# Webinar Promotion Plan

**Purpose:** This document outlines the email and social media promotion strategy for the upcoming webinar {webinarTitle}. Use this as a guide to ensure timely and effective communication to maximize attendance and engagement.

## Webinar Overview

|  |  |  |  |
| --- | --- | --- | --- |
| **Title** | **Date** | **Time** | **Presenter** |
| {webinarTitle} | {webinarDate} | {webinarTime} | {presenterName} |

## Email Promotion Schedule

*Suggested email content and timing before the event:*

{#emailCampaigns}

* **{title}:** {description}   
  *Send on:* {sendDate}

{/emailCampaigns}

## Social Media Promotion Plan

*Use the following schedule and captions to promote the webinar on your social media platforms.*

{#socialMediaPosts}

|  |  |  |  |
| --- | --- | --- | --- |
| **Platform** | **Post Date** | **Caption** | **Image/Media** |
| {platform} | {postDate} | {caption} | {mediaLink} |

{/socialMediaPosts}

## Target Audience

Focus your promotion on the following audience segments:

{#targetAudience}

* {segment}

{/targetAudience}

## Registration Details

Direct interested participants to register at: {registrationLink}

{#hasEarlyBirdDiscount}

**Early Bird Discount:** Offer valid until {earlyBirdDeadline}. Use promo code **{promoCode}** at checkout.

{/hasEarlyBirdDiscount}

{^hasEarlyBirdDiscount}

*No early bird discounts are available for this webinar.*

{/hasEarlyBirdDiscount}

## Contact and Support

For questions or support, contact *{supportContactName}* at {supportEmail}.