

Live Web Events Checklist (Webinars + FB Lives)

Webinars

General/Best Practices:

- ☐ Create short webinar invite video.

10-14 days ahead of the webinar:

- ☐ Setup opt-in page.
 - ☐ Install necessary pixels (consult with Facebook Manager as needed).
- ☐ Setup thank you page.
 - ☐ Install necessary pixels (consult with Facebook Manager as needed).
- ☐ Setup confirmation + reminder emails.
 - ☐ Confirmation - upon registering.
 - ☐ Reminder (1-2 days before, 1 hour before, 15 min before).
- ☐ Send webinar opt-in/thank you page URLs to Facebook manager.
 - ☐ Create unique tracking URL for Facebook Manager.
 - ☐ Facebook Manager to run paid campaigns 7-10 days before the event and 2 days after.

1-2 days ahead of the webinar:

- ☐ Post/boost on social channels.
 - ☐ Add link to webinar (with clear CTA + arrows pointing to link) to Instagram bio.
- ☐ Send dedicated webinar announcement email to full list.

Day of webinar:

- ☐ Redirect opt-in page to webinar recording.
- ☐ Webinar replay needs to come down after 48 hours.

Facebook Lives

- ☐ Select topic + send topic/date/time to Facebook Manager + social media team.
- ☐ Facebook Manager to run campaigns 2 days before and 2 days after.
- ☐ Post/boost on social channels (2 days before, and 1 day before).