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WEBINAR & PODCAST CONTENT PLAYBOOK

End-to-End Strategy: Topic Selection → Live Delivery → 10× Repurposing

40–120 Registration Framework	48-Hour Follow-Up Cadence	10+ Short-Form Videos Per Webinar
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Powered by Zoom Webinars · HeyGen AI Video Repurposing · Descript Editing Workflow

PLATFORM Zoom Webinars Registration · Live Delivery · Recording · Reporting	WORKFLOW STACK Descript · HeyGen Edit · Caption · Translate · Personalise
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1. Topic Selection Framework

Choosing the right topic is the single highest-leverage decision in your webinar strategy. A well-chosen topic drives registrations, engagement, and downstream content. Use the PAIN-PROOF-PROOF framework below.

1.1 The PAIN-PROOF-PROOF Framework

PAIN	Identify the burning pain your audience faces right now. Search community forums, LinkedIn comments, and sales call recordings for repeated objections.
PROOF (Data)	Find a counter-intuitive stat or industry benchmark that makes your audience stop scrolling.
PROOF (Story)	Lead with a client transformation story that creates an emotional anchor and establishes credibility.

1.2 Topic Scoring Matrix

Score each potential topic out of 5 across four dimensions. Publish any topic scoring 14+.

Topic Dimension	1 (Low)	3 (Med)	5 (High)	Your Score
Audience Pain Level	Nice-to-have	Annoying problem	Urgent pain	___
Search Demand	< 500 mo.	500–5,000 mo.	> 5,000 mo.	___
Commercial Tie-In	No product fit	Loose tie-in	Direct solution	___
Content Shelf Life	< 1 week	1–3 months	> 6 months	___

1.3 Topic Research Channels

- Reddit, LinkedIn, and Slack communities — search for questions tagged 'help', 'advice', or 'frustrated'
- SparkToro audience intelligence — find what your buyers actually read and watch
- Sales call transcripts (Gong / Chorus) — grep for 'I wish I could...' and 'the hardest part is...'
- Google Search Console — your existing traffic reveals what your audience already needs

- Competitor webinar replays — identify gaps or better angles on their most-viewed sessions



Pro tip: The best webinar titles are not questions — they are bold claims. Replace 'How to Improve Email Deliverability' with 'Why 83% of B2B Emails Never Reach the Inbox (And the 3-Step Fix)'.

1.4 Title Formula Templates

Use these battle-tested title patterns to maximise click-through on registration pages and email subject lines:

- The [Unexpected Stat]: What It Means for [Role] in [Year]
- How [Company Type] Achieves [Specific Result] Without [Common Struggle]
- The [Time Frame] [Process Name]: From [Before State] to [After State]
- [Number] Mistakes [Audience] Make With [Topic] (And How to Fix Them)
- Live Teardown: [Specific Asset or Campaign] — What Works, What Doesn't

2. Invite Strategy: The 40–120 Registration Framework

This framework is designed for mid-market B2B operators targeting between 40 and 120 registrations per webinar. It is built around quality-over-volume — attendees who show up and convert, not vanity numbers.

2.1 Registration Target Ladder

Stage	Target Registrations	Expected Show Rate	Live Attendees
Starter	40–60	45–55%	18–33 live
Growth	61–90	40–50%	25–45 live
Momentum	91–120	35–45%	32–54 live



Show rates above 55% typically mean your audience is too small and too warm. Show rates below 30% usually mean your promotion was too broad. Both are signals to re-calibrate your invite channels.

2.2 The 5-Channel Invite Matrix

Deploy across all five channels simultaneously, beginning 21 days before the event. Allocate your effort as follows:

Channel	Effort Share	Expected Reg%	Tactics
Email (Owned List)	40%	35–45%	3-email sequence: T-21, T-7, T-1 (urgency)
LinkedIn Organic	25%	20–30%	Personal post + Company page + Event feature
Partner Co-Promotion	15%	10–20%	Guest speaker promotes to their list
Paid LinkedIn	10%	5–10%	Retargeting + Lookalike; CPC goal < £4
Community / Slack	10%	5–10%	Authentic posts in 3–5 niche communities

2.3 Email Invite Sequence: The 3-Touch Cadence

Email 1 — T-21 Days: The Big Promise

Subject Line	'The [Bold Claim] most [Audience] are missing'
Preview Text	We're doing a live session on [specific date] — and it's going to change how you approach [X]
Body Focus	Lead with pain, present the promise, include one social proof element (client stat or quote), single CTA to register
CTA Button	Reserve My Seat →
Length	Short. 120–150 words max.

Email 2 — T-7 Days: The Content Preview

Subject Line	'Here's what we'll cover on [Day]'
Preview Text	3 specific things you'll walk away knowing
Body Focus	Bullet the 3 key takeaways with specificity, add urgency via limited seats or bonus resource
CTA Button	Save My Spot →
Length	180–220 words

Email 3 — T-1 Day: Urgency Close

Subject Line	'Last chance: [Webinar Title] is tomorrow'
Preview Text	Starts at [time]. Just [X] spots remaining for the live Q&A.
Body Focus	Recap value prop in two sentences, list logistics (time, timezone, platform), remove friction
CTA Button	Yes, I'll Be There →
Length	100 words max — brevity signals urgency

2.4 LinkedIn Organic Playbook

Post on these days and formats for maximum algorithmic reach:

- T-21: Announcement post — bold claim headline + carousel with 3 key stats you will reveal
- T-14: Behind-the-scenes post — 'Building the slides for our upcoming session on X. Here's the one insight that surprised me...'

- T-10: Quote post — pull a powerful line from your script and use it as a standalone engagement hook
- T-7: Poll post — ask a pain-point question related to the webinar topic to generate comments
- T-3: Short video teaser — 60-second Loom clip previewing the 'one surprising thing' you will reveal
- T-1: Event reminder comment — reply to your original announcement post with a reminder to non-registrants



LinkedIn Events feature: Create a LinkedIn Event and invite your first-degree connections manually. This adds a native RSVP mechanism and bumps the post's reach through LinkedIn's own algorithm.

3. Live Webinar Delivery: Conversion Signals & Q&A Strategy

Your job during the live session is threefold: deliver undeniable value, create psychological momentum toward your offer, and collect conversion intelligence through Q&A.

3.1 The 60-Minute Webinar Structure

Time	Block	Purpose & Tactics
0–5 min	Arrival Hook	While waiting: display a bold question on screen. Greet attendees by name in chat. Build social proof by naming companies on the call.
5–10 min	Big Promise	State the single transformation attendees will experience. Kill imposter syndrome: 'Even if you've never done X, you will leave with Y.'
10–35 min	Core Content	Teach in 3 x 8-min modules. End each module with a 'So what?' statement that connects back to your offer.
35–40 min	Proof Stack	2–3 client case studies with before/after metrics. Name the client or use 'a [type] company we worked with'.
40–50 min	Offer Bridge	Transition: 'Now, for those who want to go deeper...' Present offer with clarity and confidence. Be specific about price, timeline, and result.
50–60 min	Live Q&A	Conversion gold mine — see Section 3.3 for full Q&A strategy.

3.2 Engagement Mechanics That Drive Show Rates

- Ask a yes/no poll in the first 90 seconds — launch it via Zoom's native Polling feature before you start talking
- Use the Zoom Q&A panel (not chat) for questions — this separates conversion signals from general chat and makes them exportable
- Enable 'Raise Hand' reactions in Zoom to create participation signals without interrupting the flow
- Use Zoom's Spotlight feature to promote an attendee to panellist for a live Q&A moment — this drives word-of-mouth
- Name-check 3–5 attendees by company in the opening to signal intimacy at scale
- Tease the next section: 'In 8 minutes I'm going to show you something most people get completely wrong about X'
- Live document download: share a resource link in Zoom chat 30 minutes in to reward people who stayed



Zoom Webinar Settings to configure before every session: enable Q&A panel (separate from chat), turn on cloud recording (auto-starts), enable post-webinar survey, and set the registration confirmation email to include your calendar link.

3.3 Live Q&A Conversion Signals

Every Q&A question is a data point. Categorise questions in real time into three buckets:

Signal Type	Example Question	Response Strategy
HOT — Buying Signal	'How do I get started with your programme?'	Answer briefly, then DM them directly within 2 hours with a call link.
WARM — Pain Validation	'We struggle with this too — is it common?'	Validate publicly, use it to reinforce your proof stack, add to follow-up email.
COLD — Curiosity	'What tools do you use for X?'	Answer efficiently, pivot: 'The tool matters less than the process — which is what we cover in Y.'
OBJECTION — Price/Time	'Is this suitable for a small team?'	Embrace it. Name the objection and handle it live — this builds trust with all observers.



Keep a running log of Q&A questions in a second browser tab. These become the foundation of your 48-hour follow-up email, future webinar topic ideas, and FAQ content for your website.

3.4 Converting Q&A Attendees to Bookings

1. In Zoom Webinars: use the Q&A panel (not chat) so questions are exportable. Assign a moderator to answer in the 'Answer Privately' mode for hot prospects so the conversation stays out of the main feed.
2. Assign a dedicated moderator to flag all buying-signal questions with a 🔥 emoji in the moderator's private notes column
3. Export the attendee and Q&A reports immediately post-event from Zoom Reports > Webinar Reports
4. Within 2 hours: DM every hot signal attendee personally on LinkedIn with a 3-sentence personalised message
5. Do not pitch — offer a 20-minute 'implementation call' framed around solving their specific problem
6. Within 24 hours: Email every warm attendee with the Q&A digest you built during the session

4. The 48-Hour Post-Webinar Follow-Up Cadence

The 48 hours after your webinar close are worth more than the 3 weeks before it. Most operators send one generic replay email. This playbook segments your follow-up across four distinct audience states.

4.1 Audience Segmentation

Segment	Size Estimate	Definition
Hot Prospects	3–8% of live	Asked buying-signal questions or stayed 90%+ of session
Engaged Attendees	60–70% of live	Attended 50%+ of the webinar and participated in chat/polls
Drop-Offs	20–30% of live	Attended < 30 minutes; left before the offer or Q&A
No-Shows	50–65% of reg.	Registered but did not attend — highest replay-open rate

4.2 Hour-by-Hour Follow-Up Timeline

Hours 0–2: Immediate Actions

- Export full attendee and Q&A reports from Zoom Webinars: Reports > Webinar Reports > select your session
- Tag each registrant in your CRM as: Hot / Engaged / Drop-Off / No-Show
- DM all Hot prospects personally on LinkedIn (see template below)
- Post 'Thank you for attending' LinkedIn post while engagement is still warm
- Send the replay link internally for review and clip selection

Hour 4: Replay Email — No-Shows (Send First)

Subject	'You missed it — here's the replay of [Title]'
Preview Text	47 minutes. Watch the section on [specific insight] at the 24-minute mark.
Body	Open with the one insight that got the most chat reactions. Share replay link. Add 3-bullet summary. Include soft CTA to the offer.
Goal	Get replay views — these no-show openers often have a 40–55% open rate.

Hour 6: Q&A Digest — Engaged Attendees

Subject	'The 7 questions from today's live Q&A (+ my answers)'
Preview Text	Including the question about [specific topic] that sparked the most discussion.
Body	List 5–7 Q&A questions with expanded written answers. Include the replay timestamp for each question. End with: 'Have a follow-up question? Hit reply.'
Goal	Reward engaged attendees with extra value; generate reply conversations that qualify intent.

Hour 24: Drop-Off Recovery

Subject	'You left before the most important part — [specific tease]'
Preview Text	The section on [topic] starts at 38 minutes. Here's why it matters for you.
Body	Acknowledge that they had to leave (no shame). Offer a direct jump-to link or chapter marker. Include a one-paragraph summary of what they missed.
Goal	Re-engagement and replay consumption — drop-offs often become next-event registrants.

Hour 48: Final Call — All Segments

Subject	'The replay comes down in 48 hours'
Preview Text	This is the last chance to watch before we archive it.
Body	Brief. Replay link. Tick clock. Optional: early-bird or bonus offer for those who book within the deadline.
Goal	Final conversion push. A countdown element increases clicks by an average of 32%.



Do NOT send the offer email to Hot Prospects via email automation. Hot prospects get a personal DM or phone call. Automated email sequences signal you did not notice how interested they were — and they will notice.

5. Turning One Webinar Into 10+ Short-Form Videos

Every webinar contains at least 10 standalone video assets. The goal is not to clip randomly — it is to extract high-signal moments that each serve a specific content objective across your distribution channels.

5.1 The 10 Clip Archetypes

#	Clip Type	Duration	Platform Fit	What to Look For
1	Counter-Intuitive Hook	45–60s	LinkedIn, TikTok, Reels	Any 'most people believe X, but actually Y' moment
2	Tactical How-To	90–120s	LinkedIn, YouTube Shorts	Step-by-step mini-framework delivered on screen
3	Client Story	60–90s	LinkedIn, Sales Emails	Before/after transformation with named metrics
4	Q&A Hot Take	45–60s	Twitter/X, LinkedIn	Confident, polarising answer to a sharp question
5	Stat Reveal	30–45s	All platforms	Surprising data point with your interpretation
6	Mistake Exposé	60–90s	LinkedIn, YouTube	Common mistake most of your audience makes
7	Framework Explainer	90–120s	YouTube Shorts, LinkedIn	3-step or named framework with on-screen labels
8	Live Objection Handle	45–60s	Sales content, LinkedIn	Confident answer to a price or hesitation question
9	Controversial Opinion	30–45s	Twitter/X, LinkedIn	Contrarian take that will generate debate
10	Teaser for Next Event	20–30s	Email, LinkedIn Stories	Tease your next webinar topic using replay momentum

5.2 Clip Selection Criteria

Apply the 3-second rule before selecting any clip: if a viewer would not stop scrolling within 3 seconds of the opening frame, re-trim or discard.

- Opening energy — does the first sentence carry tension, surprise, or a bold claim?
- Self-contained — does it make sense without the surrounding context of the webinar?
- Single idea — does it communicate exactly one insight or instruction? Multi-idea clips underperform.
- Emotional close — does it end on a satisfying resolution, a call to action, or a cliffhanger?

6. Descript Editing Workflow

Descript is your primary tool for transcript-based editing, clip extraction, captions, and removing filler words at scale. The following workflow takes a raw webinar recording to 10 polished clips in under 3 hours.

6.1 Step-by-Step Descript Process

7. Upload the raw webinar recording to Descript. Choose your highest-quality audio track (presenter mic, not system audio).
8. Wait for AI transcription to complete (typically 2–4 minutes per hour of footage).
9. Run the Filler Word Remover: Action > Remove Filler Words. Select 'um', 'uh', 'you know', 'sort of'. Apply globally.
10. Use Overdub to fix any mispronounced words or stumbles without re-recording (type the correction into the transcript, Descript replaces the audio).
11. Highlight each of your 10 target clip segments in the transcript view. Use the Clip colour-coding system: Red = Top priority, Yellow = Secondary, Green = Reserve.
12. For each clip, create a new Composition. Add B-roll or screen recordings from the session where relevant.
13. Add Captions: Style > Templates. Use high-contrast white-on-black for LinkedIn and TikTok. Burn captions into the export — 85% of social video is watched without sound.
14. Export each clip: 1080×1080 for LinkedIn Feed, 1080×1920 for Stories/Reels, 1920×1080 for YouTube Shorts landing pages.



Descript keyboard shortcuts that save 40+ minutes per session: Cmd+K (search actions), Cmd+E (split clip), Cmd+Shift+D (delete gap), Cmd+/ (toggle overdub). Memorise these before your first repurposing session.

6.2 Descript Audio Enhancement Settings

Studio Sound	Turn ON — AI removes background noise and balances levels. Essential for webinar audio recorded on mixed setups.
EQ Preset	Use 'Voice Clarity' for talking-head content; 'Podcast' for multi-speaker sessions.
Loudness Target	Set to -14 LUFS for social video. This matches Spotify and YouTube's normalisation standard.
Background Music	Optional: 10–15% volume. Use royalty-free tracks only (Epidemic Sound, Artlist).

7. HeyGen AI Video Repurposing Workflow

HeyGen enables you to create AI-enhanced versions of your clips, translate content into multiple languages, add AI avatars for intro/outro segments, and produce personalised follow-up videos at scale without additional recording sessions.

7.1 The HeyGen Repurposing Stack (4 Use Cases)

Use Case 1 — AI Video Translation

Turn one English-language webinar clip into versions for German, French, Spanish, and Portuguese markets with lip-sync accuracy. Ideal for companies with multilingual audiences.

15. Upload your Descript-exported clip to HeyGen Video Translate.
16. Select target languages. HeyGen will automatically lip-sync your AI-translated voice.
17. Review the translated transcript for cultural nuance — auto-translation flags idioms and local expressions.
18. Export with subtitles in the target language. Local-language content typically sees 3–4× more engagement in non-English markets.

Use Case 2 — AI Avatar Intro/Outro

Use your HeyGen avatar to record consistent branded intros and outros for all 10 clips without re-recording. Your avatar reads a custom script for each clip, creating a polished presenter frame.

- Create a 5-second branded intro: '[Your Name] | [Company] — [Clip Topic in 4 words]'
- Create a 5-second branded outro: 'Follow for [frequency] webinars on [topic] | Link in bio'
- Batch-generate all 10 clip intros from a single CSV script upload using HeyGen's Bulk Create
- Merge in Descript: prepend intro and append outro to each exported clip

Use Case 3 — Personalised Follow-Up Video

Send a personalised 60-second video to every Hot Prospect attendee within 24 hours. HeyGen's avatar can insert the prospect's first name and company name into a templated video script at scale.

Script Template	'Hi [First Name], I noticed you were asking about [their specific question] during yesterday's session at [Company Name]...'
Personalisation Fields	First Name, Company Name, Specific Question Topic (3 variables maximum for natural delivery)

Delivery Channel	LinkedIn DM with video thumbnail preview (2–3× higher response rate than text-only DM)
Production Time	Upload CSV of 10–25 prospects: HeyGen generates all videos in under 8 minutes

Use Case 4 — Webinar Trailer for Next Event Promotion

Create a 60-second AI-generated trailer for your next webinar before you have recorded anything. Use your avatar to deliver the hook, promise, and registration CTA.

- Write a 90-word trailer script using the Title Formula from Section 1.4
- Select a dynamic background that matches your brand colour palette
- Add on-screen text overlays: Date, Time, Topic, and CTA
- Export and use as the video thumbnail for your LinkedIn Event and email header

7.2 HeyGen Technical Specifications

Setting	Recommended Configuration
Avatar Voice Quality	Use 'Expressive' voice mode for clips under 90 seconds. Use 'Professional' for formal announcements.
Export Resolution	1080p minimum. Use 4K for YouTube and keynote presentations.
Background	Solid or gradient for talking-head clips. Office/studio for authority content.
Caption Style	HeyGen's built-in captions: 'Modern' preset with word-highlight timing.
Aspect Ratios	16:9 (YouTube), 9:16 (Reels/TikTok), 1:1 (LinkedIn Feed). Generate all three from one session.



Batch workflow efficiency: Upload all 10 clip scripts to HeyGen in a single CSV session on the same day as your webinar. The generation queue typically completes overnight, so your entire week of social video is ready by morning.

8. Full Playbook: Master Timeline

Use this master timeline to coordinate your team across the full webinar lifecycle. Assign each task to a named owner and track completion in your project management system.

8.1 Pre-Event Timeline (T-21 to T-0)

Day	Owner	Task	Tool
T-21	Marketing	Confirm topic (score matrix), finalise title, build registration page	Zoom Webinars
T-21	Marketing	Send Email 1 (Big Promise) to list	HubSpot / ActiveCampaign
T-21	Marketing	Post LinkedIn announcement carousel	LinkedIn / Buffer
T-18	Content	Create LinkedIn Event and begin inviting 1st connections	LinkedIn Native
T-14	Speaker	Post behind-the-scenes LinkedIn content tease	LinkedIn
T-14	Marketing	Launch paid LinkedIn retargeting ad	LinkedIn Ads Manager
T-10	Content	Post engagement poll on LinkedIn topic	LinkedIn
T-7	Marketing	Send Email 2 (Content Preview)	Email Platform
T-7	Speaker	Post 60-second teaser video on LinkedIn	Loom + LinkedIn
T-3	All	Community / Slack promotion posts in 3–5 groups	Manual
T-1	Marketing	Send Email 3 (Urgency Close)	Email Platform
T-1	Tech	Test Zoom Webinar: audio, screen share, cloud recording, polling, Q&A panel, and panellist access	Zoom Webinars
T-0	All	Live webinar. Moderator logs Q&A signals in real time.	Zoom Webinars + Notion

8.2 Post-Event Timeline (Hours 0–168)

Time	Owner	Task	Tool
H+0	Tech	Export recording, attendee report, and Q&A log	Zoom Webinars

Time	Owner	Task	Tool
H+0–2	Marketing	Tag all registrants as Hot/Warm/Drop-Off/No-Show using Zoom's time-in-session data	HubSpot / Salesforce
H+2	Sales	DM all Hot Prospects on LinkedIn personally	LinkedIn
H+2	Marketing	Post live 'Thank you for attending' post on LinkedIn	LinkedIn
H+4	Marketing	Send replay email to No-Show segment	Email Platform
H+6	Content	Send Q&A Digest to Engaged Attendees	Email Platform
H+8	Content	Upload raw recording to Descript, begin transcript clean-up	Descript
H+12	Content	Select 10 clip segments in Descript, begin exports	Descript
H+18	Content	Upload 10 clip scripts to HeyGen for avatar intros + translation	HeyGen
H+24	Marketing	Send Drop-Off Recovery email	Email Platform
H+24	Sales	Send personalised HeyGen video DMs to hot prospects	HeyGen + LinkedIn
H+36	Content	Final clip edits in Descript, export all formats (1:1, 9:16, 16:9)	Descript
H+48	Marketing	Send Final Call email (replay coming down)	Email Platform
H+48–168	Content	Publish 2 clips per day across LinkedIn, Reels, and YouTube Shorts	Buffer / Sprout

9. Metrics & Benchmarks

These benchmarks reflect performance across B2B webinar programmes targeting 40–120 registrations. Use them as baselines — not ceilings.

9.1 Registration & Attendance KPIs

Metric	Below Benchmark	On Target	Outperforming
Landing Page Conversion Rate	< 20%	25–35%	> 40%
Email Invite CTR	< 3%	4–7%	> 9%
LinkedIn Post Reach (per post)	< 1,000	2,000–8,000	> 10,000
Show Rate (Registered → Live)	< 30%	38–50%	> 55%
Live Engagement Rate (poll)	< 15%	25–45%	> 50%
Q&A Participation Rate	< 10%	15–30%	> 35%

9.2 Post-Event & Repurposing KPIs

Metric	Below Benchmark	On Target	Outperforming
Replay Email Open Rate	< 25%	30–45%	> 50%
Q&A Digest Click Rate	< 8%	12–20%	> 25%
LinkedIn Clip Avg. Views	< 500	1,000–5,000	> 8,000
LinkedIn DM Response Rate (Hot)	< 20%	30–45%	> 55%
HeyGen Personalised Video Reply Rate	< 15%	25–40%	> 50%
Webinar → Booked Call Conversion	< 2%	3–6%	> 8%

9.3 Monthly Review Checklist

- Review the topic scoring matrix against actual registration numbers — recalibrate weightings quarterly
- Audit your 3 best-performing clips: what format, clip type, and opening hook drove the views?

- Compare email open rates across all 4 follow-up segments — which segment underperforms consistently?
- Track webinar → booked call → closed deal attribution in CRM with a 60-day look-back window
- Identify any Hot Prospect DMs that did not convert — feed the objection into your next Q&A prep

10. Recommended Tools Stack

Category	Tool	Plan / Budget	Primary Use Case
Webinar Platform	Zoom Webinars	From \$149/mo	Registration, live delivery, recording, attendee reports, Q&A, polling
Email Marketing	ActiveCampaign	From \$49/mo	Segmented follow-up sequences, CRM tagging
LinkedIn Scheduling	Buffer	Essentials: \$6/mo	Multi-format clip scheduling across LinkedIn, Instagram, TikTok
Video Editing	Descript	Creator: \$24/mo	Transcript editing, clip extraction, captions, filler word removal
AI Video	HeyGen	Creator: \$29/mo	Avatar intros/outros, video translation, personalised prospect videos
Call Intelligence	Gong	Custom pricing	Extract Q&A signals from sales calls to seed webinar topic research
Audience Research	SparkToro	Basic: \$50/mo	Identify where your buyers spend attention online
CRM	HubSpot	Starter: from \$20/mo	Attendee tagging, deal attribution, follow-up pipeline
Project Management	Notion	Plus: \$16/mo	Master playbook tracker, clip log, Q&A database

Estimated monthly tools investment for the full stack: £250–£350 / \$320–\$450 (dependent on email list size). ROI breakeven at 1 additional closed deal per quarter from webinar attribution. | gtmbench.co

Quick Reference: The Playbook at a Glance

TOPIC	Score topic 1–5 across Pain / Search Demand / Commercial Tie-In / Shelf Life. Publish any topic scoring 14+. Use bold-claim title formulas, not question titles.
INVITE	Target 40–120 registrations across 5 channels. 3-email sequence: T-21 Big Promise, T-7 Content Preview, T-1 Urgency Close. 6-post LinkedIn campaign starting T-21.
LIVE	60-min structure: Hook → Promise → 3 Content Modules → Proof Stack → Offer Bridge → Q&A. Categorise Q&A signals in real time: Hot / Warm / Cold / Objection.
FOLLOW-UP	H+2 Hot DMs → H+4 Replay Email (No-Shows) → H+6 Q&A Digest (Engaged) → H+24 Drop-Off Recovery → H+48 Final Call. Personal DMs for hot prospects — never automation.
REPURPOSE	10 clip archetypes extracted in Descript (filler removal, captions, multi-format export). HeyGen for AI avatar intros, video translation, and personalised prospect videos. Publish 2 clips/day for 5 days post-event.

One webinar. One recording. Infinite leverage.

This playbook is a living document. Review metrics monthly and update benchmarks quarterly.