



Virtual Events Best Practices Using HubSpot



About Me

- Michigan State Alum
- Over 10 years of experience in graphic design, email marketing, inbound marketing, ROI tracking, and tools such as HubSpot and Salesforce
- Marketing Manager for iTech Solutions
- Other things: I have 3 dogs, and I write for my own blog, nessglennie.com.



This will cover:

- Event Planning
- Things to consider when setting up your virtual event
- Post event follow-up tactics
- Communication with your sales team



- POWER9 Q&A
- POWER9 Q&A | Part 2
- Anatomy of a Security Failure
- What "End of Support" Means (& Why You Should Act Now)
- Rapid Fire Admin
- 7.4 Things You Need to Know About 7.4
- What You Need to Know to Successfully Upgrade to IBM i 7.4
- iTech Day of Virtual Education
- Combining HA & Security to Keep Data Safe & Operations Running Smoothly
- Understanding the Move from POWER7 to POWER9
- Cybernetics Webinar - IBM Power Server Backup Strategies...That Work!
- Planning for the Unplanned: Understanding IBM i Business Continuity
- Basics of IBM i Backup & Recovery
- Slack 101: Benefits of the iTech Solutions Customer Channel
- 5 Things You Can't Ignore About Your IBM i
- 2019 Year In Review Q&A
- IBM i Q&A Part 2
- Everything Your IBM Business Partner Should Be Doing For You
- The Ultimate POWER Couple: IBM i 7.4 & POWER9
- Moving to Open Source on IBM i
- What You Need to Know to Successfully Upgrade to IBM i 7.3, 7.4
- Sips & Tricks - Coffee with iTech: Working from Home Tips & Tricks
- Sips & Tricks - How to Setup Your Home Printer as an IBM i Printer with ACS
- Moving from Classic HMC GUI to Enhanced HMC GUI
- Sips & Tricks - How to access your IBM i without VPN: Configuring & Understanding the Risks Involved
- Sips & Tricks - Remote Team Engagement
- Sips & Tricks - Q&A - Working from Home with Your IBM i
- Sips & Tricks - Installing IBM i Access Client Solutions using OpenJDK
- Sips & Tricks - Backing Up Your Data When the Company is Closed
- iTech Virtual Days of Education - Day 1
- iTech Virtual Days of Education - Day 2
- Sips & Tricks - Understanding Save & Restore
- Unlock the Value of Open Source with IBM Services
- Sips & Tricks - How to Check MIMIX Replication
- Sips & Tricks - Our Favorite Things About the Latest Technology Refresh
- Sips & Tricks - High Availability vs Disaster Recovery Plans & Back up: What Does it Mean
- Sips & Tricks - Bad Things That Can Happen To Your System When No One Is Paying Attention
- Sips & Tricks - Managing Your System When You Become Short Staffed
- Sips & Tricks - Basics of TCP/IP
- Sips & Tricks - Basics of BRMS
- Sips & Tricks - Understanding User Access Key (UAK)
- Sips & Tricks - How to Setup ACS on a Mac
- Sips & Tricks - How to Check iTera Replication
- Sips & Tricks - Using the New Digital Certificate Manager
- Sips & Tricks - Enhancing IFS Save Performance
- The Benefits of External Storage with IBM i
- Sips & Tricks - Live Q&A
- Sips & Tricks - Team Challenges for Working Together but Apart
- Sips & Tricks - Options for Encryption
- Sips & Tricks - Things I Like to Check Every Morning on My IBM i
- Why IBM i & External Storage Together (Presented by iTech, IBM & Arrow)
- Sips & Tricks - Setting Up PDM Options
- Sips & Tricks - What the Heck Is
- NvMe & Why Do I Care?
- Testing Procedures for IBM i
- Sips & Tricks - Using WRKDSKSTS
- Sips & Tricks - Using the MIMIX GUI
- Advantages of VTL's
- Sips & Tricks - Introduction to ACS
- Sips & Tricks - Using Visual Explain in ACS to Enhance the Performance of SQL Processing
- Sips & Tricks - Analyze risks for large scale projects
- Why iTech Solutions for Your IBM Power Systems
- Sips & Tricks - Benefits of Upgrading & Installing Domino 10 & 11
- Sips & Tricks - IBM i Ethernet Options: What are the Differences?"
- Sips & Tricks - Hidden Gems in IBM's QMGTOOLS Utility Library
- Sips & Tricks - Using Digital Certificates
- Sips & Tricks - Whats new on the latest POWER9 Release

An Overview:

- In 2020, we've hosted 100 sessions
- Overall **12.6 k registrants**
(2,500 unique)
- Overall **6.15 k attendees**
(1500 unique)
- 49% Attendance rate
- We *started* with 1 hour long webinar a month
- In March, we began doing 3 half-hour webinars a week, with 1 hour long webinar a month
- Now we're doing 1-2 a week



Planning

Knowing Your Audience

- Think about *who* you want to attend your event and why
- Keep your personas in mind what challenges them on a day-to-day basis
- Consider topics that would resonate with that audience





*i*ADMIN

Fall 2020

A virtual IBM i Conference hosted by iTech Solutions

October 20th - October 21st

[Register Now](#)

Timing is Key

- Be on top of relevant topics, news, and announcements
- Consider what is relevant in that moment – and looking ahead
- Develop a calendar of notable events coming up and plan your virtual events around those





Sips & Tricks: Coffee with iTech

Our Favorite Things About the Latest IBM i Technology Refresh

Watch Now

On-Demand Webinar

Helpful vs. Sales Focused

- Be genuine
- Be helpful
- Be educational
- Be “sales-focused” second



Sips & Tricks: Coffee with iTech

Working from Home Tips & Tricks On-Demand

Join us for coffee and conversation covering things we've learned over the years from working from home.

Watch Now

iTech
Solutions Group, LLC



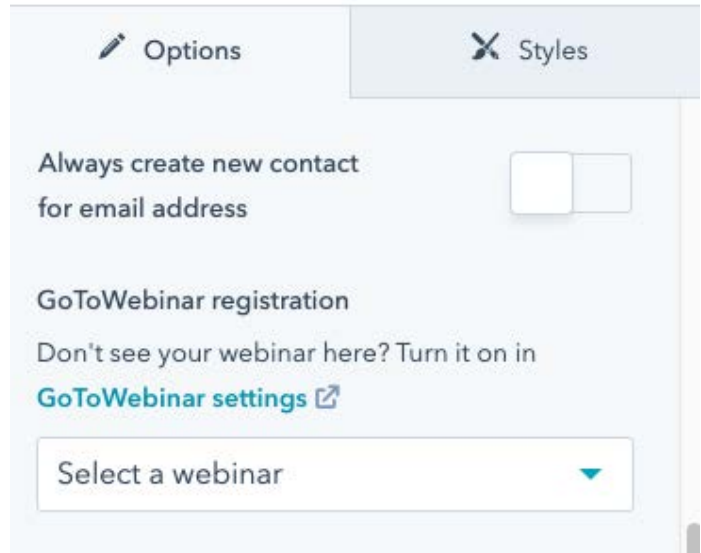
The background features a complex, abstract pattern of glowing circuit lines in shades of blue and orange, set against a gradient that transitions from deep blue on the left to a vibrant red on the right. The circuit lines are intricate, with many small dots and branching paths, giving it a high-tech, digital feel.

Creation

Registration

- We used HubSpot forms with GoToWebinar integration
- This allowed us to use HubSpot landing pages and have more customization than the native GoToWebinar pages
- Upon registration, we asked certain questions that would allow us to read the audience better and know where to focus discussion with that information
 - What hardware they are running
 - What their plans are
 - What they are hoping to gain

Edit Form



Options Styles

Always create new contact for email address ☐

GoToWebinar registration

Don't see your webinar here? Turn it on in [GoToWebinar settings](#)

Select a webinar ▼

Syncing Data

GoToWebinar

Uninstall

Connected to: **Vanessa Glennie**

Turning a webinar on will import registrant and attendee data and create new contacts in HubSpot. It also allows you to use the webinar in other HubSpot tools, like landing pages and list segmentation. We'll import this data often so it's always up to date. [Learn more about this integration](#)

Auto-sync data from future webinars

NEW

☐

Syncing data from GoToWebinar to HubSpot can take up to a few hours

Upcoming webinars

Past webinars

Reports

BETA

NAME	DATE	REGISTERED	SYNC STATUS	SYNC
Sips & Tricks: Library Lists - Determini... Standard	Sep 11, 2020 11:00 AM	15	<div><div></div> Updated Sep 9, 2020 12:08 AM Last sync completed</div>	<div><div></div></div>
Sips & Tricks: Reasons You Might Nee... Standard	Sep 18, 2020 11:00 AM	6	<div><div></div> Updated Sep 9, 2020 12:08 AM Last sync completed</div>	<div><div></div></div>

Registration Page

Sips & Tricks Page

Other notes:

- We collaborated with our sales team to create webinar poll questions and survey questions to better understand attendee needs
- We play a video at the beginning and end of each session that speaks to who we are and what we do
- We include handouts that relate to the session

To put it simply, we are good at what we do
because we love what we do.





Promotion

Social Media

- Create a social tile for each event
- Post a video of your presenter talking about the session and what they can expect if they join
- Plan out your social schedule ahead of time and schedule out posts through HubSpot



LinkedIn Sponsored Ads

- LinkedIn is the network that resonates the most with our content
- Sponsored ads to attend events



The image shows a LinkedIn sponsored advertisement for iTech Solutions. At the top, the company name 'iTech Solutions' is displayed with its logo, 601 followers, and a 'Promoted' status. The main text of the ad asks if the user has registered for iAdmin yet, highlighting the event's duration (two days) and the variety of sessions (7 one-hour, 8 half-hour, and 4-6 lunch boutique sessions). It emphasizes that this is an IBM i education event. A URL is provided: <https://hubs.li/H0tD0md0>. The central graphic features the 'iADMIN' logo in large red letters, with 'Fall 2020' underneath. Below this, it states 'A virtual IBM i Conference hosted by iTech Solutions' and the dates 'October 20th - October 21st'. A prominent blue button labeled 'Register Now' is positioned below the dates. The bottom of the ad includes the text 'iTech Solutions | iADMIN Fall 2020' and the website 'info.itechsol.com'. At the very bottom, there are icons for likes and comments, showing 11 interactions.

iTech Solutions
601 followers
Promoted

Have you registered for iAdmin yet? Over two days there will be 7 one hour sessions, 8 half-hour sessions, and 4-6 lunch boutique sessions. This is an IBM i education event you don't want to miss!

<https://hubs.li/H0tD0md0>

iADMIN
Fall 2020

A virtual IBM i Conference hosted by iTech Solutions

October 20th - October 21st

Register Now

iTech Solutions | iADMIN Fall 2020
info.itechsol.com

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Be fun, creative, and different!



Video Examples

Email Marketing

- Email pulled in the majority of our registrations
- We kept emails short, simple, and to the point
- We included both a Text and Button CTA
- We put the register link right at the top of email, directing to the form anchor on the landing page
- This is another opportunity for presenter video

**Grab a cup of coffee and
join us for tips and tricks
for working from home.**

**Sips & Tricks: Coffee with iTech
Working from Home Tips & Tricks**

[\[Register to join \]](#)

Friday, March 20th | 9:30 - 10:00 AM ET

With recent efforts to social distance ourselves, you may now find yourself working from home. Whether this is something you're used to, or something that you're trying to get the hang of, we wanted to invite you to an open discussion as we navigate through these recent changes. Join us for a casual discussion on tips and tricks we've learned over the years in working from home.

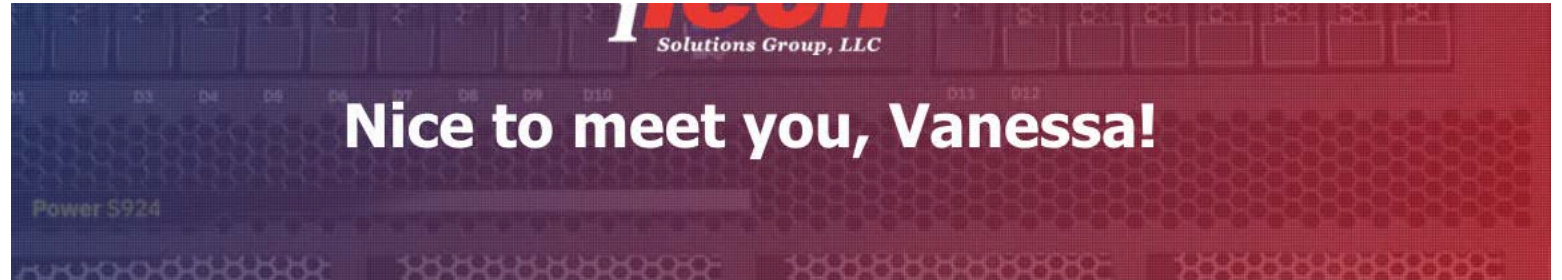
Grab a cup of coffee and join us virtually. Come equipped with questions, comments, or tips of your own that you would like to share.

Register Now

Email Marketing – Who to invite

Ask what your contacts are interested in forms, webinar polls, and surveys.

This will help you segment your webinar invite lists to send relevant content.



To help us create the best experience for you, tell us a little about yourself.

Topic Interest*

☒ Backup/Recovery

☒ Cloud

☐ IBM Power Systems

☐ Managed Services

Email Marketing – Who to invite

- We use HubSpot smart lists to pull in contacts based on their interests.
- This can be interests they've indicated elsewhere, or visits to related web pages, content, and past webinars.

Women in IBM i Panel

Count: 72 contacts

AND ⓘ

AND

2 [Clone](#) [Delete](#)

Page View

has at least one **Page View** of a URL equal to <https://www.itechsol.com/ipower-hour-episode-13-women-in-tech/>

AND ⓘ

AND

Email Marketing - Frequency

- Unless it's a larger event like a virtual conference, we typically send invites 1-2 weeks before the event.
- We've found the day of last chance promotion pulls in more registrations than earlier promotions

Example:

Event Date: September 1st

Morning of September 1st: 18 Registrants

After last chance email: 77 registrants

Disclaimer: I'm not saying you should wait until the day of to promote your event – however, consider sending a last chance email. 😊



Follow-up

Thank You for Attending

- Be sure to send a thank you for attending email
- Should be sent 1-2 days after event as it's still top of mind
- Include resources, slides, recording
- Add a call-to-action to lead towards a next step or resource

Hi ,

Thank you for registering for the Sips & Tricks Session, Advanced BRMS.
You can view the [recording here](#), and the [slides here](#).

If you are looking for more resources on backup & recovery, you might want to check out the webinar, [Can Your IBM i Recover from a Disaster](#).

This On-Demand webinar presented by Pete Massiello covers key points to take note of when backing up your data so you can recover, and recover quickly.

[\[Watch Webinar \]](#)

If you would like to view more about how iTech Solutions can help you with backup and recovery, you can view more information on [this page](#), or [contact us](#) to start a conversation.

Thanks again,

Vanessa

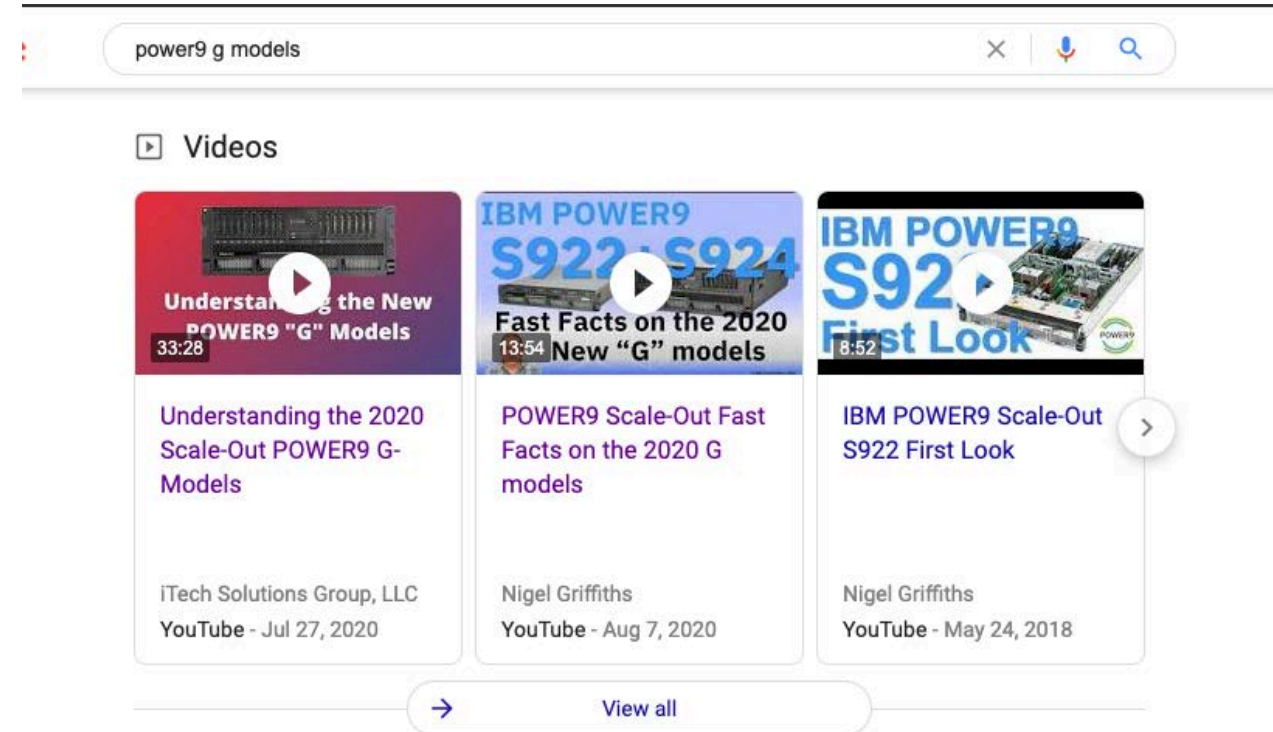
Vanessa Glennie
Marketing Manager

iTech Solutions Group, LLC
Email: vglennie@itechsol.com



Host Your Webinar On-Demand

- Host an on-demand version of your webinar to still repurpose that content
- Consider YouTube for ungated webinars to rank in Google



The background features a complex, abstract pattern of glowing circuit lines in shades of blue and orange, set against a gradient that transitions from deep blue on the left to a vibrant red on the right. The word "Communication" is centered in a clean, white, sans-serif font.

Communication

Keeping your sales team in the loop

Post-webinar attendee report

Attendee Report: Sips & Tricks: Advanced BRMS

Attendee Report: Sips & Tricks: Advanced BRMS

# Registered	# Attended											
160	72											
Attended	Interest Rating	Full Name	Email Address	Company Name	Title	State	Status	Lead/ Contact Owner	Registration Date/Time	Join Time - Leave Time (Time in Session)	Time in Session	Webinar Question 1
Yes	41	Susie	susie@susie.com	Susie Inc	Regional Account Manager	TX	Contact	Brian	08/25/2020 03:20 PM EDT	08/25/2020 03:20 PM EDT - 08/25/2020 03:33 PM EDT (14 minutes)	14 minutes	
Yes	86	Joe	joe@joe.com	Joe Inc	Programmer	Illinois	Contact	Fred	08/25/2020 09:04 AM EDT	08/25/2020 02:58 PM EDT - 08/25/2020 03:03 PM EDT (5 minutes),08/25/2020 03:04 PM EDT - 08/25/2020 03:33 PM EDT (30 minutes)	35 minutes	

Update Lead Scoring Based on Event Attendance

Edit property

Score: 50

Actions

GoToWebinar webinar

has attended **Sips & Tricks - Coffee with iTech: Things I Like to Check Every Morning on My IBM i** (Jun 1, 2020 2:00 PM)

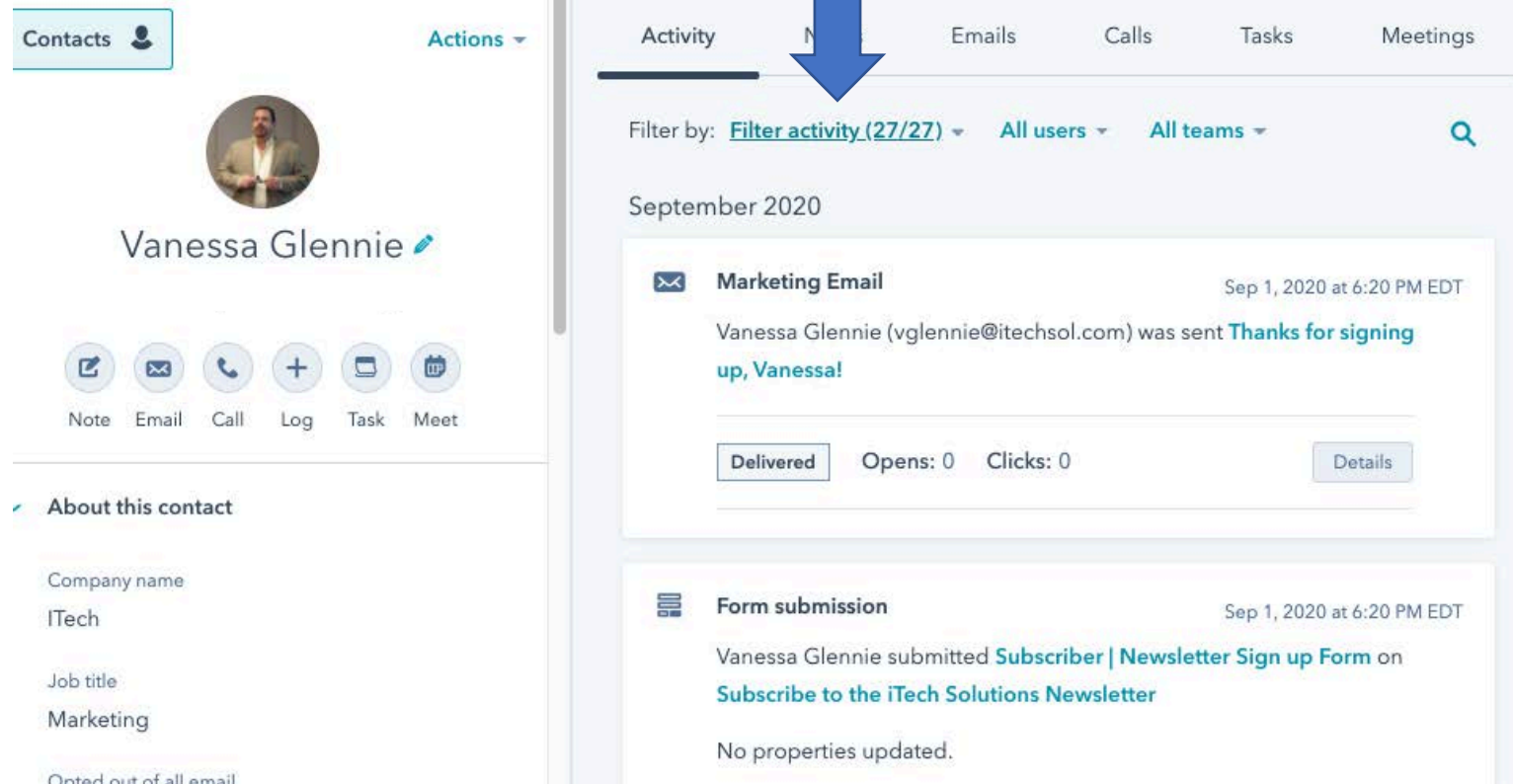
AND

AND

Save

Cancel

Events in HubSpot Contact Records











The screenshot displays the HubSpot interface for a contact record. On the left, the contact profile for Vanessa Glennie is shown, including her name, email address (vglennie@itechsol.com), and various action buttons (Note, Email, Call, Log, Task, Meet). Below the profile, the 'About this contact' section lists details such as Company name (ITech), Job title (Marketing), and Opted out of all email.

On the right, the 'Activity' tab is selected, showing a list of events for September 2020. A blue arrow points to the 'Activity' tab. The activities listed are:

- Marketing Email** (Sep 1, 2020 at 6:20 PM EDT): Vanessa Glennie (vglennie@itechsol.com) was sent **Thanks for signing up, Vanessa!**. Status: Delivered. Opens: 0. Clicks: 0. Details button.
- Form submission** (Sep 1, 2020 at 6:20 PM EDT): Vanessa Glennie submitted **Subscriber | Newsletter Sign up Form** on **Subscribe to the iTech Solutions Newsletter**. No properties updated.

Events in HubSpot Contact Records


Vanessa Glennie 
Marketing at TSL Marketing

     
Note Email Call Log Task Meet

About this contact

pany name
h

title
keting

id out of all email

ite/region
sion

☐ Select all

<input type="checkbox"/> COMMUNICATION	<input type="checkbox"/> CONTACT ACTIVITY	<input type="checkbox"/> UPDATES
<input type="checkbox"/> Calls	<input type="checkbox"/> Ads Activity	<input type="checkbox"/> Analytics events
<input type="checkbox"/> Conversations	<input type="checkbox"/> Call-to-action	<input type="checkbox"/> Deal activity
<input type="checkbox"/> Emails	<input type="checkbox"/> Email tracking activity	<input type="checkbox"/> Lifecycle changes
<input type="checkbox"/> TEAM ACTIVITY	<input type="checkbox"/> Form submissions	<input type="checkbox"/> List memberships
<input type="checkbox"/> Meetings	<input type="checkbox"/> Marketing emails	<input type="checkbox"/> Merges
<input type="checkbox"/> Notes	<input type="checkbox"/> Page views	<input type="checkbox"/> Salesforce syncs
<input type="checkbox"/> Tasks	<input type="checkbox"/> Sales document	<input type="checkbox"/> Sequences activity
	<input type="checkbox"/> Twitter	<input type="checkbox"/> Ticket activity
		<input type="checkbox"/> Workflows

☒ **INTEGRATIONS**

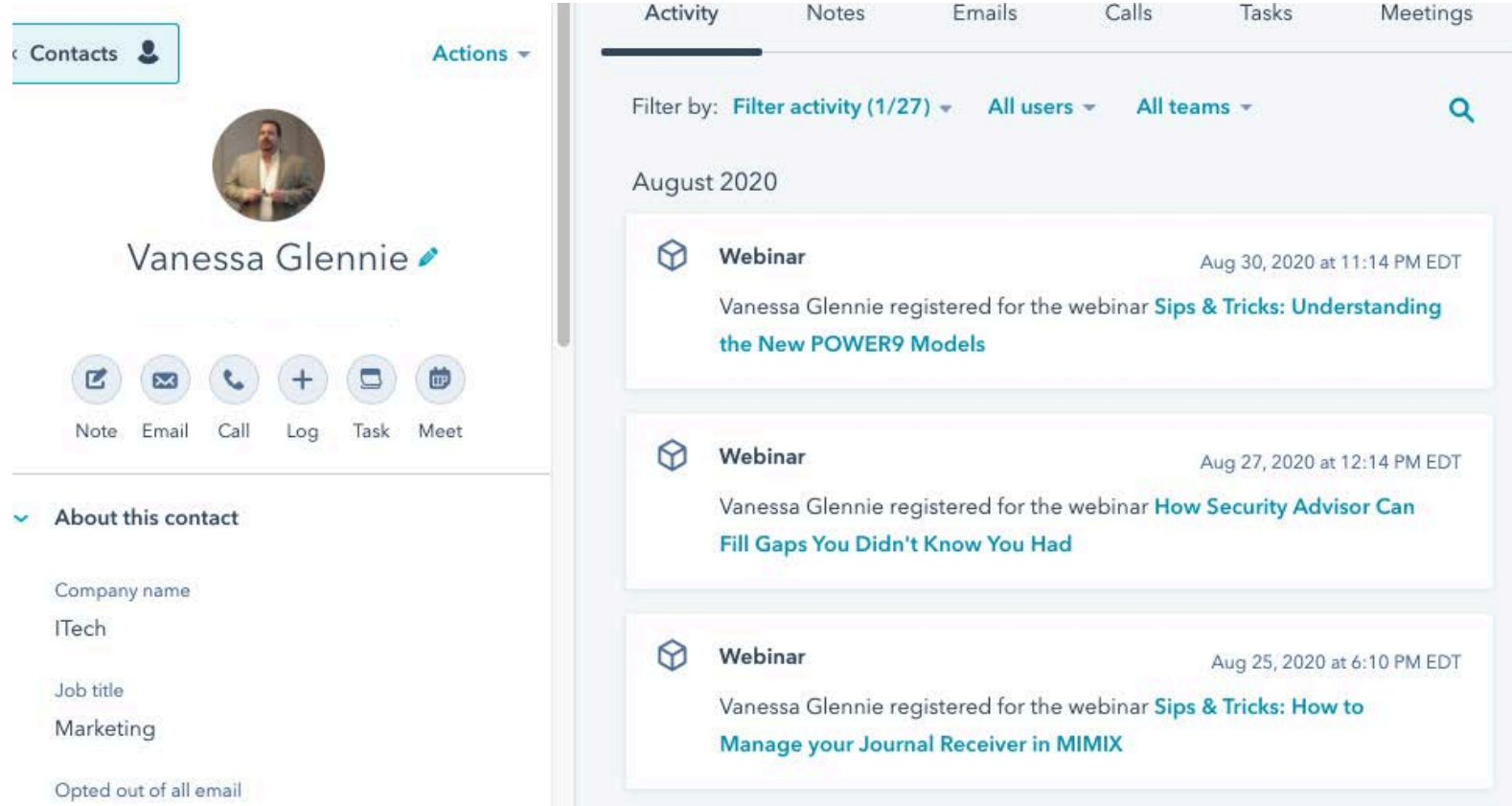
☐ Eventbrite

☒ GoToWebinar

☐ Hotjar

☐ SurveyMonkey

Events in HubSpot Contact Records



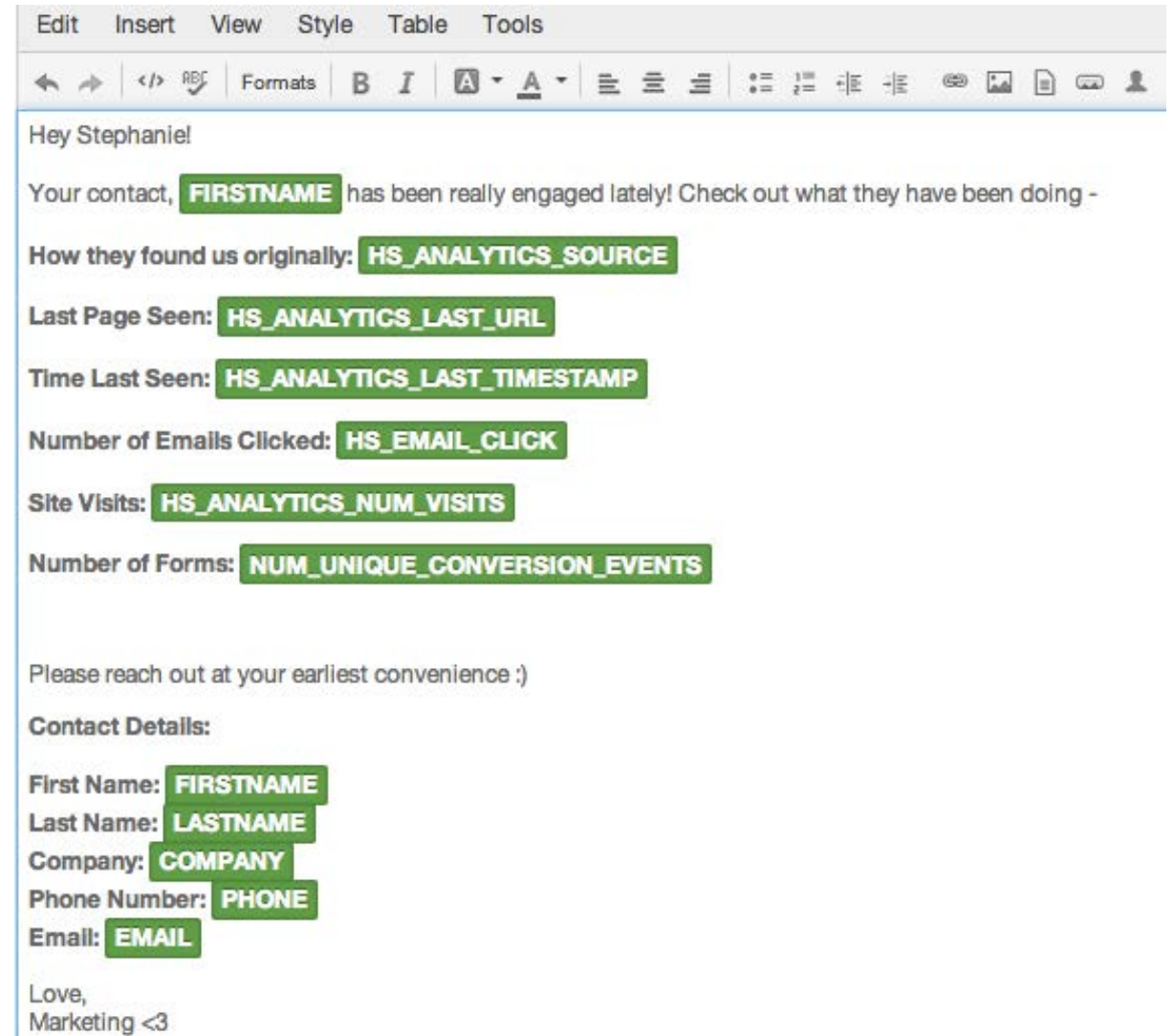
The screenshot displays the HubSpot interface for a contact record. On the left, the contact's profile is shown with a photo of a man, the name "Vanessa Glennie", and a list of actions: Note, Email, Call, Log, Task, and Meet. Below this, the "About this contact" section lists details: Company name (ITech), Job title (Marketing), and Opted out of all email (checked).

The main activity feed on the right shows three events, all categorized as "Webinar":

- Webinar** (Aug 30, 2020 at 11:14 PM EDT): Vanessa Glennie registered for the webinar [Sips & Tricks: Understanding the New POWER9 Models](#).
- Webinar** (Aug 27, 2020 at 12:14 PM EDT): Vanessa Glennie registered for the webinar [How Security Advisor Can Fill Gaps You Didn't Know You Had](#).
- Webinar** (Aug 25, 2020 at 6:10 PM EDT): Vanessa Glennie registered for the webinar [Sips & Tricks: How to Manage your Journal Receiver in MIMIX](#).

Something we are working on...

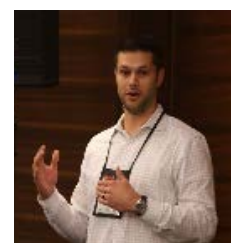
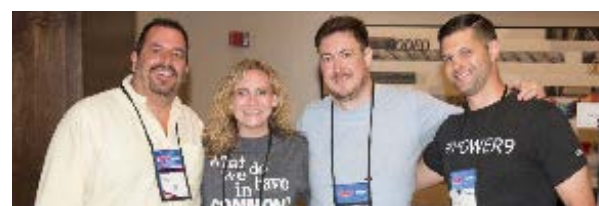
Custom notification emails built within HubSpot's workflow tool





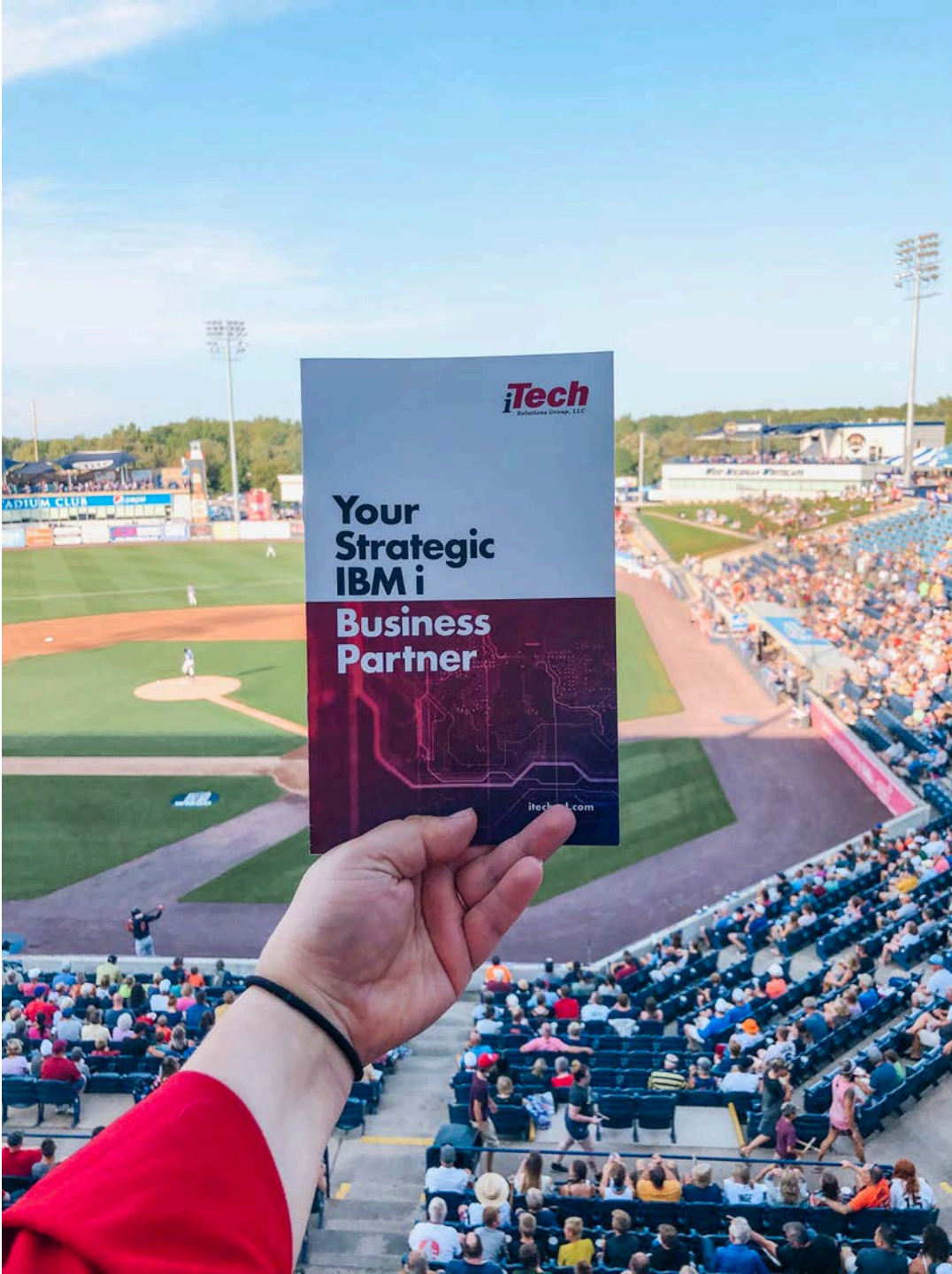
Takeaways

- If there is something timely, be sure to act on it
- Remember your audience and focus on being helpful. Speak to their interests and pain points.
- Think about what makes you/your company *different*, and use that to make your events stand out
- Target invites based on contact's interests and actions
- Have clear call-to-actions, text and image based in CTAs. At least one near the top.
- Send Last Chance to register emails



Who We Are

- IBM Gold Business Partner
- Specialize in IBM i Infrastructure
- Certified Systems Administrators & Engineers
- Certified in High Availability products
- Combined total of over 300+ years of IBM platform experience
- Focused on Customer Satisfaction
- We are IBM i experts & infrastructure superheroes





Questions?