

The 27-point **Webinar Funnel Audit Checklist**

Sabhi Digital · Tick what you have. The gaps are your leaks.

Ads

- ☐ Pixel and conversion events match registrations in your CRM
- ☐ You track cost per registration AND cost per attendee
- ☐ At least 5 tested creatives ready before scaling
- ☐ Retargeting set up for page visitors and video viewers

Registration page

- ☐ Loads in under 3 seconds on a phone
- ☐ One clear promise above the fold
- ☐ Only the fields you really need
- ☐ Thank-you page tells people exactly what happens next

Show-up

- ☐ You know your show-up rate for the last 5 webinars
- ☐ Registrants are segmented (new, returning, high-intent)
- ☐ Reminders on WhatsApp + email (+ calls for high intent)
- ☐ Absentees get a replay and a next-session invite

Webinar & L1 sale

- ☐ Offer timing tested and consistent
- ☐ Payment link works on mobile, and is shared in chat
- ☐ Cart-close follow-up sequence in place
- ☐ Support team ready for payment questions

L1 activation

- ☐ Onboarding message within an hour of purchase
- ☐ You track who starts and who finishes the L1
- ☐ Buyers are tagged hot / warm / cold by behaviour

Showcase

- ☐ Showcases planned on a monthly calendar
- ☐ Invites, reminders and warm-up messages scheduled
- ☐ Post-showcase follow-up within 24 hours

High-ticket sale

- ☐ Hot-lead alerts reach your sales team the same day
- ☐ Sales team sees what each lead watched, clicked and asked
- ☐ Every call outcome is logged in the CRM

Reporting

- ☐ One dashboard covers ads to high-ticket
- ☐ Numbers reviewed weekly, with one owner per fix

Want us to run this audit for you?

Book a free 30-minute funnel audit at sabhidigital.com/book-audit or WhatsApp **+91-9610 238 238**.