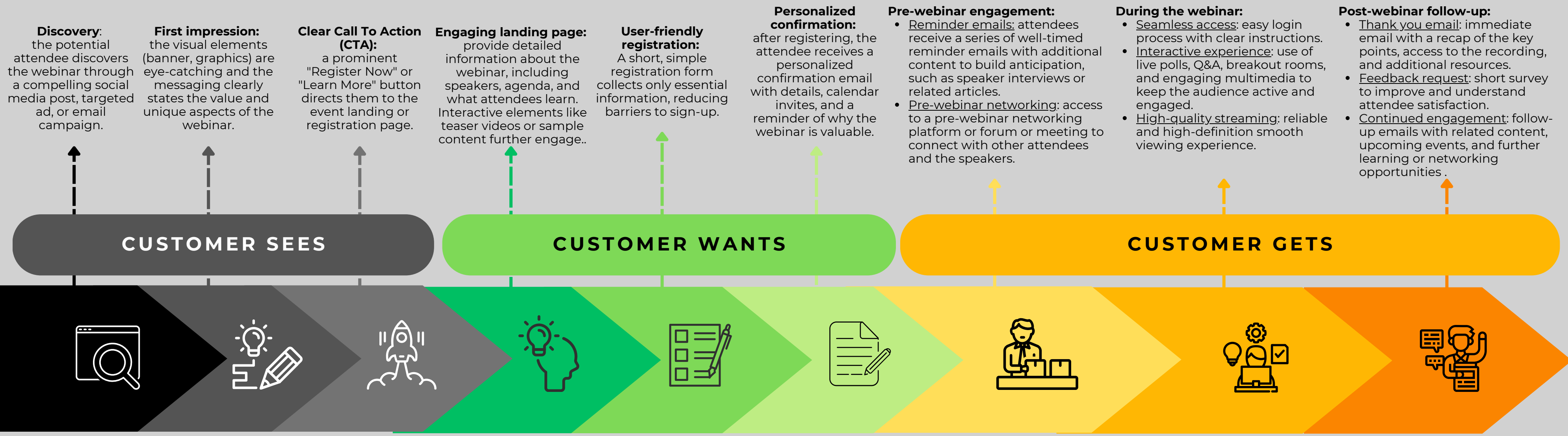




Hey, I am ANCA. Let's work together.

**\*It's all about ATTENTION and ENGAGEMENT**

# IDEAL B2B WEBINAR CUSTOMER JOURNEY



# MY IDEAL B2B WEBINAR CUSTOMER JOURNEY - EMAILS

01

## Registration Confirmation Email - Immediate

**Subject:** "You're In! Get ready for our Webinar"

**Body:** Thank you for registering, {{First Name}}! Here's what you can expect from our upcoming webinar. Add the event to your calendar using the link below. Stay tuned for more updates!

**Action:** Calendar invite link, overview of the webinar details.

02

## Meet the Speakers Email

**Subject:** "Meet our Webinar Speakers - Get Excited!"

**Body:** We're thrilled to introduce our lineup of dynamic speakers. Learn more about their backgrounds and what they'll be sharing during the webinar. Watch these short intro videos.

**Action:** Speaker bios, teaser videos.

03

## Tech and Networking Opportunities Email

**Subject:** "Discover the Tech and Networking Opportunities"

**Body:** Our webinar is an interactive experience. The platform we are using is [platform] and here is how it works. Plus, here is how you can network with other attendees before, during, and after.

**Action:** Tech overview, link to pre-webinar networking platform.

04

## Social Media Ambassador Email

**Subject:** "Become an Ambassador - Share the Excitement!"

**Body:** Help us spread the word! Share our event banner on your social media and invite your network to join you. Use the hashtag #WebinarRevolution and tag us for a chance to be featured.

**Action:** Downloadable event banner, hashtag, social media links.

05

## Day-of Webinar Reminder Email

**Subject:** "Today's the Day! Join Us for Our Webinar"

**Body:** We're excited to see you at our webinar today! Click the link below to join. Need help? Our support team is ready to assist. Don't forget to join the networking session an hour before.

**Action:** Direct link to webinar, support contact information.

06

## Thank You and Next Steps Email

**Subject:** "Thank You for Joining! Here's What's Next"

**Body:** Thank you for attending our webinar, {{First Name}}! Here's a recap of the key points, and a link to watch the recording. We'd love to hear your feedback. Also, check out our upcoming events and continue the conversation on our networking platform.

**Action:** Link to recording, feedback survey, upcoming events.



Hey, I am **ANCA**. Let's work together.