

GoToWebinar Connection Feature Setup (Infusionsoft)

What does it do?

The GoToWebinar Connection feature allows for your customers to register for a webinar using a form from your Marketing Automation System. PlusThis will take care of actually registering the customer in GoToWebinar. PlusThis will also tag them as registered and as an attendee or non-attendee, depending on whether they attended or did not attend your webinar. PlusThis can pull back the appropriate information in order to allow you to configure and send your reminder e-mails through your Marketing Automation System rather than through GoToWebinar. This allows for further personalization and more customized email reminders. Additionally, you can configure if you would like to store the amount of time the contact is on the webinar, their join/exit times, their answers and comments, and can apply unique tags based on survey and poll answers.

PlusThis Integration:

1. Select the webinar you are integrating. (From the drop down menu, select the webinar that you will be integrating. — It's really important to double check that you are selecting the correct webinar and that the webinar is already 100% configured in GoToWebinar. If there are ANY changes made to the selected webinar, the feature will need to be deleted and re-configured.)
2. If you are planning on sending reminders for the webinar through Infusionsoft you'll want to configure some drop downs in the "Send Webinar Reminders Through Infusionsoft" section (Please make sure you turn off the

Send Webinar Reminders through Infusionsoft

Store the Webinar Join Link Here:

Apply This Tag After Successfully Completing Registration:

Additional Options

Apply This Tag if Registration Fails Because the Webinar is Full:

Store the Webinar Title Here:

Store the Webinar Start Date/Time Here:

reminders in GoToWebinar if you choose to use Infusionsoft as your reminder system). If you do not already have fields created, you can create fields in your Infusionsoft app through PlusThis by using the “+” next to the drop down.

3. If you would like, configure the Additional Options to store the webinar title, start date/time, and/or tag people if their registration failed because the webinar was full.
4. Under the “Track Who Attended” section select unique tags to apply to attendees and non-attendees. If you do not already have tags created, you can create tags in your Infusionsoft app through PlusThis by using the “+” next to the drop down.
5. If you would like, configure the Additional Options to store how long they were on the webinar, join and exit times or attendee questions and comments.
6. Name and Save your Feature.
7. On the following screen, you will see the URL that PlusThis provides to you for placement in a HTTP Post.
8. After the webinar is over, and the attendee pull has run (checkable from the page with the Event Name on it under the “Pull Report” section) you will see that the Attendee Report and Survey & Poll Report (if your webinar had any) will have updated states too.

Track Who Attended

PlusThis will get attendee information on Dec 30 6:15 pm MST
Your webinar is scheduled to end on Dec 30 6:00 pm MST.

Apply This Tag to Attendees:

Attended Webinar ▼ +

Apply This Tag to Non-Attendees:

Did Not Attend Webinar ▼ +

Additional Options

Store the Number of Minutes Attended Here:

Number of Minutes ▼ +

Store the User's Join and Exit Times Here:

Join and Exit Times ▼ +

Store any Question and Comments Here:

Webinar Store Questions and Comments ▼ +