

## Promoting a Marketing Webinar

### **ASSESSMENT # 15**

**Total Marks: 30**

**Answer the following questions:**

1. What is a Webinar? Why Use Webinars? (5)
2. Discuss The Nine-Step Ideal Participant Profile Process (5)
3. What is a Lead Magnet? How to Creating a Lead Magnet? (10)
4. What is Your Promotion Strategy? Joint Venture Promotion. (10)