apply it to your next webinar.

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## **Media Contact**

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