Hey and welcome to Video #6! We’re going to talk about **Webinar Replay Scarcity**. I want to briefly run through the strategy here, but, basically, when I say scarcity I mean that you want to put some sort of time limit on the webinar replay. You don’t want it to run forever. So if your goal is to push the sale, you obviously want to use scarcity. But the question remains is how long should you show the replay?

Well, generally speaking, you only want to show webinar replay for about half a week or one week max and you will, basically, want to do this because you want to give people an opportunity or those folks that attended the webinar to go back, watch the webinar replay, and take some more notes or for those that didn’t get the opportunity to attend the webinar. You’ll give them about a week or about 72 hours to take the initiative and watch the replay and get great content.

Now, you’ve got to own up to your word. If you say that you’re going to take it down in 72 hours, you’ve got to take it down in 72 hours; otherwise, your list, your audience in the future, they’re not going to take your word for it. What you’re doing essentially is you’re honoring your word (# 1), and #2 condition them so that in the future they will take you seriously.

Now, you could technically close it down for 72 hours. Maybe a couple of months later, if you get some requests for it, you can always open it up for maybe 24 hours as a special. But for that time being, you definitely want to close it when you say you close it.

I know you’re also thinking, “How do I set my webinar replay up? What kind of landing page should I set it up for higher conversions?” Well, it really doesn’t have to be complex at all. In fact, what has shown to work is simplicity. The more simple it is, the better.

So what we found that works is to have the video up at the top, and then, of course, what works even better is if you remove the player controls if possible and you can do this with Vimeo Pro for example. You can use it with Wistia and other video hosting sites, as well. But Vimeo Pro is a really good deal. It’s $199 a year – you get unlimited HD quality plays; it also renders it as standard definition quality, as well. But if somebody has high, fast connection, they can click the HD button and they will be able to see the video super clear.

But with Vimeo Pro, they give you unlimited plays which is nice and about, I believe, many, many gigs of space. About 20 gigabytes (GB) of space a week which is a lot. So, video up at the top, remove player controls, and place the “Buy” button down below. Now, the button “Delay” is optional. You can test it out, see what works the best. But, generally speaking, if somebody doesn’t have access to the player controls, they are required to watch the webinar from start to finish. So that’s merely up to you if you know your audience the best. It’s always good to test.

Countdown timers – countdown timers, put this at the very top of your landing will definitely help. So do a countdown for scarcity to bring in sales, but you want to take it down immediately afterwards to condition people to take you seriously.

Back in the day when I was using countdown timers, what I realized is that majority of countdown timers are just countdown timers, so you have to wait ‘til it ends to manually go and take it down which is a pain. In my testing, I’ve used Countdownmonkey.com and I’ll actually show you Countdownmonkey.com and how it works, but, basically, it’s got many different options that you can take.

You can set it as an evergreen countdown timer. So you can do 72 hours and if you have like a not a live automated webinar, it can do 72 hours evergreen. What it does is it sets the cookie in the user’s computer so when the person arrives, it’s unique to every person. So you can set evergreen countdown timers or real time countdown timers. And these are great because you can re-direct the traffic when the countdown timer ends. So if you had another offer that was similar to the webinar perhaps or similar to the subject matter, then you can re-direct them to another webinar that’s similar or another product or special discount that is similar. That way you’re still monetizing the traffic.

1MinuteSites.com is also good for creating landing pages with timers and it’s kind of like lead pages but 1MinuteSites is really, really powerful to use. So with that said, let me pause this video and hop on over to my browser and I will show you how Countdownmonkey works.

Alright, so I logged into my Countdownmonkey account, and as you can see, I have a bunch of countdowns here that I am currently using right now. I like Countdownmonkey because it’s super easy to use. I’ve spent money on 10, 11, 20, a lot of different countdown timers over the years, trying to figure this out. The one main problem that a lot of countdown timers have is that they either are not compatible with iPhones, iPads, and so forth and they do not have a feature that allows you to re-direct my traffic or do something else when the countdown timer expires.

So, let’s just go through here. You can choose a text style, text color, background, animation style, countdown size, language, label color. I’m not going to deal with that right now, but countdown name, let’s just call this “Webinar Test.” You can do countdown type, either a real time or evergreen. Evergreen meaning that somebody lands on my landing page, they will see a 72 countdown timer. Customer #2 comes five days later, and they will see a 72-hour countdown timer so that’s what we call evergreen. These are good for webinar replays in this case. And then, of course, and then we have the real, live countdown – so that’s real time. Everybody sees the exact same timer. You can do Evergreen and Date & Time.

So, with the real time, let’s say, for example, that we want to do November. Let’s say, we’ll start it on Monday, so we’ll just do it for three days and we’ll end it on November 6, 2014. And then, we have the timezone here, choose Eastern time. And then, expiry action, basically, tells countdown timer what we want to do when the countdown timer ends. So, do you want to do nothing? Which I would not do nothing, I would do something. You can hide the counter. I, generally, like to pick add an instant re-direct. So I can re-direct all the traffic to somewhere else. When somebody hits that timer and it hits zero, they will be sent immediately to a different page. That’s really, really powerful because you can monetize that traffic.

A lot of times in the past, what will happen is, you just see a message that says, “Sorry Offer-end.” An people are like, “Oh, darn. I missed it.” But if you re-direct them to something related, then you can potentially monetize that traffic. You can also add a day or even add a custom time. What that will do is, it’ll add time on top of that time. But I would say this one is probably the big one.

Well, that’s it! Let’s move on to the next video and I’m going to talk about some webinar follow up email templates, so you can jot those down. Get ready take out your pen and paper or get ready to type this up because we’re going to go over some swipe files.