



Webinars Campaign Automation Workflow

Optimizely Opal Workflow Agent • Built by Niteco

Works with

- Content Management System
- Content Marketing Platform

Benefit

Turn a single webinar transcript into a full follow-up campaign across multiple channels in minutes and make the most of your audience's interest.

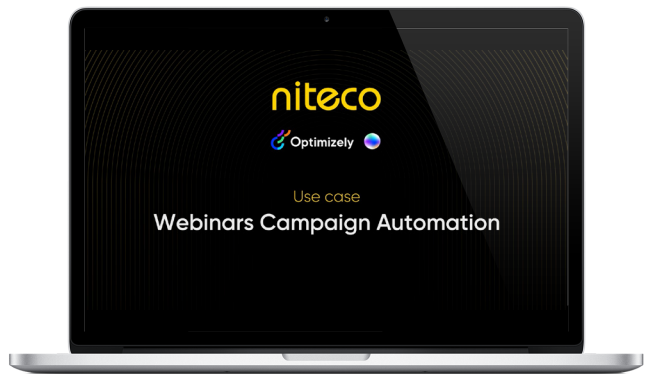
Who it helps

This is for marketing assistants, event coordinators, and content marketers who need to quickly turn webinar content into high-quality campaigns across multiple channels.



How it works

You upload your webinar transcript and assets to Opal. Opal processes the content to create an SEO/GEO-optimised executive summary for a landing page, including key takeaways, FAQs, and schema markup. It then writes targeted follow-up emails for both attendees and non-attendees, creates a series of scheduled social posts with UTM tracking, and publishes the landing page in the CMS. Later, a Data Insights agent puts together a full campaign performance report.



[Watch demo ↗](#)