

STEAL  THIS

# Anatomy of a successful webinar follow-up email.



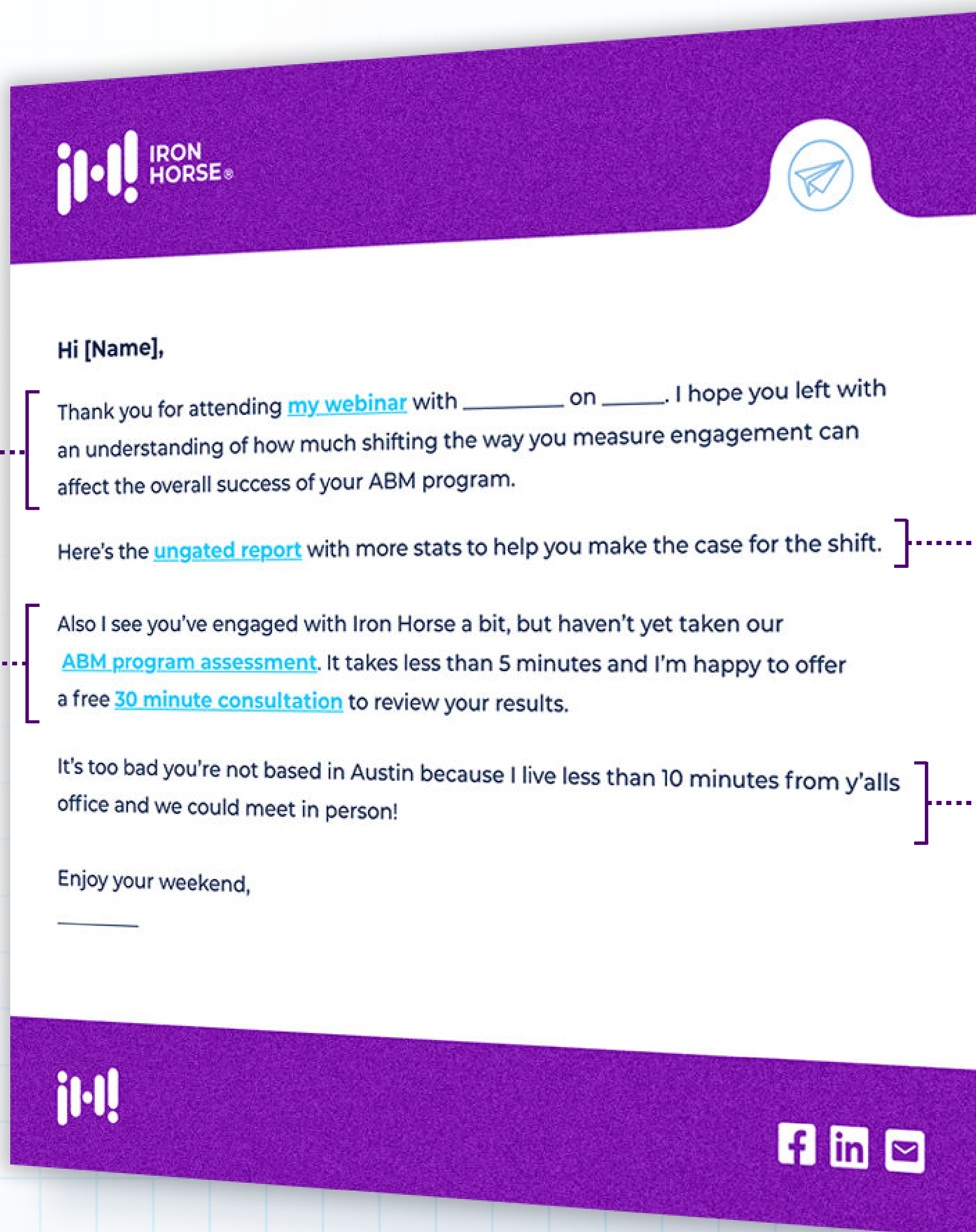
Transactional webinar follow-up emails are a missed opportunity. Here's how to keep the conversation going.

## 1 Here's how we know each other.

Specific details remind attendees which webinar this is from and what they learned.

## 2 Something you can use right away.

Invite the recipient to engage further with a related piece of content with no strings attached. Bonus points if they don't need to give their info again.



## 3 A relevant special offer.

Let them know you've done your homework without being creepy—and provide a way to connect, if they're ready.

## 4 I'm a human!

Let your personality show through with natural language and personal details that create a true connection with the person on the other end.

This email breaks more than a few hard-and-fast rules for sales outreach—but it was highly successful for us. Why? Because what it did right is more important than what it did “wrong.” Ultimately, it reads like it was written by a human who did their research and genuinely wanted to connect. Because it was.



### DID YOU KNOW?

**60% of buyers find webinars to be one of the most valuable content types early in the buying journey**

Your follow-up email should continue the conversation, not end it.

Find more tips you can use right away at [ironhorse.io/blog](https://ironhorse.io/blog)

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