HOW TO SET-UP AND RUN YOUR FIRST WEBINAR USING FREE TOOLS

If you are an expert in your chosen field and you would want to host a webinar using free tools then you will appreciate this post. A webinar is a great way to expose your brand to your potential clientele and give them a clear sense of what you are about. Unfortunately, webinar software are really expensive and can cause a strain on a limited marketing budget. Therefore, today we will show you how to create and host a brilliant webinar using free or extremely cheap tools and still have quality results. There is really no point in spending a lot of money on fancy software that begins to develop faults the minute you decide to go live, instead, spend little to nothing and we guarantee that you will still get amazing results. It all depends on how you set it up!

In this post, we will show you a step-by-step breakdown of how you can set-up and run your webinar on very cheap software or tools.

We will expose you to a webinar system that;

- Is completely free
- Will let you have unlimited attendees at zero cost
- Won't crap out, and has no integration problems
- Will give you total control over the design, layout of your entire webinar presentation
- Won't require your audience to download any software to gain access to your webinar, all they will need is a link.

How to set-up your first webinar

You'd be surprised to know that many big and successful brands who constantly host webinars use a combination of free tools or software to create their ideal hosting platform. Although setting up webinars can be a little tricky especially if you have no prior knowledge

of how they work, but if they can do it, so can you! And the following steps will guide you to set-up and run your debut webinar using free tools with no hassle!

How to create your first Webinar

Firstly, we will outline the different steps to follow when creating a webinar

- Create a rough skeleton or outline of the introduction and the main presentation using different titles, subheadings and bullet points
- Determine the approximate length of each and every section and decide on the number of slides you will need (Five slides per minute sounds good)
- Create your slides using PowerPoint or keynote depending on if you use a PC or Mac (make use of text with big and bold headlines) and ensure your slide presentations show in a new window
- Add images for emphasis

There you have it! How to create your webinar in four simple steps; now let's get to the different free tools!

TOOLS

To create and run a brilliant webinar for free, you need three major tools and it's possible that you already have two of them. These tools are;

1. **SQUARESPACE (or your own website)**

A lot of professionals make use of this platform due to its easy-to-use design and versatility. For people who already own a SquareSpace site, then you won't have to pay anything for this, however if you use wordpress, you will have to use the next two tools on your site. SquareSpace allows its users to keep their webinar pages branded in line with the rest of their

brand design. It also lets users use a really simple link such as www.google.com/webinar instead of www.google.com/landingpagesoftware.com/Icantrecallthename , this way, your audience can easily find your link, click on it and land on your webinar. This platform also has a great system of content blocks that allow its users to drag and drop images, text etc. while creating their page. One of the content blocks is the "video block" which lets users embed a video anywhere on their website. With the video block, users can add a live video broadcast in the live webinar page as seen in the Mariah coz live page below;
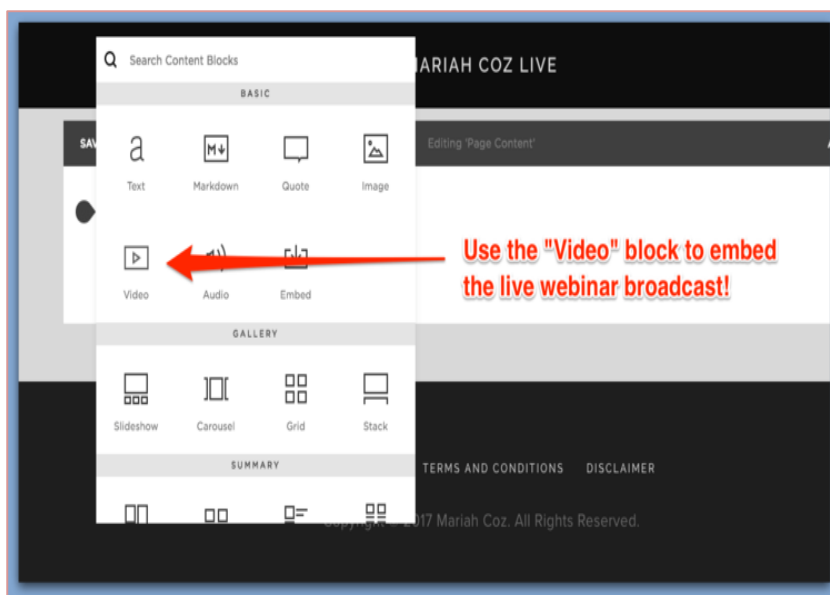
You will then use the "code block" to embed code at any point on your website and this is how you add the live chat section to your webinar as shown below
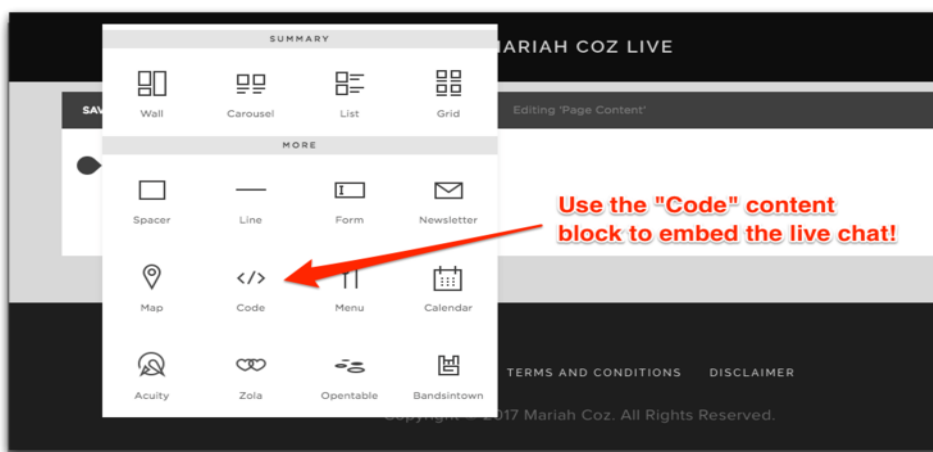
If you do not have a SquareSpace account already we suggest you open one for just $12 a month which is a lot cheaper than all other webinar hosting platforms out there. If you have an account already then you can use it to host all your webinars and at no cost!

2. YOUTUBE LIVE

YouTube live is definitely the heart and soul of free webinar hosting and set-up. Powered by Google, YouTube live is completely easy to use, bug free and loaded with great built-ins like screen sharing that will definitely come in handy during the webinar. While setting up your webinar, you will need YouTube live to set-up your live broadcast, then all you have to do is embed your video in the webinar page (which is already live) using the automatically generated embed code.
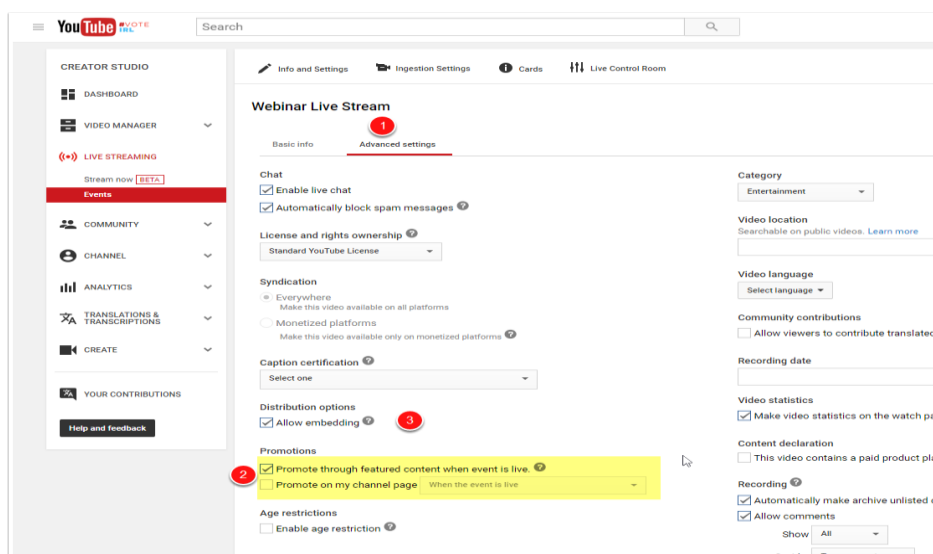
3. CHATANGO ORTLK.IO

The last piece of this entire webinar puzzle is the live chat box. This is how you talk to your audience and answer their questions during your show. CHATANGO or TLK.IO are two great platforms that can be used for interaction during your webinar and you can pick any of them depending on which one best suits your style.

Chatango is used by most people due to the fact that it's easy to moderate and set-up
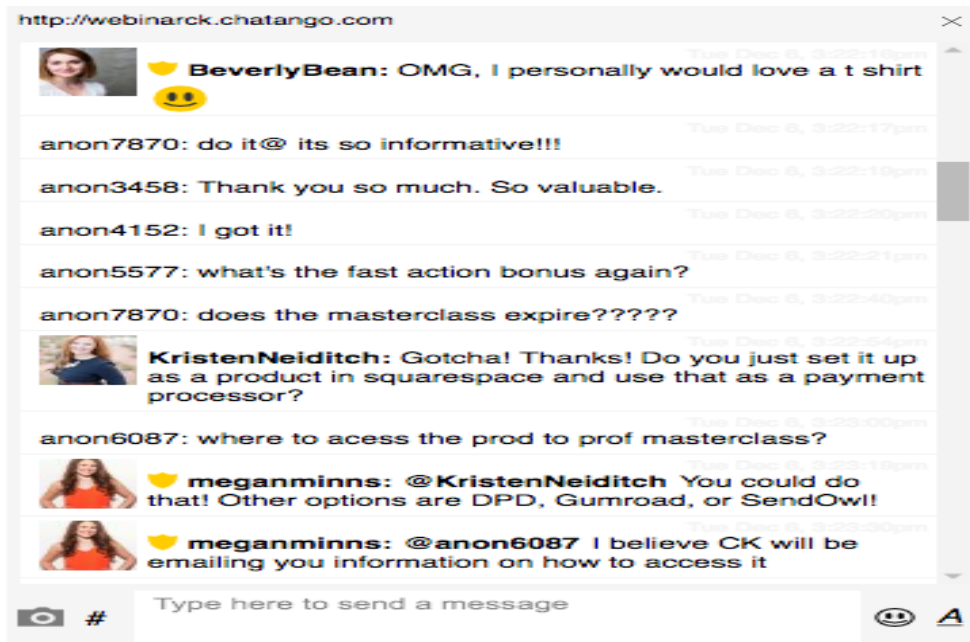
TLK.IO on the other hand has a more modern look and is also easy to set up. It is a bit harder to moderate than Chatango but it works great!

Now that you have fully understood the workings of the free webinar tools, it's time to guide you on how to use them to set-up and host your webinar. Be assured that you do not have to be a tech expert to handle this, with our guide; you will definitely get a hang of it in no time. Although it might look too complex and take a while at first, but once you successfully set-up

one or two webinars on your own, you will be creating and hosting webinars in few minutes. The following steps will guide you!

1. **Create a Cover page**

This is a great way to create a landing page instead of using a paid program or having to set up a new domain. Enter the details of your webinar, choose a great picture that captures your brand and add a form to collect name and emails of potential attendees (link the form to your mail chimp account if you have one). Make use of a URL that is easy to recall and start linking people right away!
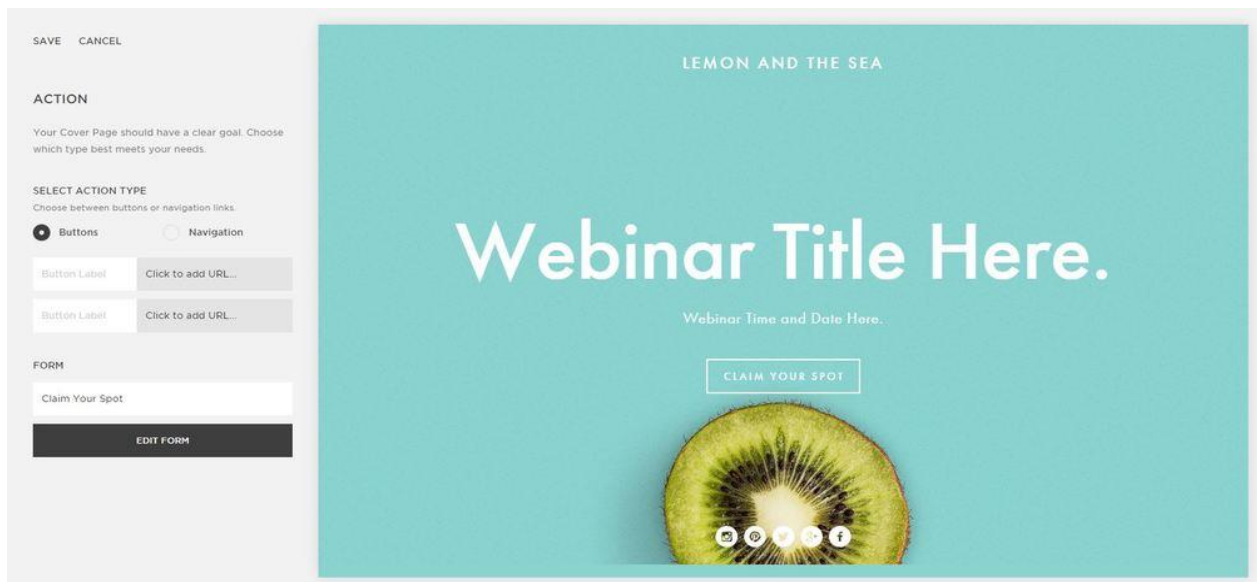
2. **Create your webinar pages**

A standard webinar contains three pages;

- Registration page: for sign ups

- Thank you page: where people are redirected to after sign-up

- Live page: where people watch the webinar

3. Embed your live chat

As earlier explained, this can easily be done using Chatango or tlk.io. These platforms will provide you with codes and you can easily copy and paste the code on your site. For example for tlk.io, the code provided is copied and then embedded on your live site as shown below

Tlk.io site provides the code

Copy the code and embed in a code block on your SquareSpace site.

4. Set up your video broadcast and embed it on SquareSpace

This is the complicated part. Using YouTube live, enter your webinar name and the details and set it to start at a later date and time of your choosing.
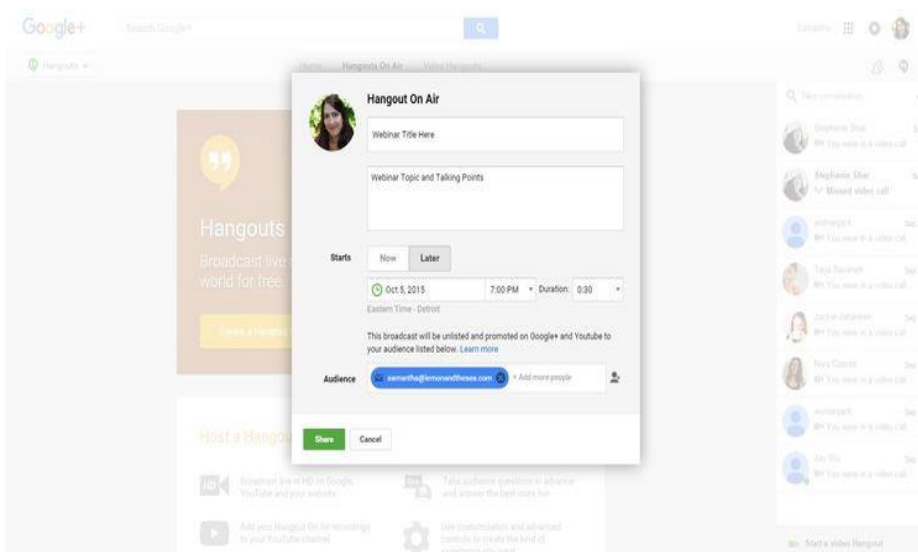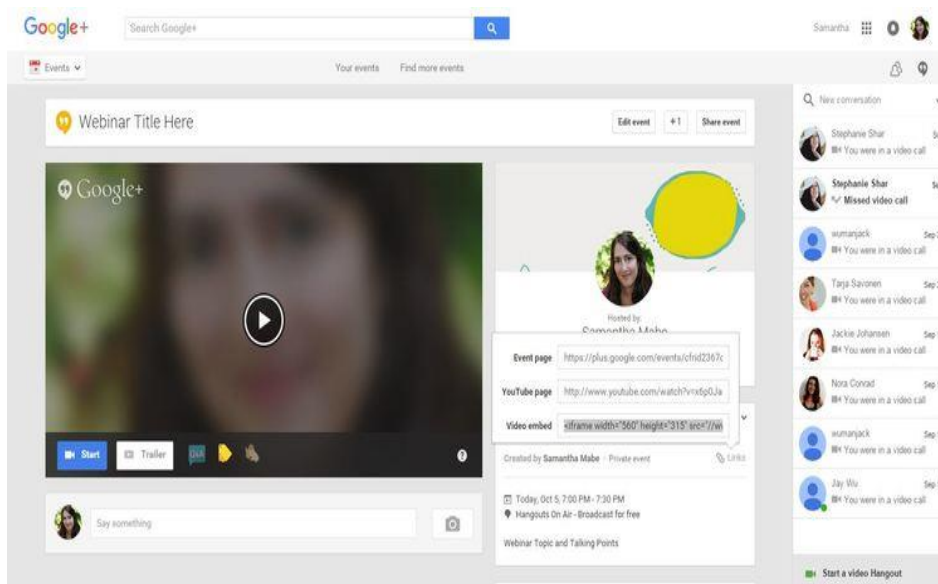
If you haven't created a YouTube live account yet, you can easily do so with the instructions in the image below;
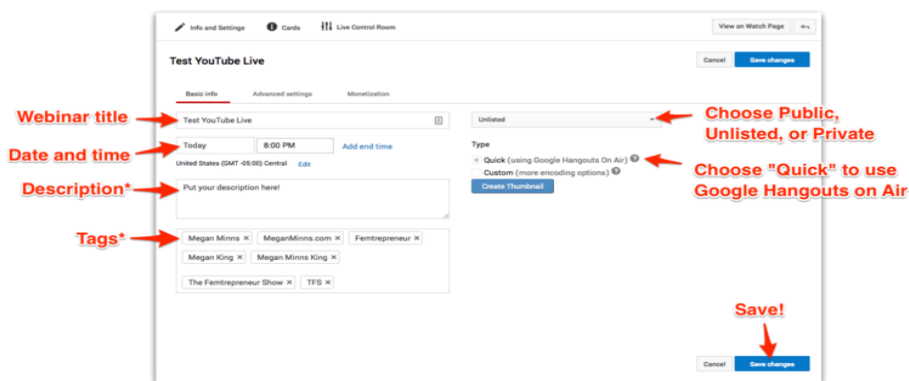
Once created, a link will then be provided and you can share this to an alternate email you have.

Once this is done, you will find the link in the details section as shown below

You can now copy the video-embed link and paste in the code block on your SquareSpace page. You can also readjust the size to meet your exact specifications. Once successfully done, your live webinar page will appear as seen below
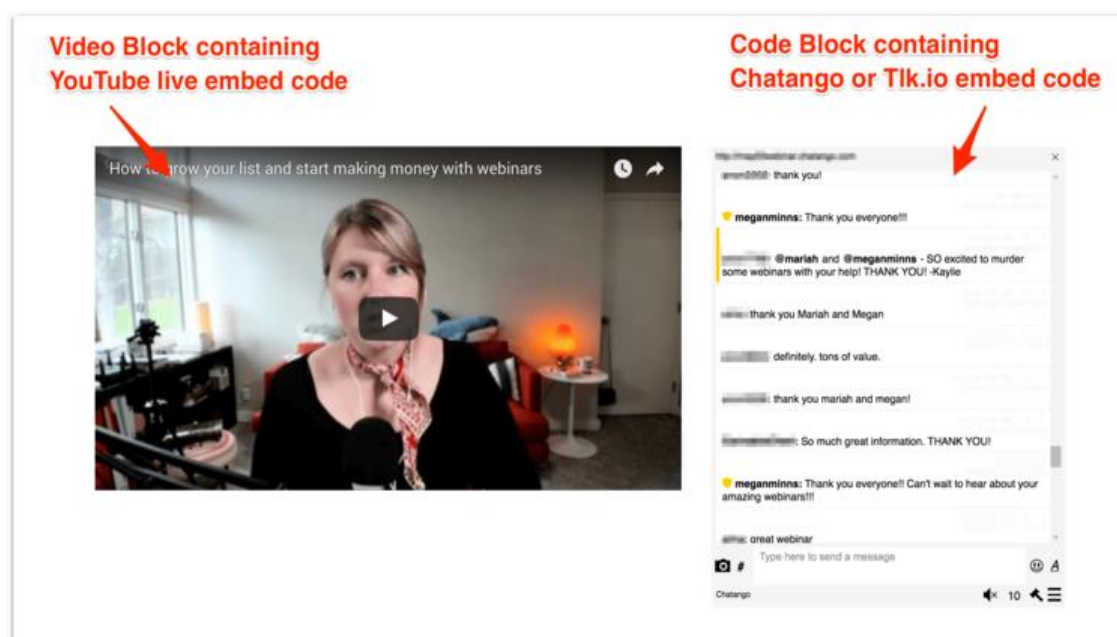
And you're done! See, that wasn't so hard now, was it? And you did it all on your own! Now that you have successfully set up your very first webinar, here are some quick tips to ensure that you have a great first experience

- Promote your webinar on social media to widen your reach and boost attendance levels

- Be prepared before time

- Use a slide show and be sure to test it adequately before the set date

- Have fun and be very interactive with your audience

A webinar is a great way to show people that you have a strong knowledge of your brand and the services you offer. Now that you know how to successfully set one up on a limited budget, it makes the whole experience more worthwhile, and if you have a co-host who can share content, your webinar would have a wider audience and would be more fun, After all, the more the merrier!