

PLAY #21:

WEBINAR FOLLOW-UP PLAY

Reactive | Mid-funnel | Content-to-conversion

A webinar isn’t the close of a campaign; it’s a signal flare.

This play activates the moment an ICP-fit account attends your webinar. Whether live or on-demand, you’ve already got engagement. The next step is helping them act on it. Don’t just send a generic replay link. Turn that interest into momentum with tailored content, smart segmentation, and AE follow-up.

What it looks like in action

Tactic	Description
Segment by signal	Go beyond title. Segment attendees by engagement level (live vs. on-demand, poll responses, Q&A participation, chat activity) to trigger the right follow-up. Tofu or your MAP can support this.
Curate a post-event impact kit	Deliver a concise, role-specific bundle: webinar deck, 1-pager summary, a 90-second video walkthrough, and one bonus asset that aligns with their likely use case.
Build a shareable team brief	Package key takeaways into a visual “What to know / Why it matters” memo that’s easy to forward to internal stakeholders.
Activate AE follow-up within 48 hours	Reps send personalized recaps like: “You joined our session on [X]—here’s how teams like yours are applying it now.” Bonus: include a relevant customer quote or stat.
Spin up a micro nurture track	Enroll high-fit accounts into a 3-touch follow-up sequence that aligns with the webinar’s theme: customer wins, decision guides, ROI proof. Keep it tight and clickable.
Offer a tailored “next step”	For hot signals (e.g. 45+ min watch time, questions asked), tee up a fast-lane option: strategy consult, ROI calculator walkthrough, or 14-day sandbox invite

WHY IT WORKS:

This play turns passive attendance into active consideration by responding fast, personalizing intelligently, and giving each attendee something worth forwarding. It works because it meets people in the zone—right after they’ve carved out time to learn, ask questions, or explore a problem.

That window closes fast. A timely, tailored follow-up extends it just long enough to shift someone from “interesting session” to “this might actually solve our problem.”