Zoom and GoTo Integration

Alexis - 2025-06-20 - Comments (0) - Other Features

Tired of no-shows to your meetings and webinars?

Here's a great way to drive up attendance (and post-event engagement): SMS reminders.

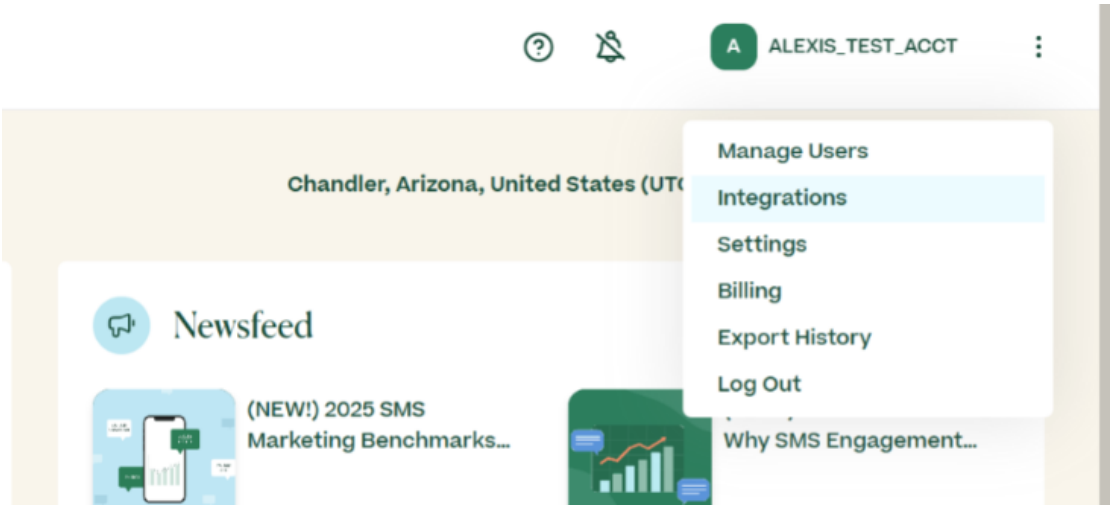
Check out the following explanation on how to integrate your Mobile Text Alerts account with your Zoom webinars and scheduled meetings.

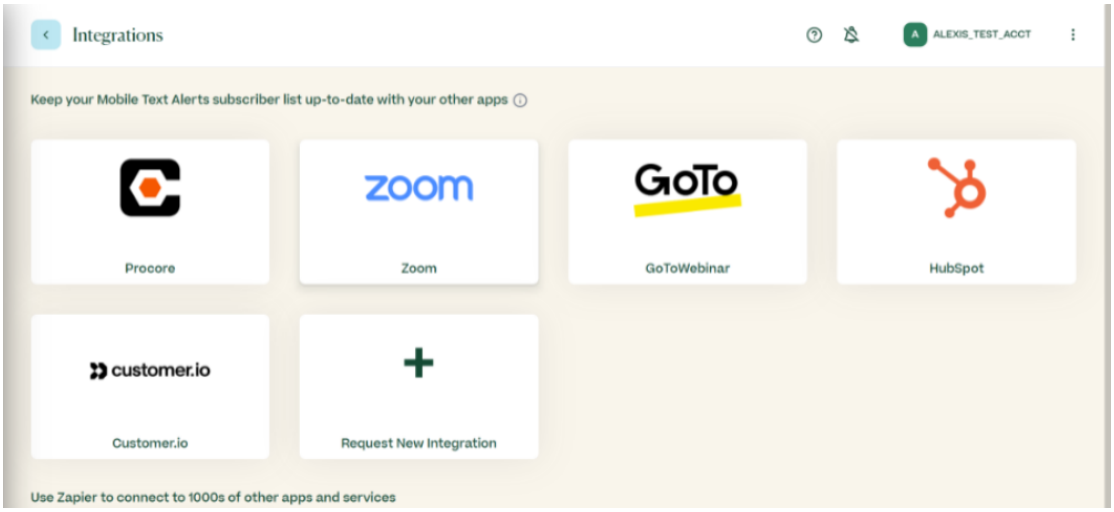
This will allow you to send reminder texts as well as follow-up texts for your events so you can maximize attendance and engagement.

Connecting with Zoom or GoTo

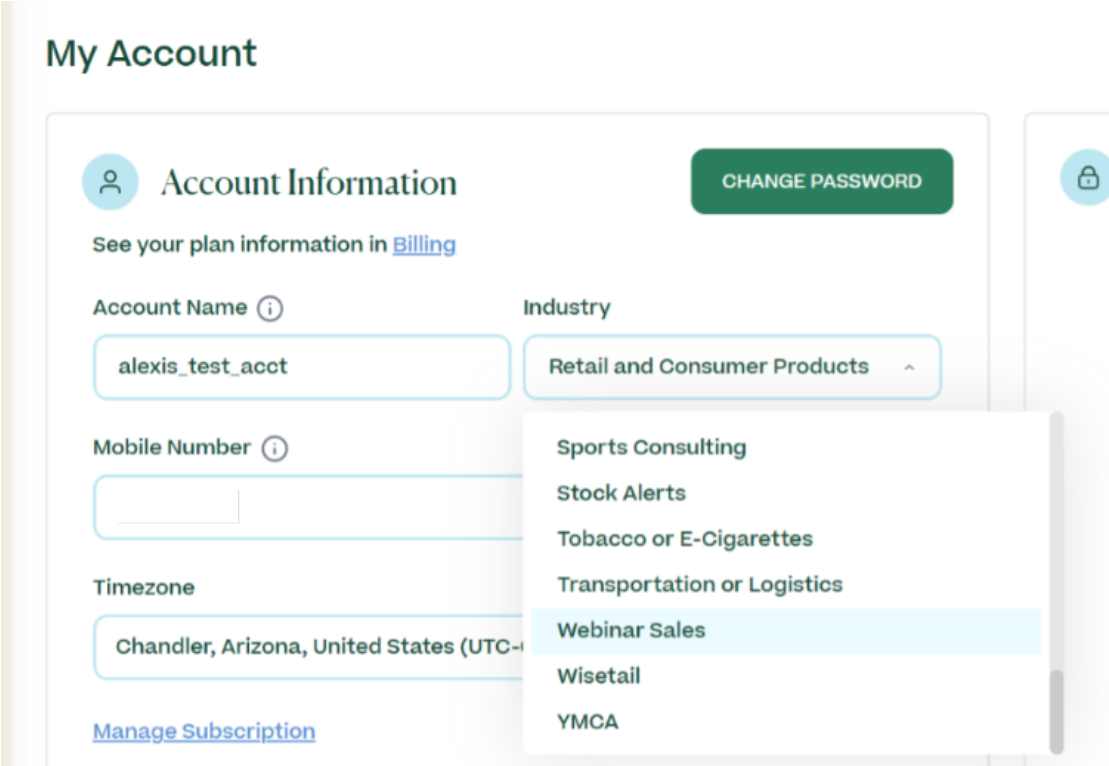
To integrate with Zoom or GoTo, first make sure that "phone number" is an option on your Zoom meeting or Zoom/GoTo webinar registration form.

You can then log in to your Mobile Text Alerts dashboard, go to the "Add-Ons->Integrations" tab and then click the Zoom or GoTo tiles.



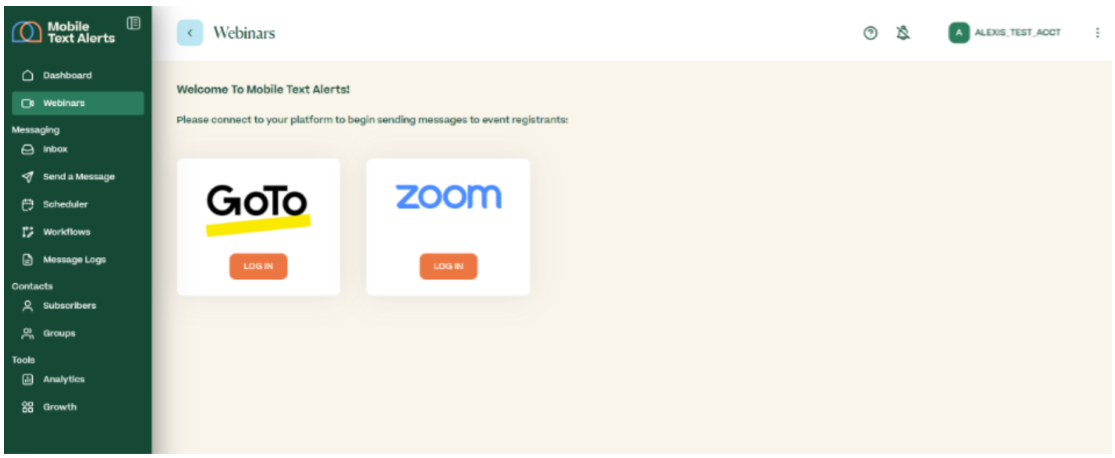


Once you're connected to your Zoom or GoTo account, you can always access the integration from the "Webinars" tab within your Mobile Text Alerts platform. If this tab does not appear on your screen, you can go into your "Settings," select the "Industry" drop-down, and choose "Webinar Sales" as your industry. Then the "Webinars" tab will appear.

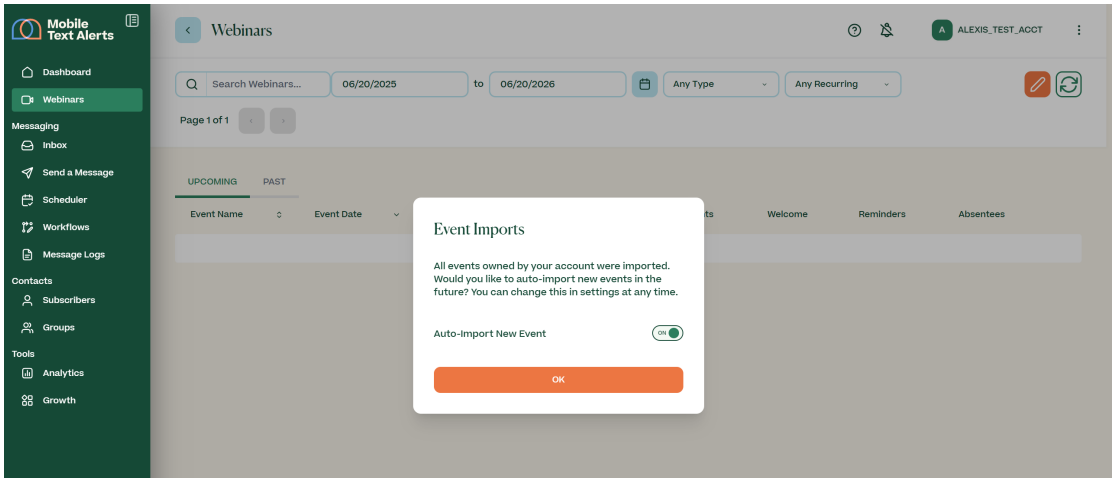


Setting Up Your Message Flow

You can connect to Zoom or GoTo in your Mobile Text Alerts "Webinars" tab by selecting the appropriate option.



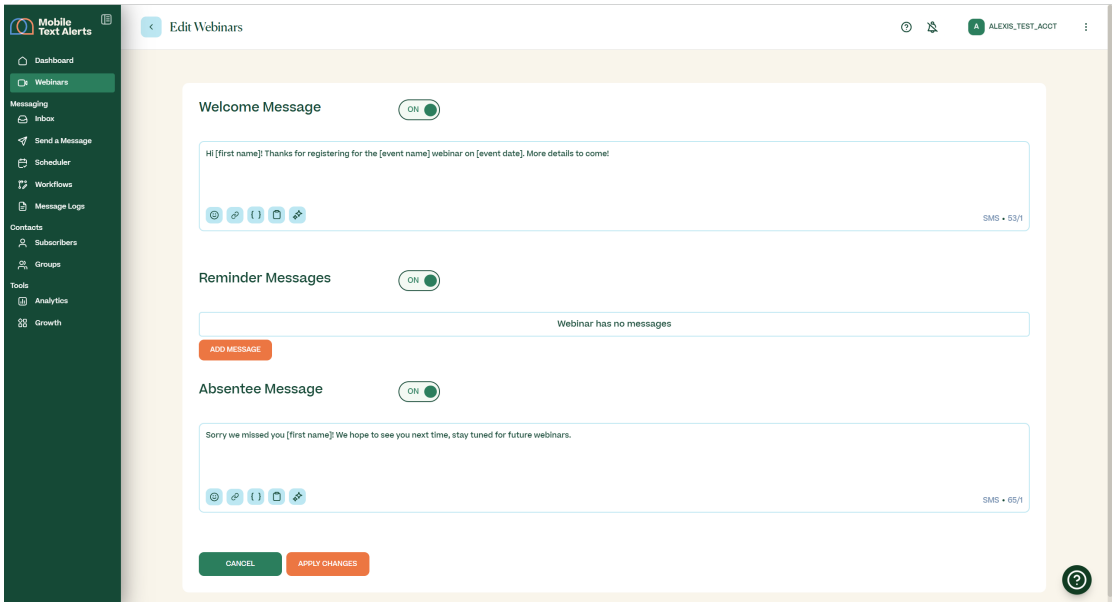
After you've clicked "Log In", you will be directed to the Zoom or GoTo login portal where you will enter your credentials to initiate the event(s) sync. Once you connect to Zoom or GoTo, you'll be prompted to toggle on (or off) auto-import new events:



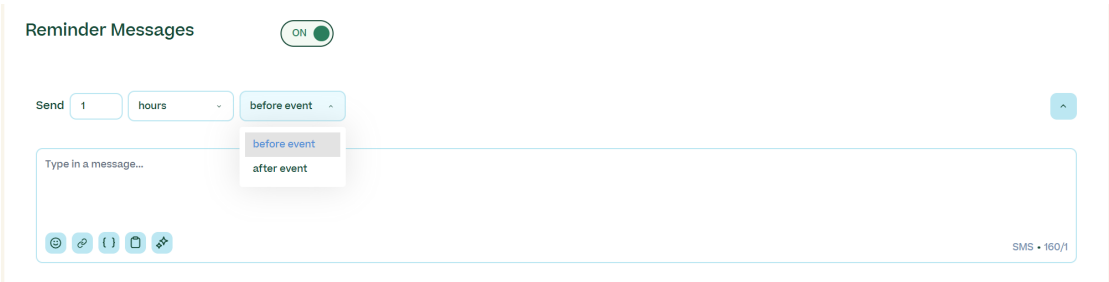
(As a reminder, you'll need to make sure that the registration link for your meeting or webinar has a phone number field.)

You can then set up a flow of messages you'd like people to receive when they register for your meetings or webinars. (You can toggle any of these message elements on or off using the checkmark triggers - for example, if you don't want an automated welcome message to be sent, you can deselect the "welcome" option.)

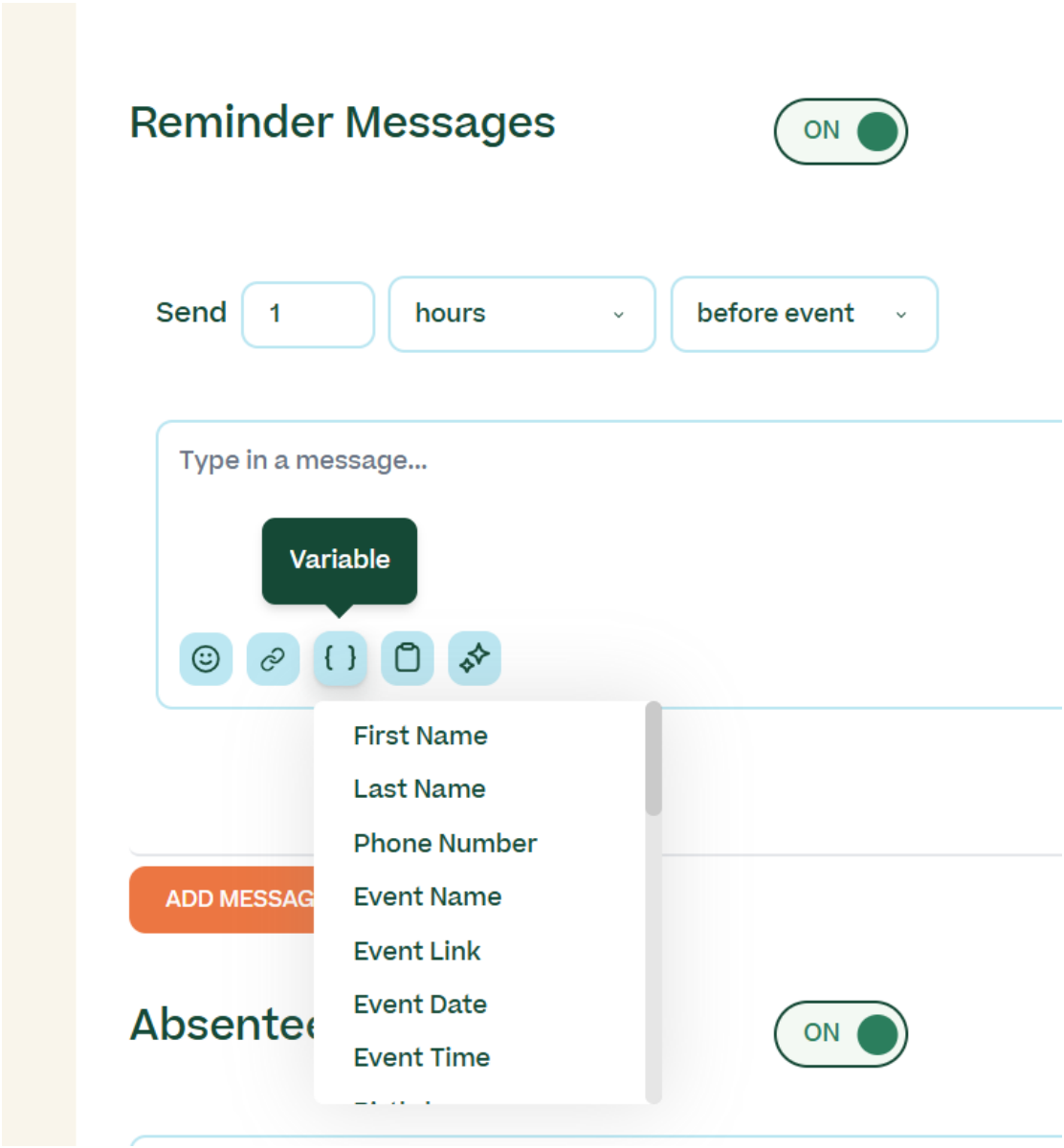
You can include an automated Welcome Message people receive immediately upon registering, and you can include as many reminder or follow up messages as you'd like to be sent before and after your event. You can also include a message to send to absentees automatically after the webinar is over.



When editing or adding messages in the workflow, you'll be able to select how long of a timeframe before or after the event that you'd like the messages to go out.

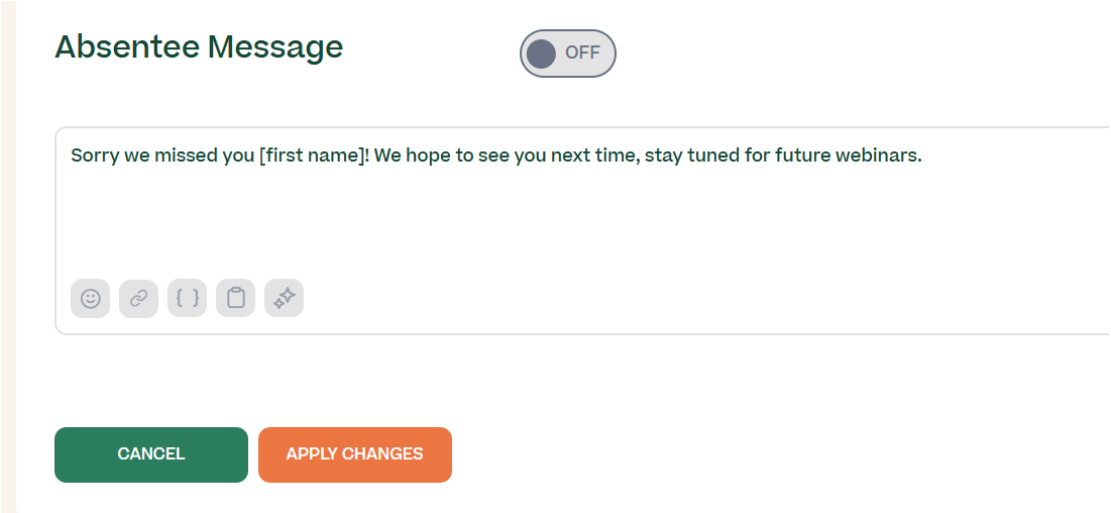


The buttons toward the bottom of the text input box allow you to insert elements such as emojis and links. Of particular note is the "Variable" button. This will allow you to include important variables, such as first name and the unique join link for your registrants.



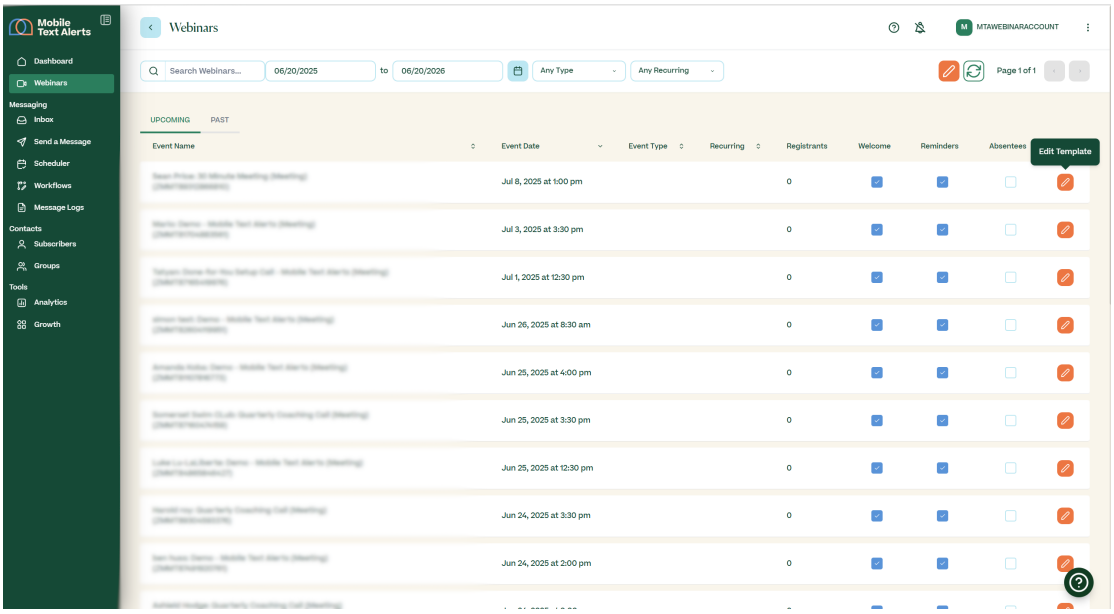
Click "Apply Changes" or "Complete Setup" at the bottom of the page to save any changes you make.

You can also set up a message to go out to absentees (those who registered for your meeting/webinar but don't end up showing up).



Managing Your Event Alerts

Once you're done setting up your message workflow, you can edit and manage it anytime from your "Webinars" tab:



You can search and filter your webinars by date, type, and recurrence using the different fields on the top left side of the screen.

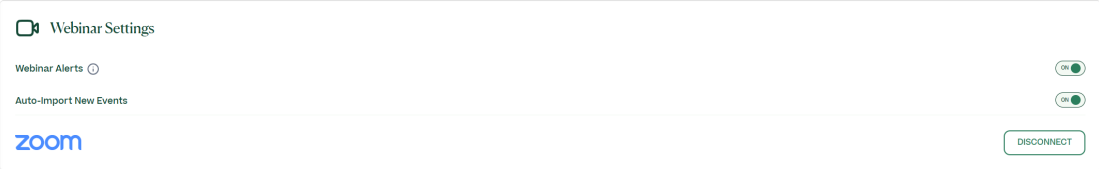
Selecting the "Pencil" icon toward the top right allows you to edit your default messaging flow. The "Sync Webinars" button will refresh your webinar sync to pull in any new webinars that have been created.

From this page, you'll also be able to view any upcoming and past webinars. For each individual upcoming webinar, you'll be able to select whether or not you'd like a "welcome" message, reminder messages, and an absentee message to be sent. (Uncheck these fields if you would like these messages not to be sent for a particular webinar.)

Click the "Pencil" icon on any webinar to edit the messaging flow for that webinar.

Webinar Settings

You can edit some overall webinar settings under your "Settings" page.



From here you can toggle "Webinar Alerts" on or off. This will determine whether or not your webinar messages are automatically sent.

You can also toggle on or off "Auto-Import New Events." This will determine whether your new webinars/meetings will be automatically imported in for receiving webinar messages. If this is set to "Off," you will need to manually sync your webinars.

Lastly, from here you can also disconnect your Zoom or GoTo account.