

REFERENCE GUIDE

Webinar Funnels

Webinar funnels from start to finish



The Webinars Screen and Funnel Parts

What It Is

A webinar funnel is one connected set of pages that signs people up, confirms their spot, and plays your webinar. Search for Webinars to find it.

How It Works For Your Business

- Search for Webinars to see every webinar funnel as a card or row.
- Click New Webinar Funnel and choose On Demand Webinar or Live Webinar before anything else.
- Open a funnel to see three steps: Registration, Confirmation, and Broadcast.
- Use the three-dot menu for options like edit, clone, and delete. Clone makes a copy.
- Click Edit on a step to open it in the same Page Builder used for funnels and websites.

The Webinars Screen and Funnel Parts – Tips & Guidelines

Tips

- Close the New Webinar Funnel window if you are only looking around.
- Read tab names like Settings, Schedule, and Stats off your own screen.
- Clone a finished webinar instead of starting from zero.
- Name each funnel with the topic and month so a long list stays clear.

DO

- Use clone to save time
- Read menu names on screen
- Name funnels clearly
- Open a funnel to see all steps

DON'T

- Delete a funnel by accident
- Build before choosing Live or On Demand
- Assume tab names match every account
- Start from zero each time

Building a Live Webinar Funnel

What It Is

A live webinar funnel is built with a four-step wizard. It asks for details, a form, a live link, and a template, then creates your three pages.

How It Works For Your Business

- Choose Live Webinar, then enter the webinar name, timezone, a future date, and the start time.
- Pick a sign-up form from the dropdown. It lists forms you built in Forms.
- Paste the Live Webinar Link, such as a Zoom or YouTube Live address.
- Choose a template, such as Blank Live or a themed design, and finish the wizard.
- Open the new funnel to find the Registration, Confirmation, and Broadcast pages.

Building a Live Webinar Funnel – Tips & Guidelines

Tips

- Check the timezone first because it may default to Eastern time.
- Paste your live link in a new browser tab to test it before the event.
- Say the date and time out loud so AM and PM do not get mixed up.
- You can swap the form later after the funnel is built.

DO

- Set the right timezone
- Pick a future date
- Test the live link
- Choose a clear webinar name

DON'T

- Trust the default timezone
- Skip the link test
- Pick a past date
- Leave the form for last-minute

Building an On-Demand Funnel

What It Is

An on-demand webinar funnel plays a recorded video for anyone who signs up. It needs no date, time, or timezone.

How It Works For Your Business

- Choose On Demand Webinar. Step one asks only for the webinar name.
- Pick your sign-up form from the dropdown, as you would for a live webinar.
- In Select Video, upload an MP4, MOV, or AVI file or pick a video from your media library.
- Choose a template made for on-demand viewing and finish the wizard.
- Open the Broadcast step and click Preview to confirm the video plays.

Building an On-Demand Funnel – Tips & Guidelines

Tips

- Upload a finished, exported video rather than one you are still editing.
- Wait for a large upload to finish before clicking Next.
- Uploaded videos stay in your media library, so you can reuse them.
- Upload limits and screen wording can differ, so read your screen.

DO

- Upload a finished video
- Wait for the upload
- Preview the Broadcast page
- Reuse media library videos

DON'T

- Upload a half-done video
- Click Next too early
- Expect a date field
- Skip the preview

Registration, Confirmation, Broadcast

What It Is

These are the three pages in every webinar funnel. Registration signs people up, Confirmation tells them they are in, and Broadcast plays the webinar.

How It Works For Your Business

- On Registration, find the form element and the countdown timer, then edit the headline and image.
- Swap the step's form from the form dropdown, then check the fields on the page.
- On Confirmation, check the date, time, add-to-calendar text, and the link to the Broadcast page.
- On Broadcast, the webinar element shows a countdown, then the live stream, then a replay or next-session message.
- Click Save, Preview, and Publish on each step. A page is only live once published.

Registration, Confirmation, Broadcast – Tips & Guidelines

Tips

- Keep the headline short and say what people get and when.
- Do a test sign-up with your own email after any form change.
- Read the Confirmation page out loud and make it sound like you.
- Publish each step one by one, since all-at-once publishing is not confirmed.

DO

- Preview before you publish
- Publish all three steps
- Test with your own email
- Check links in Preview

DON'T

- Skip a step when publishing
- Edit the webinar element blindly
- Leave template text unread
- Use a blurry or stretched image

Recurring Webinars

What It Is

A recurring webinar repeats the same session on a schedule. One Broadcast link serves the whole series.

How It Works For Your Business

- Open the funnel's Schedule tab and turn on the Enable recurring webinar toggle.
- Choose a pattern: Daily, Weekly, Monthly, or No Fixed Time.
- Add pattern details, such as the second Monday of the month.
- Set an end condition: after a number of sessions, or on an end date.
- Between sessions, the Broadcast page shows a message like Next session starts in.

Recurring Webinars – Tips & Guidelines

Tips

- Pick the pattern that matches how you will really teach.
- Use one end condition so the series does not run forever.
- Remember countdown timer options differ for recurring pages.
- Reminders move to the next session when a recurring webinar reschedules.

DO

- Choose a clear pattern
- Set an end condition
- Test the Broadcast link
- Check the timer settings

DON'T

- Guess the schedule
- Leave the end open by mistake
- Send out many different links
- Ignore the next-session message

Reminder Workflows

What It Is

Pre-built workflow recipes come with a webinar funnel. They send a confirmation, reminders before the event, and a replay follow-up.

How It Works For Your Business

- The recipe starts with a Form Submitted trigger when someone registers.
- It sends a confirmation email, then reminders at 24 hours, 1 hour, and 10 minutes.
- A replay follow-up goes out after the webinar.
- Use the three-dot menu to open a recipe and edit its timing and message text.
- Click Publish on the workflow to turn it on.

Reminder Workflows – Tips & Guidelines

Tips

- Read each message the way a guest will see it.
- Edit message text so it sounds like you.
- Recurring webinars auto-reschedule reminders to the next occurrence.
- Check a test sign-up to see that the confirmation email arrives.

DO

- Publish the workflow
- Edit the message text
- Check reminder timing
- Test with your own email

DON'T

- Leave the recipe unpublished
- Send unread template text
- Set reminders too close
- Forget the replay follow-up

Domains, Step Paths, Cloning

What It Is

Settings let you attach your own domain and edit step paths. Cloning copies a finished webinar so the next one starts ready.

How It Works For Your Business

- In the webinar funnel's Settings, pick a domain from the dropdown.
- Edit step paths, including nested paths like /webinar/register.
- Publish, then test the registration URL in a new browser tab.
- Add a favicon and tracking code in Settings.
- Use three-dot, then Clone, to copy a webinar. Update the date and time, rename it, and re-check the form.

Domains, Step Paths, Cloning – Tips & Guidelines

Tips

- Keep paths short and readable because people will see them.
- Always open the live registration URL after publishing.
- Cloning keeps the template and settings, so only change what is new.
- Rename a clone right away so it never mixes with the original.

DO

- Test the live URL
- Use readable paths
- Rename every clone
- Re-check the form on clones

DON'T

- Publish without testing
- Use long confusing paths
- Leave the old date
- Keep two same-named funnels

Letting Registrants Pick a Time

What It Is

You can let people choose a time slot on the registration form. A custom field holds the options, and the confirmation email repeats the choice.

How It Works For Your Business

- Search for Custom Fields and click Create field. Choose Dropdown and name it Choose Your Webinar Time.
- Add each time slot as a dropdown option.
- Search for Forms, open the form's Custom Fields tab, and drag the field onto the registration form. Save.
- In the workflow, use the custom value merge tag in the confirmation email.
- Test with your own email to see the chosen time appear.

Letting Registrants Pick a Time – Tips & Guidelines

Tips

- Write slot options clearly with the day, time, and timezone.
- Save the form after you drag the field in.
- Use the merge tag so each guest sees their own pick.
- Match each slot to a real scheduled session.

DO

- Name slots with timezone
- Save the form
- Use the merge tag
- Test each option

DON'T

- Leave a slot unclear
- Forget to drag the field
- Type the time by hand
- Skip the email test

Analytics, Sections and History

What It Is

Analytics show how a webinar performed. Saved sections, version history, and audit logs help you reuse designs and track changes.

How It Works For Your Business

- Search for Webinars, open Analytics, and choose the On-Demand, Live, or Recurring tab.
- Live shows registrations vs attendees and peak viewers. On-Demand shows views, watch time, and drop-off.
- Use the date range selector and quick filters, then export with the three-dot menu to CSV or PDF.
- Save a registration hero as a Universal section to reuse on the next webinar.
- Use the clock icon for version history and Restore Version. Audit Logs show webinar changes.

Analytics, Sections and History – Tips & Guidelines

Tips

- Compare registrations to attendees to see how many showed up.
- Check drop-off to see where viewers leave a video.
- Restore a version if an edit goes wrong.
- Check Audit Logs to see who changed a webinar.

DO

- Pick the right analytics tab
- Export reports
- Save sections to reuse
- Use version history

DON'T

- Mix up live and on-demand numbers
- Ignore drop-off
- Edit without a saved version
- Skip the audit log

Key Terms Glossary

Webinar funnel

A connected set of pages that signs up and hosts a webinar.

Registration page

The sign-up page with your form.

Confirmation page

The page guests see right after signing up.

Broadcast page

The page where the webinar plays.

On Demand

A recorded webinar that plays any time.

Live Webinar Link

The Zoom or streaming address where you teach.

Select Form

The wizard step where you pick the sign-up form.

Template

A ready-made page design, like Blank Live.

Webinar element

The Broadcast block showing countdown, stream, or replay.

Recurring webinar

A session that repeats on a schedule.

Reminder workflow

A recipe that sends confirmations and reminders.

Universal section

A saved page section you can reuse.

Getting Help

Your software changes over time, so a button or tab may look a little different from what you see here. If something does not match, check the in-app help for Webinars or look for the option with the closest name.