

Replay Follow-Up Sequence

Replay Follow-Up Sequence | Plan how you will continue the conversation with your audience after the live webinar has ended.

Adjust the timing to suit your launch window and audience response.

Step	Action	Goal	Notes
Day 0	Send replay to no-shows	Recover missed attendance	Replay link: [Webinar Title]
Day 1	Recap key lessons	Reinforce belief shift	Key takeaways from [Webinar Title]
Day 2	Send case study/proof	Provide social proof	How [Customer] achieved [Result]
Day 3	Handle objections	Address resistance	The #1 reason people hesitate and how to overcome it
Day 4	Send FAQ	Remove confusion	Your questions about [Offer] answered
Day 5	Offer alternate CTA	Accommodate non-buyers	Not ready to [Buy]? Let's talk instead
Day 6	Send urgency reminder	Create urgency	[Offer] closes tomorrow
Day 7	Review metrics & refine	Improve the next webinar	Internal: review data and plan improvements

Ready to build your Webinar Revenue Engine?
Start your 14-day WebinarJam trial.

