



[Knowledge Base](#) > [Gym Lead Machine](#) > [Sites: Landing Pages, Forms, Surveys, Quizzes](#) > [Funnels & Landing Pages](#) > [Build a Webinar Funnel](#)

Build a Webinar Funnel

Mavilyn Carlos - 2026-09-07 - [Funnels & Landing Pages](#)

Getting Started

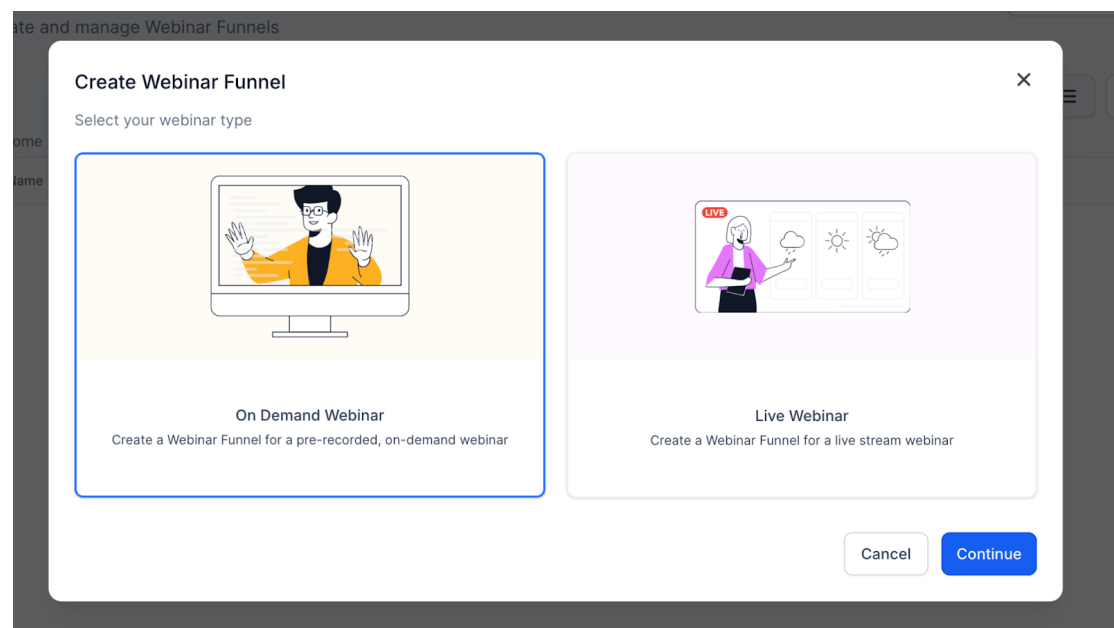
Accessing Webinar Creation

1. **Login** to your Gym Lead Machine account at app.gymleadmachine.com
2. Navigate to **Sites** in the left sidebar
3. Click **Webinars**
4. Select **New Webinar Funnel**

Initial Setup

Choose your webinar type:

- **On Demand Webinar** → Pre-recorded, watch anytime
- **Live Webinar** → Scheduled event with a set date/time



Live Webinars

Overview

Live webinars are real-time presentations where attendees join at a specific date and time.

4-Step Creation Process

Step 1: Webinar Details

- **Webinar Name** (Required) — Example: *This Awesome Webinar*
- **Timezone** (Required) — Default: *America/New_York* (changeable)
- **Date** (Required) — Pick a future date
- **Time** (Required) — Example: *2:00 PM*

The screenshot shows a web application interface for creating a live webinar. At the top, a navigation bar includes links for Websites, Webinars (highlighted with a 'New' tag), Stores, Analytics, Blogs, WordPress, Client Portal, Forms, Surveys, Quizzes, Chat Widget, and QR Code. The main content area is a modal titled 'Create Webinar (Live Webinar)' with a close button (X) in the top right. Below the title is the instruction 'Build your Webinar Funnel in just a few easy steps!'. On the left, a 'Steps' sidebar lists four steps: 1. Webinar Details (active, with a pencil icon), 2. Select Form (with a pencil icon), 3. Live webinar link (with a link icon), and 4. Templates (with a checkmark icon). The main form area is titled 'Webinar Details' and contains three sections: 'Webinar Name' with a text input field containing 'Live webinar'; 'Timezone' with a dropdown menu showing 'America/New_York'; and 'Date & Time' with a date-time picker showing '2024-10-19 18:49:40'. At the bottom right of the form are 'Prev' and 'Next' buttons.

Step 2: Select Form

Attendees register via forms created in **Sites > Forms**.

- **Custom Registration Form** → Create your own with fields like name, email, phone, etc. Forms must be created before they can be selected in the Webinar

Funnel creation process.

- **Automation Trigger** → Form submissions can also trigger reminder and follow-up workflows (this must be set up separately in automations)

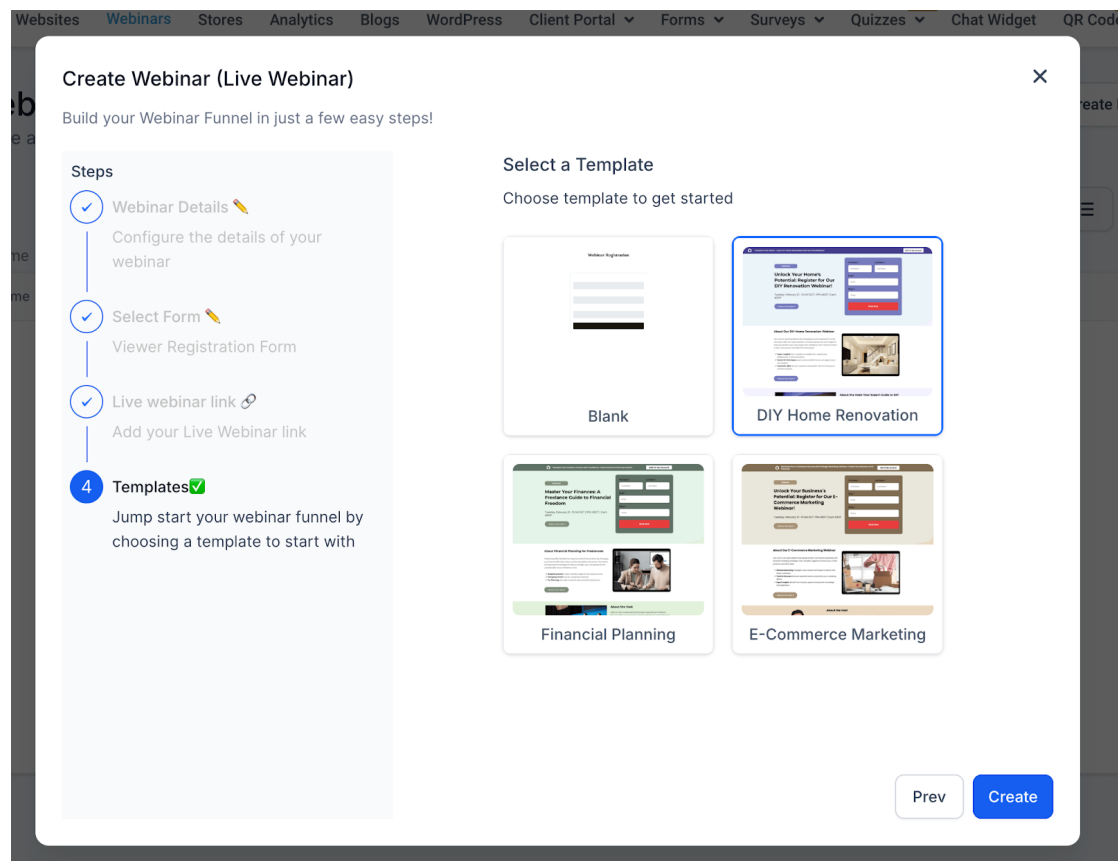
Step 3: Live Webinar Link

Enter your streaming link:

- Zoom → <https://zoom.us/j/123456789>
- YouTube Live → <https://youtube.com/watch?v=ABC123>

Step 4: Templates

Choose from pre-designed funnel templates, which you'll customize to fit your webinar details.



On Demand Webinars

Overview

On-Demand webinars are pre-recorded sessions that attendees can access anytime after registering.

4-Step Creation Process

Step 1: Webinar Details

- **Webinar Name** (Required) — Example: *This Really Great Webinar*
- **Note** → No timezone, date, or time needed.

Step 2: Select Form

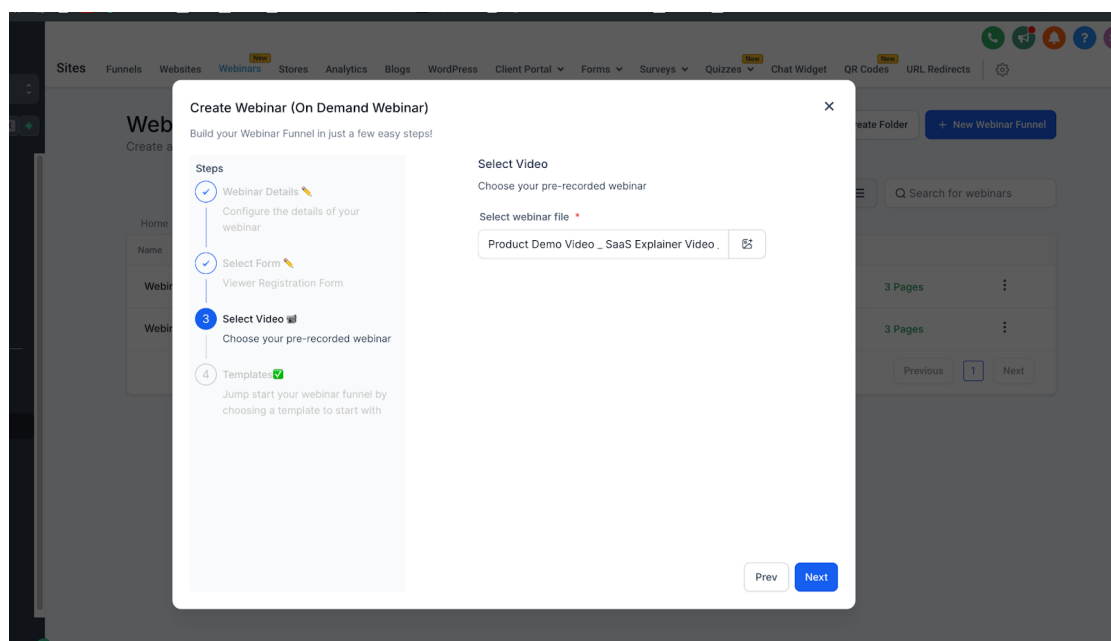
Same as Live Webinars:

- Choose a form from **Sites > Forms**
 - **Custom Registration Form** → Create your own with fields like name, email, phone, etc. Forms must be created before they can be selected in the Webinar Funnel creation process.
 - **Automation Trigger** → Form submissions can also trigger reminder and follow-up workflows (this must be set up separately in automations)

Step 3: Select Video

Upload or select a pre-recorded video:

- Supported formats: MP4, MOV, AVI, etc.
- Upload from your computer or select from the media library
- **Required** to proceed



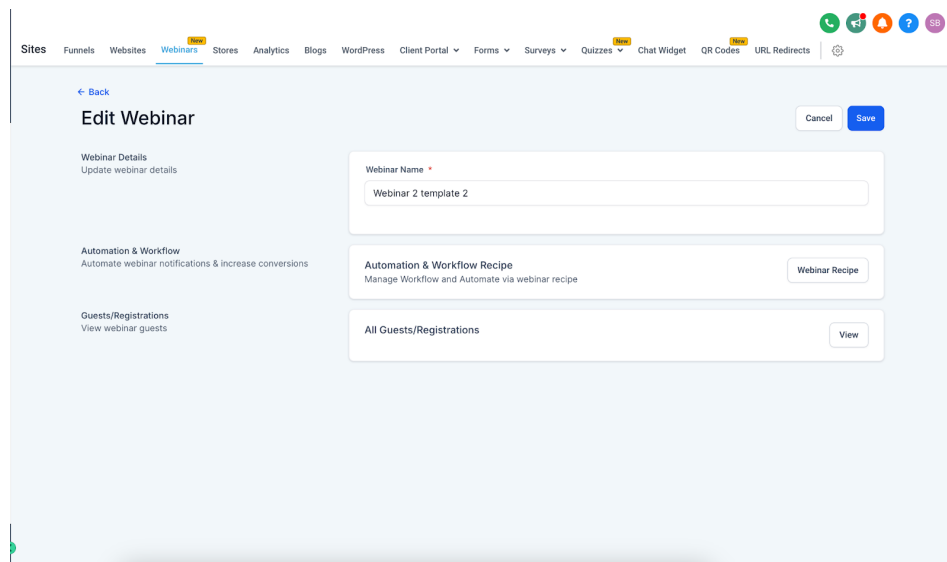
Step 4: Templates

Same template library as Live Webinars, optimized for on-demand viewing.

Automations & Reminders

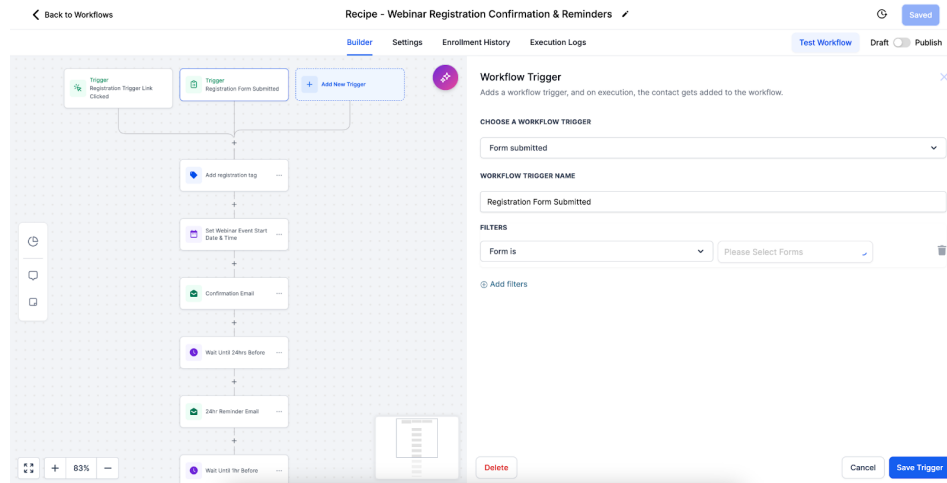
One of the most powerful features of webinar funnels is automation.

- **Pre-Built Workflow Recipe** → Each webinar funnel comes with an automation recipe for reminders and follow-ups.
 - To access this recipe, go to Automation > + New Workflow > select to add from Template > search for Webinar > select the Webinar template.
 - You can also access the template by clicking "Edit" to the right of any Webinar Funnel, and clicking "Webinar Recipe"



The screenshot shows a software dashboard with a top navigation bar containing links for Sites, Funnels, Websites, Webinars (highlighted with a 'New' badge), Stores, Analytics, Blogs, WordPress, Client Portal, Forms, Surveys, Quizzes (highlighted with a 'New' badge), Chat Widget, QR Codes (highlighted with a 'New' badge), and URL Redirects. On the right side of the navigation bar are several utility icons: a green WhatsApp icon, a Telegram icon, a Facebook icon, an orange push notification icon, a blue question mark icon, and a profile icon labeled 'SB'. The main content area is titled 'Edit Webinar' and includes a 'Back' link and 'Cancel' and 'Save' buttons. It is divided into three sections: 'Webinar Details' (Update webinar details), 'Automation & Workflow' (Automate webinar notifications & increase conversions), and 'Guests/Registrations' (View webinar guests). The 'Automation & Workflow' section contains two sub-sections: 'Webinar Name' with a text input field containing 'Webinar 2 template 2', and 'Automation & Workflow Recipe' (Manage Workflow and Automate via webinar recipe) which includes a 'Webinar Recipe' button. Below this is the 'All Guests/Registrations' section with a 'View' button.

- Once the template workflow is created, add the registration form in the Trigger action.
- Then, customize the workflow action to fit your tag, event date, and preferred communications.



Best Practices

Live Webinars

- Test setup before the event
- Schedule with audience timezones in mind
- Promote early and often
- Have a backup plan for technical issues
- Encourage interaction (chat, polls, Q&A)

On Demand Webinars

- Use high-quality recordings
- Keep videos concise (30-60 minutes)
- Structure content for self-paced learning
- Keep your media library organized
- Refresh content periodically

Troubleshooting

Live Webinars

- **Link not working** → Verify format & test before event

- **Timezone confusion** → Clearly display timezone on registration and confirmation pages

On Demand Webinars

- **Upload fails** → Check format, file size, and internet connection
- **Poor video quality** → Upload high-resolution versions

General

- **Contacts not tagged or added to workflow** → Is the registration for properly on the page and selected in the workflow trigger?

Need more support? Reach out to our Support team at hello@usekilo.com.