

# Easy Webinar User Guide

- ✓ How To Set Up Events
- ✓ How To Customize Easy Webinar
- ✓ How To Start Quickly

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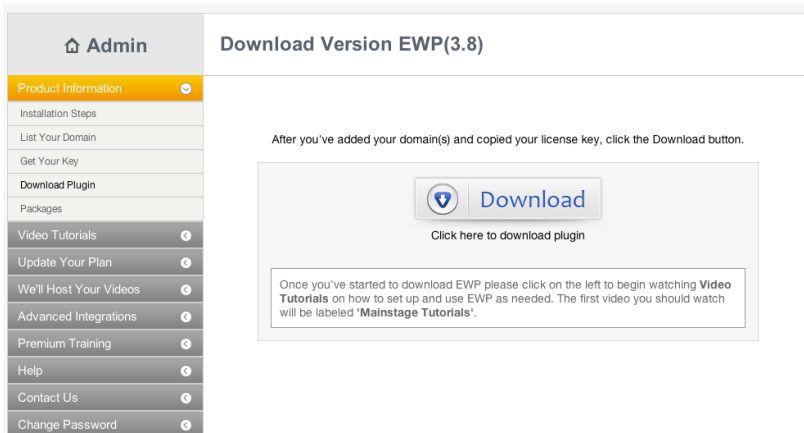
### Easy Webinar Product Registration

- Register your domain name on the front page
- Get Your Product Key from the side menu

Follow the steps given below in order to install your plugin



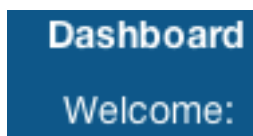
- Download your Word Press Plugin for installation



- Go to WordPress and under plugins click add new plugin choose the source to be from your computer
- Find the file you downloaded and upload to the server
- Once uploaded activate and find the plugin in the sidebar
- Click on the plugin and enter your product key
- Click on create new webinar
- Login to Easy Webinar
- Your domain should be highlighted in green meaning that your plugin is now fully activated

### Setting Up Your Webinar-Adding A New Event

- Click On The Right Hand Corner Button Marked Dashboard



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- On the top Left hand corner you should see a button that says Add New Event-> Click On It

☰ See All Events (3) ☰ Drafts (0) ➕ Add Event

- Once you add the new event you will be entered into editing mode
- The top tabs are as follows: Events Information, Registration Page, Thank You Page, Event Page, Notifications, and Advanced
- Let's begin with the event information
- The first option you will see is to set the event for either a one time event or a recurring event.
  - Notice that when you choose either one time or recurring the menu options shift as they have different needs. The first one we will speak about is the **One-Time Event**
- Enter a title for the event
- The event type is the type of event you would like to run. You have the choice of either having it automated which would be a pre-recorded webinar, or live which would be live streaming from Hangouts On Air or YouTube Live
- The Event Time Zone is the time zone your event will be set as time determinant. It is often best to set it for your attendees time zone as it can be tedious to have it only set at your time zone especially if it is a live event. However, you can do as you like. Either way the registrants can see when the exact time of the webinar will be and will make their choices.
- Event Date is when you will have your Event Presented
- Event Time is when your event will happen and you can customize based on your audience to either a 24 or 12 hour time interval

**Now Modifying To A Recurring Event**

- You will see that everything is the same until after the event time zone.
- You will now see a button that says frequency and that ask you how often you want this event to happen no matter if it is live or automated. Make your choice based on your chosen frequency for your goals
- You will then have an option for your event start date and end date. If you leave the event date blank you will have your event run without limitation.

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- On the right side you will see a clickable button that says there is an ability to see yesterdays replay. You can have that checked and a registrant can see the replay for the automated choice of yesterdays event instantly.
- The time settings are the same, but you can see that you can now set the times to be multiple times a day. This is all based on your preference again just as are the daily event times.
- You can modify how many days to show on the drop down menu on the Days to show option
- You can also block off days, so that they come more infrequently through the block days feature

**Click On Presenters Information Tab**

- By clicking the show presenter bio button you can show who is presenting that evening
- You can enter a name, image via URL or upload and then you can enter the description as to what the specialties of the presenter are about, and also engaging content to get people to sign up

**Click On Registration Page**

- The first tab you should see is the page templates, the second one is the page settings, and the last one is the advanced options
- The templates consist of 3 groups- The Custom, Professional, and Classic
- The most customizable out of all the templates are the custom as they are fully responsive
- Choose your template and move on to the page settings

**Click On Page Settings**

- On this page you can set the title the browser will have as the Browser Title
- You can choose the page background color or you can insert an image if you choose
- You can enter the header image or color
- You can enter then a header logo either by URL or by an upload to the host
- Then you will see an option for headlines and sub headlines you can enter these accordingly
- Under the content option you can now enter the main display image either by URL or by upload notice that it only accepts JPEG, PNG, or GIF files
- You can modify what is contained in the arrow for the webinar and modify the color
- Under event description you can describe the event
- You can have a setting to be alerted of when there is a registration for your event. It's your choice
- You can modify what is in the registration button and modify any background color.
- Under Footer Options-> If You have this option which is available through the unlimited domain plan. You can customize and rebrand the page totally including the background or inserting links to pages you would like them to possibly explore.

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- Click on the advanced section if you have this tab and you can customize everything on the page fully from colors through text. Your imagination is your limit within this framework.

**Click On Thank You Page**

- You can insert browser title for this page you can also modify the page background according to your specifications through either color or a specified background image
- You can modify the header background again by either background color and background image
- The Headline Option is what they see once someone successfully registers
- You can add both a main headline and a sub headline with action steps
- The main display can be either an image or video and you can upload those accordingly
- The image can be a URL or Upload
- The video can be a URL, Upload, or Embed code. Note whichever option you choose make sure you copy the full URL to ensure it works properly and make sure to test it before you go live with your event!
- The thank message is a note you can send to your registrants after they register telling them whatever you like and can be customized to your specifications and branding
- The footer option can have either a color or a background image

**Click on Share Incentives**

- Share incentives are a good way to make your content viral. Essentially you reward people for sharing your event by either giving them an additional video with amazing content or a document that is downloadable after they share.
- Clicking the ON option enabling share incentives will make this portion active
- You can then add a post title, description, and enable the portion you like.
- This can be a video or a document you can upload either via url or by direct upload. Please again notice the specifications for the file types accepted
- The advanced option for this portion will be the same as the other advanced options if you have this available. You will be able to customize the entire area even more fully and rebrand as liked.

**Event Settings**

- This page is composed of multiple parts to configure your event page. You have the event settings, the times events, the scarcity events, and the advanced options. (Unlimited license)
- You begin by configuring the browser title, then you can configure the page backgrounds either have an image or color
- You can then change the header background and this has a color or image selection
- Headline options will include the Headline, Sub headline for your event
- The content option is where your video will be configured.
- You can configure the event video by either using the event via amazon, YouTube Vimeo, or FLV.

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- Also, ensure that you have a mobile format to ensure that mobile videos can be seen. Remember that RTMP videos often times have an issue with mobile
- Notice that amazon has it's own uploader in Easy Webinar, so refer to the amazon uploading options in the needed portion of the training.
- As far as the screen size there are standard options of 4:3 or 16:9
- To get the best looking player I would suggest you use a 16:9 video reveal, so that the player is more robust.
- Now the video length should be set according to what your needs are. Example: If you plan to run an hour and a half event with a LIVE stream, you should set the timer for 2 hours or more. If you happen to go over the time you put into the counter it will cut off your event in EW.
- For a pre-recorded event you want to set the timer to the exact time in both hours, minutes, and seconds so that your event plays correctly.
- The chat option can be set to either the default which will send you an e-mail with the questions posed by the attendees, you can have a facebook integration, twitter integration, or use other features like chatwing, or livefyre.
- You can limit the amount of live attendees, you can show the attendees, and you can also if you have the right package modify the footer options
- Timed Events are notifications, polls, and or have it appear to be a live event if you have an automated session. You can click the button and have messages appear on the chat screen for your event as needed. You can also include buttons for actions
- The scarcity feature is one of the favorite features on the system. When you click it you can activate a timer to count down and give a call to action in the video. You can then have the timer tick down to available spots, available products, or whatever you are presenting. This can help dramatically with conversions on your site.
- Lastly, there is the advanced feature that allows you to customize the full makeup of the session and presentation area. Similar to the other advanced options.

### **Notifications**

- The notification area is the area, which you can integrate with your chosen autoresponder. This will give you the ability to add the registrants to your account without any exporting needed. Easy webinar will automatically keep your registrants noted in the database for export, but this allows you to integrate and be able to set up a email sequence inside of the system.
- **NOTE:** Easy Webinar integrates with Send Grid and infusionsoft. This will now allow you to be able to send e-mails that land before your events at a 99.9 delivery rate, and also with infusionsoft you can now have a sequence to study habits and section off the targeting accordingly.

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- The first tab is the notification e-mail, and this email will be sent to the attendee when they register for your event directly.
- The Before event e-mail with the new integration will send reminders as far or as close as you'd like to do so.
- The after event option is the follow up sequence that will be delivered if by chance someone misses your event and can be scheduled and modeled along with your autoresponder sequence so that you can increase conversions as well.
- **NOTE:** You have short codes on the side bar to make the e-mails for each portion more personalized. This essentially will allow you to use the persons name, date, whatever you like; to address them and make them feel more engaged.

**Advanced Options**

- In this section you have the ability to add any needed parameters you'd like for your events. This includes affiliate links. Header, Body, and Footer scripts for tracking on all pages using tracking from your chosen system be it facebook, perfect audience, or chat roll.
- The SEO tab allows you to apply SEO sequences, Metadata keywords, Meta Descriptions for all pages.
- **WARNING:** Modifying this next section can break your webinar if you do not know how to modify this section... DO NOT.
- Rename page URL's is a section in which you can change the page links to your presentation. You can modify them, but make sure to check your word press to ensure the values are connected correctly.
- The Infusionsoft Soft Section will allow you to integrate directly with tagging and action systems inside infusionsoft.
- Lastly, the countdown page settings are to modify your countdown page message and you can edit the sub headline to greet your attendees as personally as you like.
- Finally, Save All! And You're Done!
  
- **If you have questions about any of this please feel free to reach out.**
- **Don't Have Easy Webinar Yet? Go To <http://www.easywebinar.com/>**
- **If you have questions about the sendgrid integration Go to:**  
**<http://easywebinarplugin.com/blog/sendgrid-integration-and-email-notifications-explained/>**
- **Please DO NOT forget to save your changes as often as you make your pages. ☺**
- **Lastly, if there are any bugs, questions, concerns, or you need support please post in the group.**

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