



## Webinar Funnel

### Click through rate to landing page

- 2-5%
  - So for every 1000 people who see your ad, the goal is that 20-50 will click to your landing page

### Landing page

- Landing page opt in rate goal: 20%
  - So for every 20-50 people who
  - If you are not getting 15-20% of people opting in from your landing page then you need to

### Webinar

- Goal Cost per registration for a webinar/training/challenge: this can be a wide answer because it depends on the cost of your product, your lifetime value of the client, etc. The biggest thing to keep in mind is that if you are sending people to a webinar that then sells a product that's only a few hundred dollars, then you will not make money on your Facebook ads - unless you upsell those people into a larger ticket item later on. A good realistic starting average to expect for your cost per registration is \$14-\$25 until you learn how to improve your averages
- Webinar goal Show up rate: 60% minimum (this comes from having really good email copy reminding them to show up for the webinar. You can also use a Facebook messenger reminder service like ManyChat or a text reminder service)
- Watch through rate (stick rate; this means the goal number of people who will watch your webinar until you reach your CTA): 50% or more
- Book a call rate: 15%-25% (shoot for 22%)
- Goal cost per call booked: \$250 or less

### Sales Call:

- Goal % to show up to a call: 70%
  - (no show/cancel rate avg is about 30%)

- Goal of 40% close rate or better (this depends on your strategy though. Are you equipped for a high volume of sales calls and lower conversions or do you focus on more quality over quantity, slow things down, sell higher ticket items and have higher close rates? The choice is yours)

### **Let's break this down:**

#### **The Anatomy of a \$1000 cost to converting a high ticket client**

- Ad spend: You spend \$1000 on ads. Avg CPM of \$8 means that \$1000 should allow you to reach about 12,500 people
- Goal click through rate of 2-5% (we'll go with 3%) means out of 12500 people, you should get 375 people to click on your landing page.
- Goal of 15-20% conversion on landing page (we'll go with 17%) means that you will convert 64 people who opt-in
- With a goal 60% show up rate this means 38 people will show up to your webinar
- Then with a 50% stick rate this mean that 19 people will see your CTA
- Then with a goal of 22% to book a call = 4 people will book a call (this equals a \$250 cost per conversion call booked)
- Then 70% will show up to the call so this equals 3 people will show up to the call
- And a 40% close rate means that you will close 1 person from that \$1000 in ad spend

#### **What if my webinar isn't converting?**

There are a number of levers to pull in order to increase your conversion rates.

- Decrease the cost per click by creating more compelling ads
- Decrease the average cost per registration by increasing the landing page conversion rate (this means, improve your landing page or A/B test your landing page)
- Increase the show up rate to your webinar by improving your emails/messenger reminders

- Increase the people who see the offer (stick rate) by making the webinar more compelling and interesting so people are engaged, learning and WANT to stay and adding stay until the end bonuses
- Increase the Book-a-Call conversion rates by improving your offer and having better follow up with people who don't book a call right away

There's lots that can be done to improve the performance of a webinar. It's a long-term strategy that requires a lot of patience and commitment to digging into the technical components and being patient enough to test each lever at a time! This starts with testing your ads (this training is provided to you), because you need to first make sure you have the messaging right.

### **Order of importance to evaluate your webinar strategy:**

- Messaging is right and entices people to click the ads. Do this by following the ad testing protocol to test copy, image, headline
- Right audience. Once you have a winning ad you run it against 3 different audiences to see which is winning audience. Once you have your winning ad + winning audience you put more money behind your ad.
- Once you are getting clicks you evaluate if your Landing page is converting
- Then evaluate if People are staying on the webinar
- Are People actually booking sales calls
- Are People are actually showing up to your sales calls
- Are you converting those sales

### **What if I don't have a high ticket offer?**

- Then you should focus on driving people to your opt-in item and have a very clear compelling email/follow strategy
- You can also drive them to join your group, or join an interactive challenge
- Like anything, this is going to require patience, time, and commitment to doing it super well! You don't have to do all the things (webinar, group, email) whatever you do, DO IT WELL and be committed to sticking it out long enough to see if it can work!

This is a helpful article that also breaks down the webinar funnel game:  
<https://majorimpactmedia.com/average-cost-per-webinar-registration/>

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