

BrightTALK™ Channel Playbook

- Content** Produce engaging content easily
- Audience** Build your audience strategically
- Revenue** Enable smarter sales conversations



J.P.Morgan
Asset Management

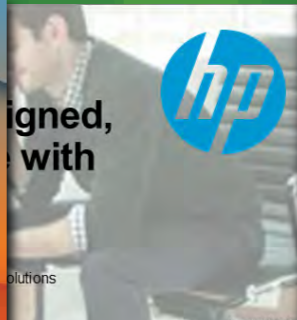
box
FOR HEALTHCARE
HIPAA
Compliant

Secure Cloud Collaborati
In Healthcare



Maribeth Ross
Vice President of Marketing
NetScout Systems

riverbed



igned,
with

Marketo

Integrated Demand Generation:
Top Tips for Marketers Who Need to do
it All

Heidi Bullock, Director Demand Generation, Marketo
@heidibullock

BrightTALK™

Channel Playbook

Your BrightTALK™ Channel is a powerful marketing platform that enables you to grow an audience of engaged professionals through videos, webinars, and other content in order to drive smarter sales conversations.

This playbook will help you get the most from your BrightTALK™ Channel and accelerate your content, marketing, and sales strategies to build an audience across your marketing efforts and grow your revenue.

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Navigate your channel 3	Schedule a webinar 4	Invite your network 12	Review performance charts 16
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There are two main areas for managing your content:

- **My BrightTALK page** - this area lists all of your available channels and summary information about your channels
- **Channel management page** - this area lists all of the available content for your channel and allows you to manage and produce more content for your channel.

My BrightTALK page | View and manage channels

Channels I own
Listed below are the channels you own.

Media and Marketing
Upcoming: 23
Recorded: 785
Subscribers: 38006
Average rating: ★★★★★
Next: **How to Use Content to Influence the Top of the Funnel**
Sep 4 2013 10:00 am
45 mins

Marketing Operations
Upcoming: 7
Recorded: 38
Subscribers: 177
Average rating: ★★★★★
Next: **Direct Marketing on a Shoestring Budget: Content Marketing**
Sep 5 2013 6:00 pm
45 mins

Buttons: Manage, View channel

Manage channel
Access your channel content through the **manage** button.

Channel management page | View and manage channel content

Webcasts | Add webinars and videos

Summary chart ^{NEW}

Search

DATE & TIME ▼	SYNDICATED	WEBCAST TITLE	PRESENTER	STATUS	24355	45949	13095:38 (hh:mm)	★★★★★	
Total webcasts (228)									
Oct 08 2013 7:30 am	IN	Buyersphere Report 2013: Inside The Mind Of The Business Buyer	John Bottom, Head of Communications, Base One	Upcoming	11	0	< 2 min	★★★★★	Manage
Sep 17 2013 5:00 am	IN	How to Drive Relevant, Strategic Conversation with Email Marketing	Jon Miller, VP of Marketing, Marketo; DJ Waldow, CEO & Founder, Waldow Social	Upcoming	4	0	< 2 min	★★★★★	Manage
Sep 11 2013 7:30 am	IN	Lifecycle marketing	Alistair Norman, Marketing Director at Tomorrow People	Upcoming	23	0	< 2 min	★★★★★	Manage
Sep 06 2013 5:30 am	OUT	The Future of B2B Sales & Marketing	John Neeson, Co-founder, SiriusDecisions & Charlie Blackburn, Co-founder, BrightTALK	Upcoming	87	0	< 2 min	★★★★★	Manage
Sep 05 2013 9:00 am	OUT	How to Be a Revenue God	David Pitta, Director of Demand Generation, BrightTALK	Upcoming	331	0	< 2 min	★★★★★	Manage
Aug 28 2013 2:15 pm	✓	You're invited: How to be a revenue god	David Pitta, Director of Demand Generation, BrightTALK	Recorded	0	112	01:23	★★★★★	Manage

Buttons: Schedule a live webinar, Add on-demand video, Syndicate into this channel, Book a screen demo ^{NEW}

Channel-level analytics
View a summary of audience engagement of your videos and webinars.

Add channel content
Add new videos and webinars to your channel.

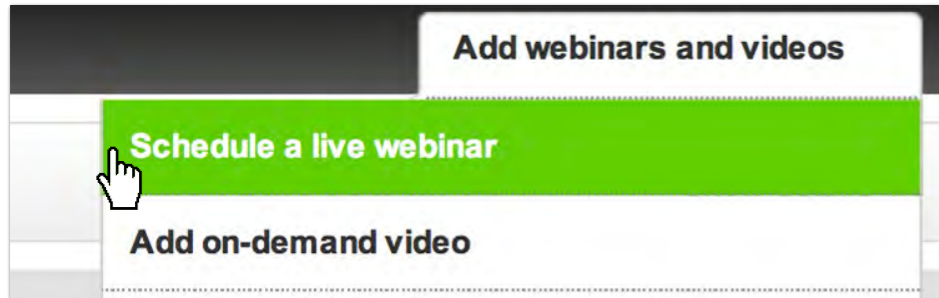
Syndicated content
Share content between other BrightTALK™ Channels.

Manage webinar
Access your added content through the **manage** button.

Publishing status
Identify the status of your channel's content.

Step 1

From the channel management page, click **Add webinars and videos**. Select **Schedule a live webinar**.



Step 2

Fill in the relevant webcast details. Click proceed.

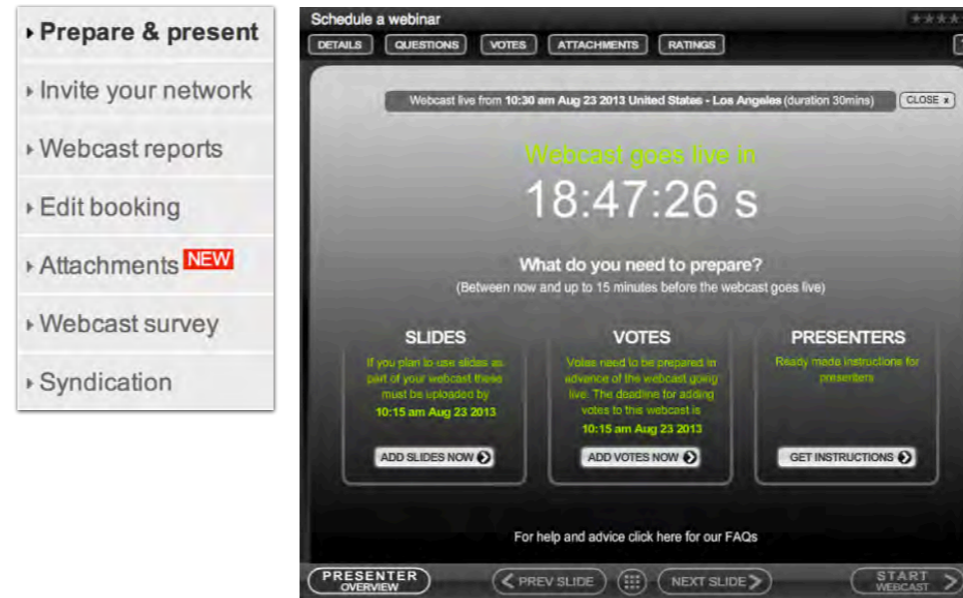
Webcast title: *	<input type="text"/>
Description: *	<input type="text"/>
Presenter: *	<input type="text"/>
Duration: *	Please select .. ▾
Start date: *	Aug 21 2013 <input type="text"/>
Start time: *	hour ▾ mins ▾
Timezone: *	United States - Los Angeles ▾
Tags: *	<input type="text"/>

Select **Practice (Private)** under **Publishing** to schedule a practice webinar. (Practice webinars cannot be converted to Public for live events). **Campaign reference** allows you to add your organization's own campaign or booking reference that relates to this webcast.

Public / Private webcast: *	<input checked="" type="checkbox"/> Public webcast <input type="checkbox"/> Practice (Private)
Campaign reference:	<input type="text"/>

Step 3

You are taken to the **Prepare & present** screen. From this area, you can add content, invite your audience, gather login details for your presenters and more.



Edit details or cancel a webinar

To reschedule a webinar or change a webinar's details, click **Edit booking**. This will bring you to an overview of your webinar details. Click **Edit settings** to change your details or **Cancel booking** to cancel your event.

An email notification will be sent to your audience alerting them that the event they registered for has been rescheduled or canceled.

Useful tips

- A live webinar will automatically shut down 4 minutes past the scheduled end time. Manage your time accordingly.
- Your webinar will automatically convert to an on-demand recording.
- An unlimited number of practice sessions are available to you. Use them to test timing, audio quality and review performance before a live event.
- The cut-off point to make any changes to a webinar is 15 minutes before the start time.

Resources



Upload your finished slide deck as soon as it is ready. The absolute deadline for uploading your slide deck is 15 minutes before the webinar goes live. After that time, you will be unable to edit your slides in any way. Aim for uploading slides the day before your event to ensure a smooth delivery for you and your speakers.

Step 1

Click **Add Slides Now** from the **presenter overview panel**.

Uploading slides - what you need to know

DETAILS QUESTIONS VOTES ATTACHMENTS RATINGS

Webcast live from 10:00 am Sep 21 2013 United States - Los Angeles (duration 30mins) CLOSE x

Webcast goes live in
30 days 22 hours

What do you need to prepare?
(Between now and up to 15 minutes before the webcast goes live)

SLIDES
25 SLIDES ADDED
You can modify your slides and upload a new slide presentation until 9:45 am Sep 21 2013
ADD SLIDES NOW

VOTES
1 VOTES ADDED
You can modify your votes and add new votes until 9:45 am Sep 21 2013
ADD VOTES NOW

PRESENTERS
Ready made instructions for presenters
GET INSTRUCTIONS

For help and advice click here for our FAQs

PRESENTER OVERVIEW PREV SLIDE NEXT SLIDE START WEBCAST

Step 2

Browse for your PowerPoint file and click **Upload**.

Upload slides

Select your PowerPoint file for this webcast!

Use the browse button below to locate your PowerPoint presentation. It must be no larger than 20 MB. Please ensure it is in a .ppt, .pptx or .odp format.

Browse

UPLOAD

Step 3

The slides are processed. A status update lets you know when your slides have been successfully uploaded.

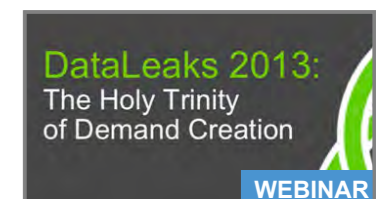
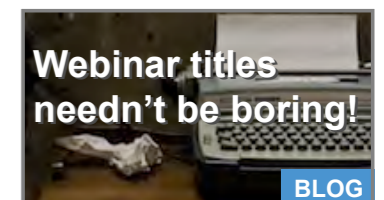
STOP

Processing 21 of 25 slides.

Useful tips

- BrightTALK will take the first slide in your PPT deck as your webinar's featured image.
- BrightTALK accepts PowerPoint 2011 or older
- The maximum file size limit is 20 MB
- BrightTALK does not support builds or animations in slides. Break down your builds into a series of flat images before uploading.
- You can only upload one slide deck. If you have multiple presenters with slides, combine all decks into one master deck. Uploading a new deck will replace the current one.

Resources



Votes are multiple-choice questions designed to display during your live event. Use votes to qualify leads, shape the direction of a live conversation, or continue the conversation, post-event, on your company blog or social media profiles.

Step 1

Click **Votes** on the **presenter overview panel**.

The screenshot shows the 'Uploading slides - what you need to know' interface. At the top, there are tabs for 'DETAILS', 'QUESTIONS', 'VOTES', 'ATTACHMENTS', and 'RATINGS'. The 'VOTES' tab is selected and highlighted in green. Below the tabs, a large green and white text area says 'Webcast goes live in 30 days 22 hours'. Underneath, it asks 'What do you need to prepare?' and provides a deadline: '(Between now and up to 15 minutes before the webcast goes live)'. There are three main sections: 'SLIDES' (25 SLIDES ADDED), 'VOTES' (1 VOTES ADDED), and 'PRESENTERS'. The 'VOTES' section is highlighted with a green border and a hand cursor. At the bottom, there are navigation buttons: 'PRESENTER OVERVIEW', 'PREV SLIDE', 'NEXT SLIDE', and 'START WEBCAST'.

Step 2

Fill in a question and list the potential answers (up to five), then click **Save Vote**. Create additional votes by filling out the form again.

The screenshot shows the 'CREATE A NEW VOTE' form. It has two main sections: 'Question you wish to pose to the audience:' and 'Answers you wish to provide (5 max):'. The question field is empty. The answers section has five rows, each with a label (A through E) and a text input field. At the bottom right, there are two buttons: 'SAVE VOTE' and 'FINISHED ADDING VOTES'.

Make changes to saved votes by clicking **Edit this Vote**.

The screenshot shows the 'YOUR VOTES' section. It displays a question: 'At what frequency do you produce webinars?'. Below the question are five answer options: 'A: Weekly', 'B: Every two weeks', 'C: Monthly', 'D: Quarterly', and 'E: Just getting started'. Below the options, there is a 'Status:' label and an 'EDIT THIS VOTE' button highlighted with a hand cursor.

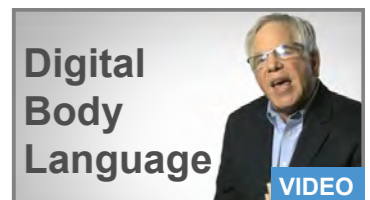
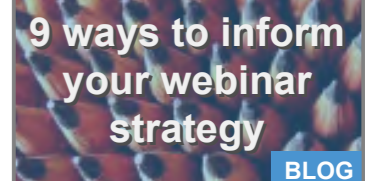
Step 3

Click **Finished Adding Votes** to return to the **presenter overview panel**.

Useful tips

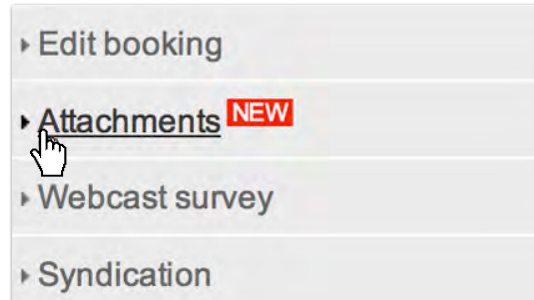
- You can add votes up to 15 minutes before a live webinar.
- Votes are displayed one at a time during the live webinar. The start and stop of a vote is manually controlled from the presenter's screen.
- The results of a vote are displayed in real-time to the audience after they vote. Individual responses can be found under the reporting tools.

Resources



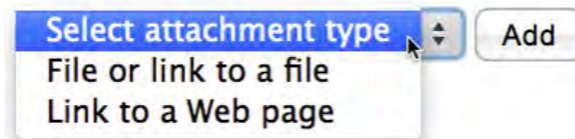
Step 1

Select **Attachments** from the **webcast management page**.



Step 2

Select an attachment type from the drop-down menu.



Step 3

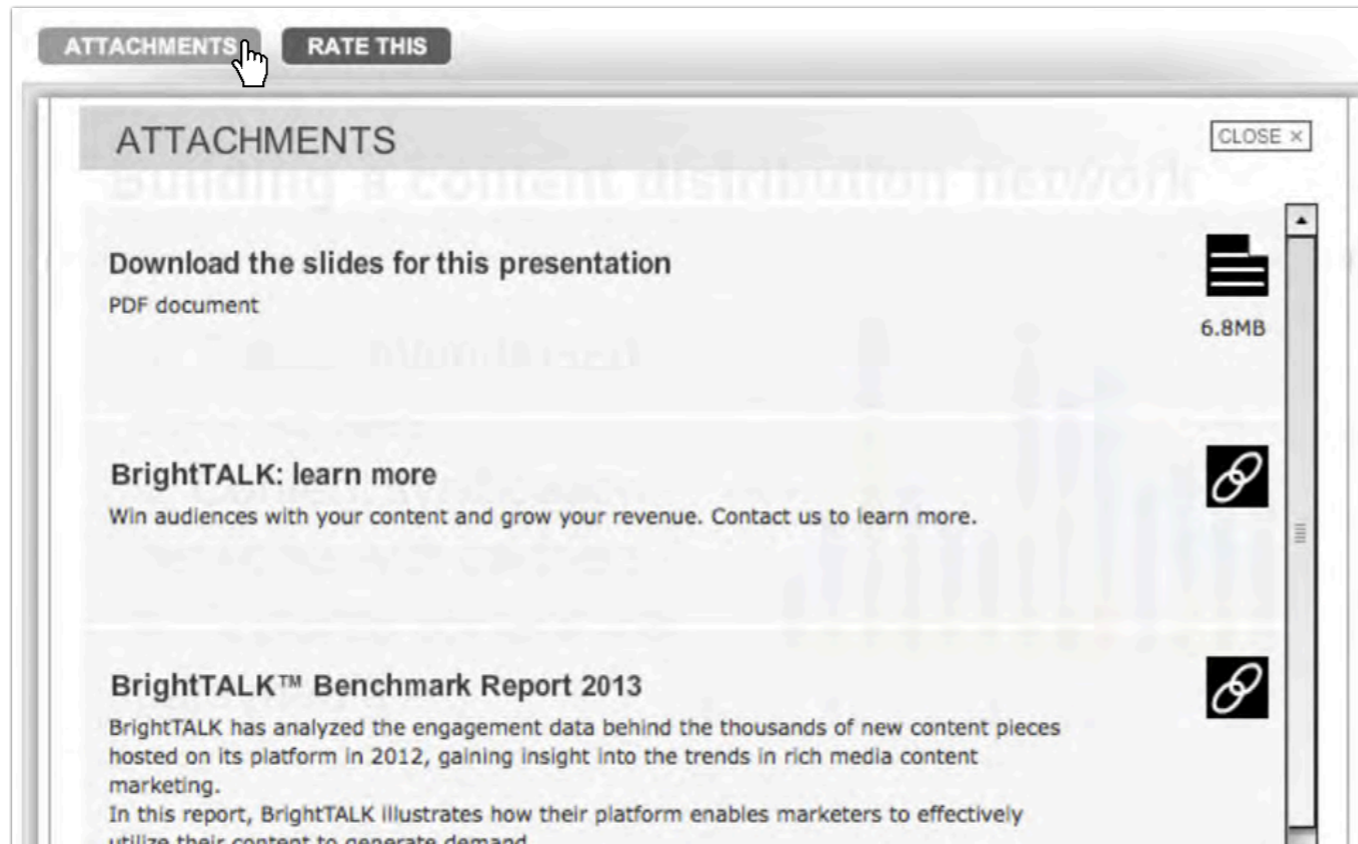
Complete the appropriate fields for your selection and click **Upload** (File) or **Add** (URL).

Useful tips

- You can add attachments up to 15 minutes before a live webinar.
- Attachments will be made available to your audience when your webinar goes live.
- You can edit and add attachments to your on-demand webinars.
- The most frequently requested attachment is a copy of the presentation slides.
- Consider attaching documents as PDFs so that they cannot be edited.
- Information on the number of downloads and who downloaded them can be found in webcast reports.

Locate your attachments

Attachments are made available within the player window. A viewer can find attachments and links by clicking **Attachments**.



Resources

DataLeaks 2013:
The Holy Trinity
of Demand Creation

WEBINAR

Access detailed instructions for your presenters from the **presenter overview panel**.

Step 1

From the **presenter overview panel** select **Get Instructions** to access the **Presenter Instructions** window.

PHONE: +1 415 906 5230
PIN: 67140290 ▶ Dial in options

PRESENTERS DIALED IN: 0

LIVE VIEWINGS: 0

TIME TO LIVE: 29 d 17 hr

UPCOMING

Uploading slides - what you need to know

DETAILS QUESTIONS VOTES ATTACHMENTS RATINGS

Webcast live from 10:00 am Sep 21 2013 United States - Los Angeles (duration 30mins) CLOSE x

Webcast goes live in
29 days 17 hours

What do you need to prepare?
(Between now and up to 15 minutes before the webcast goes live)

SLIDES
25 SLIDES ADDED
You can modify your slides and upload a new slide presentation until 9:45 am Sep 21 2013
ADD SLIDES NOW ▶

VOTES
1 VOTES ADDED
You can modify your votes and add new votes until 9:45 am Sep 21 2013
ADD VOTES NOW ▶

PRESENTERS
Ready made instructions for presenters
GET INSTRUCTIONS ▶

For help and advice click here for our FAQs

PRESENTER OVERVIEW ◀ PREV SLIDE [Grid Icon] NEXT SLIDE ▶ START WEBCAST ▶

Step 2

Click **Copy to clipboard** and paste the information into your email client or calendar invitation to send to your presenters.

Webcast Title: Uploading slides - what you need to know

Webcast Live Date & Time: 10:00 am Sep 21 2013 United States - Los Angeles

Duration: 30 mins

Presenting Screen: <https://www.brighttalk.com/presenting> (copy and paste into your browser)

PIN: 67140290

NOTES FOR NEW PRESENTERS:
Welcome to live online presenting with BrightTALK. You are about to enjoy the simplest and

Print Copy to clipboard

What's included

The following items are included in the presenter instructions:

- Webcast title
- Scheduled date and time
- Event duration
- URL link to the Presenting Screen
- Presenting Screen access PIN
- Slide upload instructions
- Details on the optimal technical setups and computer requirements to ensure a successful presentation.

Useful tips

- We encourage you to share your presenter's instructions as early as possible.
- Presenters should refer to the dial-in number they see on the Presenting Screen on live day.
- Up to 6 presenters can be dialed into the audio bridge.
- Your presenters must be logged in with a BrightTALK account to access the Presenting Screen.
- The presenting screen enables presenters to upload slides, add votes and attachments, and generate embed codes in addition to controlling slides during the live event. Use this area to empower presenters to do some of your work, securely.

Resources



Dial in

Access the **presenting screen** either from the channel management page or the link included with the presenter instructions. Upon logging in, dial in using the provided phone number and PIN. Select **Dial in options** if you require alternative numbers or international options.

Presenter dial in details:
PHONE: +1 415 906 5230
PIN: 99251235 ▶ Dial in options

Start your presentation

A timer counts down the remaining minutes and seconds until the webinar is scheduled to go live.


The screenshot shows the presenter interface with the following elements:

- Top status bar: PHONE: +1 415 906 5230, PIN: 99251235 ▶ Dial in options; PRESENTERS DIALED IN: 0; LIVE VIEWINGS: 0; RUNNING TIME: 0:00:11 s; **STAND BY** (yellow button).
- Navigation tabs: DETAILS, QUESTIONS, VOTES, ATTACHMENTS, RATINGS, ?
- Main display: "Starting NOW!" with a large timer "+0:00:11 s". Below it, "READY TO GO LIVE? Click this button:" and a large green **START PRESENTING** button with a right arrow.
- Bottom control bar: PRESENTER OVERVIEW, < PREV SLIDE, **2** (grid icon), NEXT SLIDE >, START WEBCAST >.

1 Start presenting

A **Start Presenting** button will appear when it is time to go live. You can also use **Start Webcast** in the lower right to set your webinar to “live”.

2 Progress slides

Use **Next Slide** to progress to the next slide in your deck, or the  button to view the full slide deck and skip to another slide.

The screenshot shows the "YOUR SLIDES" section with the instruction "Go straight to any slide by clicking its picture". Three slide thumbnails are visible:

- Welcome**: A cityscape with buildings.
- Scaling Consumption**: A plate of food including a steak, potatoes, and vegetables.
- Data is the currency of 21st century**: A slide featuring a man (Tim O'Reilly) and text: "Data is the currency of 21st century", "Tim O'Reilly", "Founder & CEO", "O'Reilly Media".

3 Status indicator

The status indicator starts out as yellow when your event is in **Stand By** mode and turns green once you are **On Air**.

The screenshot shows the status bar with the following elements:

- PRESENTERS DIALED IN: 3
- LIVE VIEWINGS: 221
- RUNNING TIME: 0:05:20 s
- ON AIR** (green button)

Useful tips

- The audience will not be able to hear you until the webinar goes live.
- Once live, all those logged into the presenter's screen have the ability to control slides, start or stop votes, manage questions and end the webinar.
- Presenters can dial into the audio bridge 15 minutes before the webinar start time. We encourage presenters to use landline telephones when presenting. Presenters can check each other's audio quality and dial in using a different phone system if needed.

Resources

Delivering Your Webinar

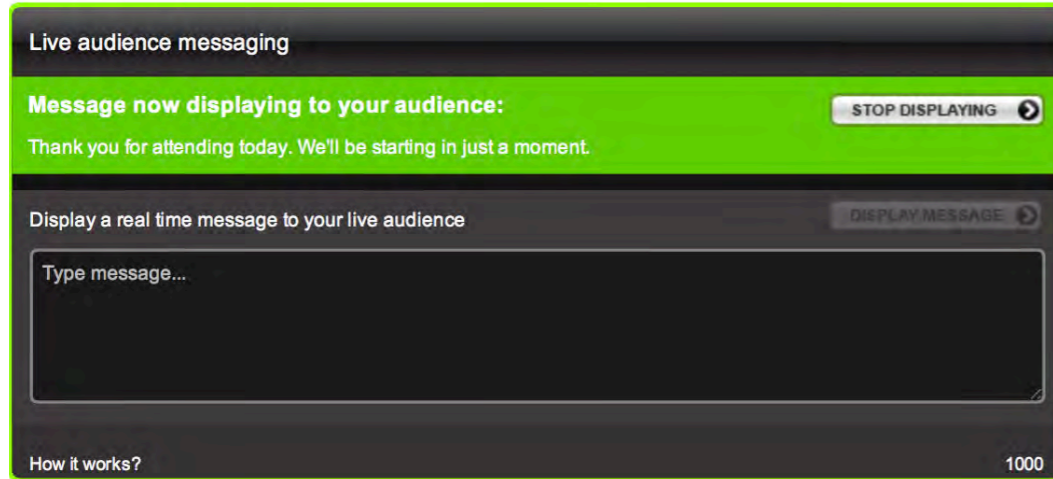
WEBINAR

Asking Questions at a Live Webinar

BLOG

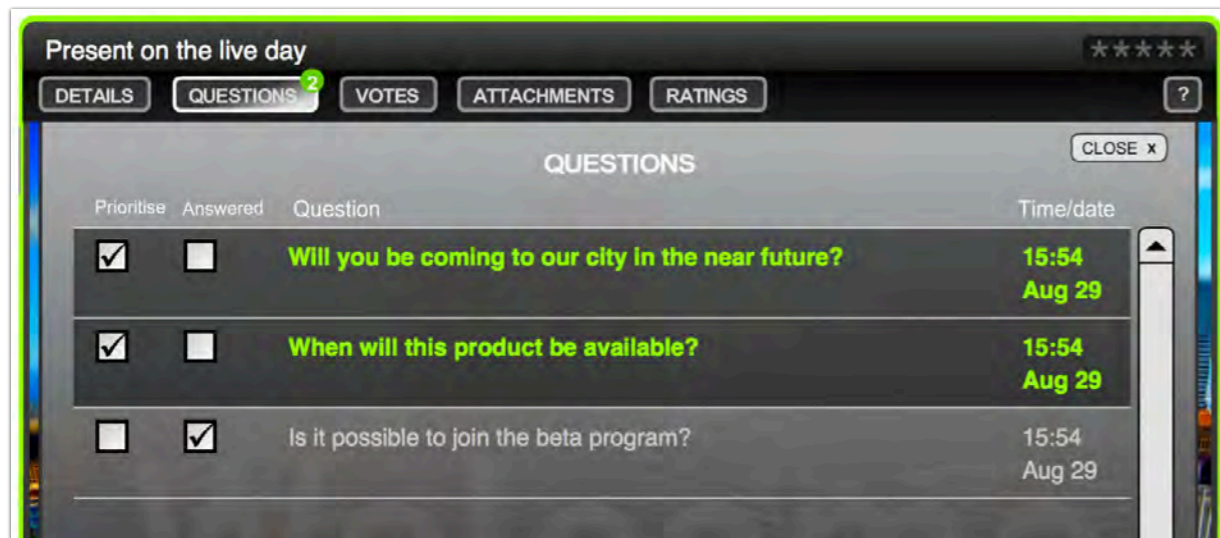
Live audience messaging

Use the **Live audience messaging** window (located directly under the presenter player) to send out live messages to your entire audience. This is useful for letting the audience know if there will be a late start, or to prompt them to view the attachments at the end of a webinar.



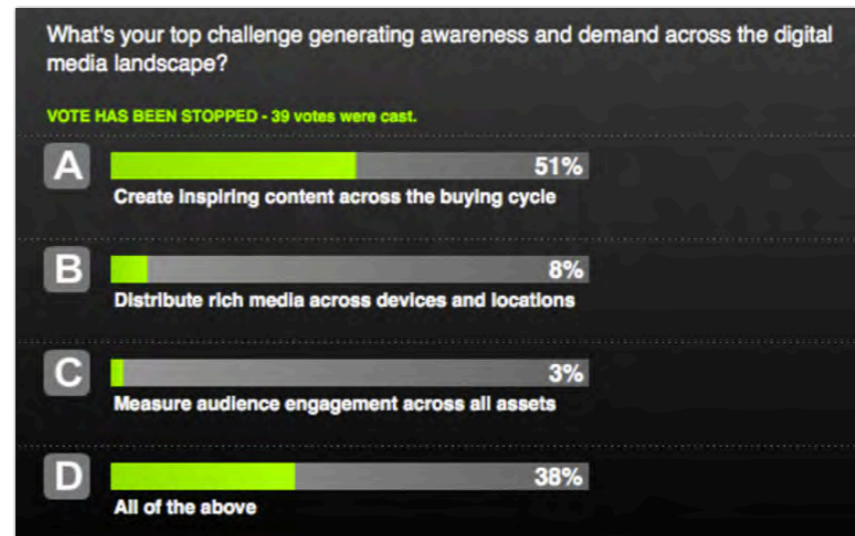
Questions from the audience

Click **Questions** at the top of the **presenting screen** to access questions from the audience. Checking **Prioritize** will bring the selected question to the top of the list. Checking **Answered** brings the question to the bottom.



Managing votes

Click **Votes** to poll your live audience. Click **Start Audience Voting** on the vote you would like to initiate. This will create an overlay with the vote over the audience's screen. Responses will be accepted until you click **Stop Audience Voting**. The audience will see the results in real time.



Useful tips

- Use a non-presenting team member to manage questions from the audience and votes for a more seamless presenter and audience experience.
- Details on who asked questions, responded to votes, or downloaded attachments are captured in webinar reports. Leveraging these interaction features are a great way to qualify leads and gather more information on your viewers.

Resources



Step 1

From the channel management page, click **Add webinars and videos**. Select **Add on-demand video**. Fill in the relevant detail fields, and click **Proceed**.

SUPPORT Enterprise Channel

Add webinars and videos

Schedule a live webinar

Add on-demand video

Syndicate into this channel

Book a screen demo NEW

Webcast title: *

Description: *

Presenter: *

Date: *

Tags: *

Step 2

Click **Browse** and select the video you would like to upload. Select your upload location and click **Upload**.

Select video: *

File size limit 2,000MB (2GB). Recommended file format: MP4. Recommended compression settings

Advanced options

Feature image: *

Auto capture an image 'still' from the video

Enter the exact time in the video you would like the image to be captured from.

00 : 00 : 01 . 00
hh mm ss xx

Manually upload a prepared featured image

A progress bar lets you know your upload and video transcoding status.

Stage: Video uploading Complete

Stage: Video transcoding Processing: 97%

Step 3

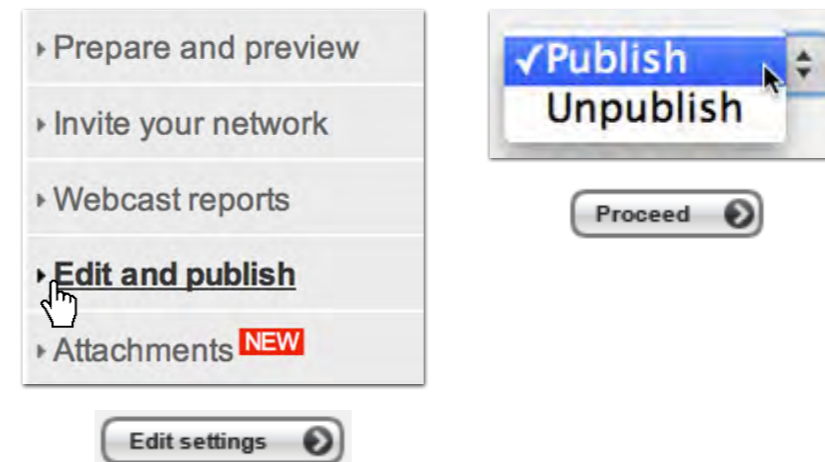
Preview your video before publishing.



Step 4

Select **Edit and publish** from the top-left menu then **Edit settings** in the lower-right corner.

Under the **Publishing** section, change the video status to **Publish**, then click **Proceed** to save your changes.



Useful tips

- Use the following compression settings for the best results:

Video:

- Codec - H.264
- Frame Rate - 25 or 30 FPS
- Data Rate - 2,000 kbps
- Resolution
 - 4:3 - 640x480
 - 16:9 - 1280x720

Audio:

- Codec - AAC
- Data rate - 128 kbps
- Sample rate - 44.1 kHz

- Create a custom featured image instead of just capturing a still image from the video. Featured image dimensions are 640x480.

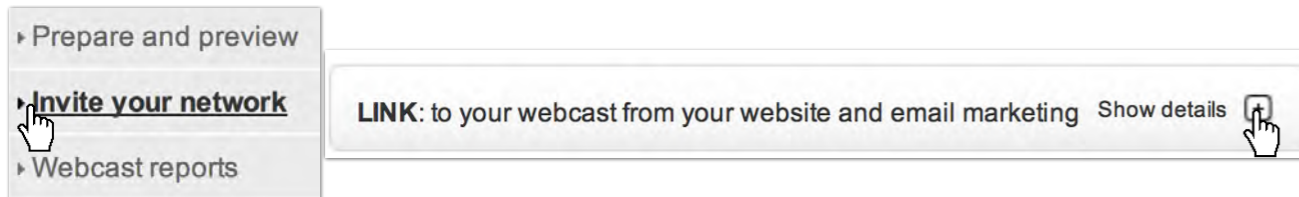
Resources



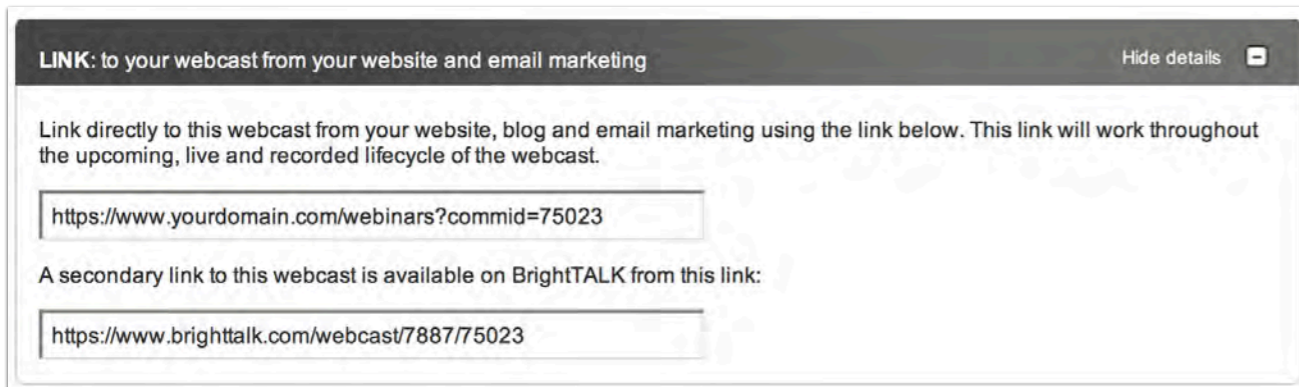
Start promoting your webinar well in advance to grow your audience. Invite them at least two weeks before your live webinar to increase the likelihood that they are able to attend (or that you get on their calendar before something else does) and promote it to their colleagues and peers as well.

Step 1

From the **webcast management page**, click **Invite your network**, then expand the **Link** tab.

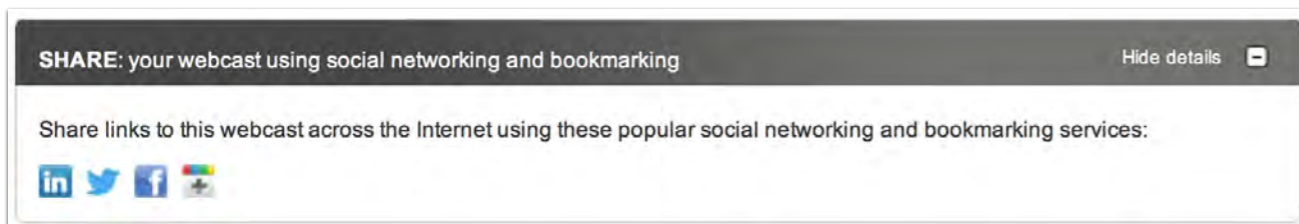


Select the appropriate link to direct your audience to either your BrightTALK event page or an embedded player page as applicable. Either link will direct your audience to the content before, during and after your live webinar.



Step 2

Share your content with your social networks.



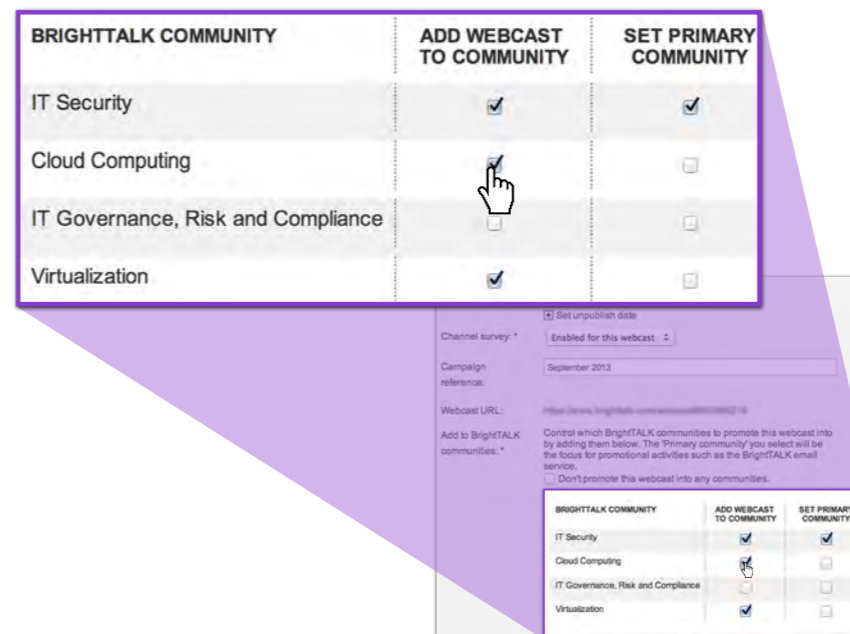
Campaign tracking

Use BrightTALK's campaign tracking service to measure and report on the performance of your email campaigns and social media outreach efforts.

Contact your salesperson or customer success representative to add this service to your account.

Reaching BrightTALK communities

BrightTALK has more than 1 million engaged professionals across its communities. Increase organic referral traffic by tagging your content into relevant BrightTALK communities.



Useful tips

- Inform your customer success representative when you embed your channel so that audience redirection can be configured for your channel.
- Utilize your channel RSS feed to instantly post newly published content to your social media outlets.
- Email is usually the most effective tool for driving webinar registrations.

Resources

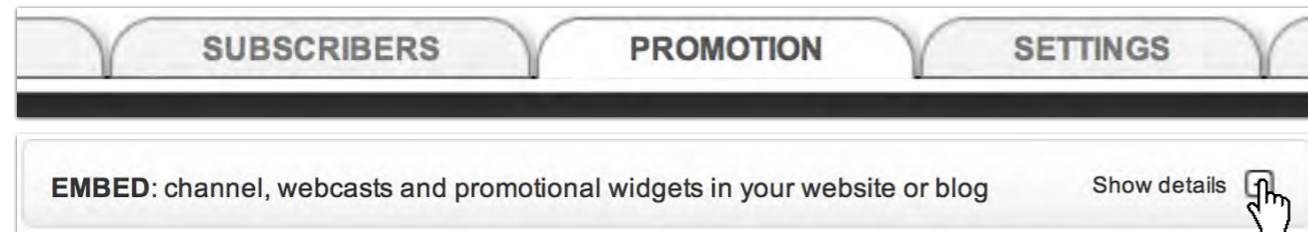
Be recognized on LinkedIn for your presentations

BLOG

Embedding is a powerful tool that allows you to seamlessly integrate your BrightTALK Channel or individual videos and webinars directly into your own website. Embedding content increases organic registrations and multiplies the reach of your content.

Step 1

From the channel management page, navigate to the **Promotions** tab and expand details for embeds.

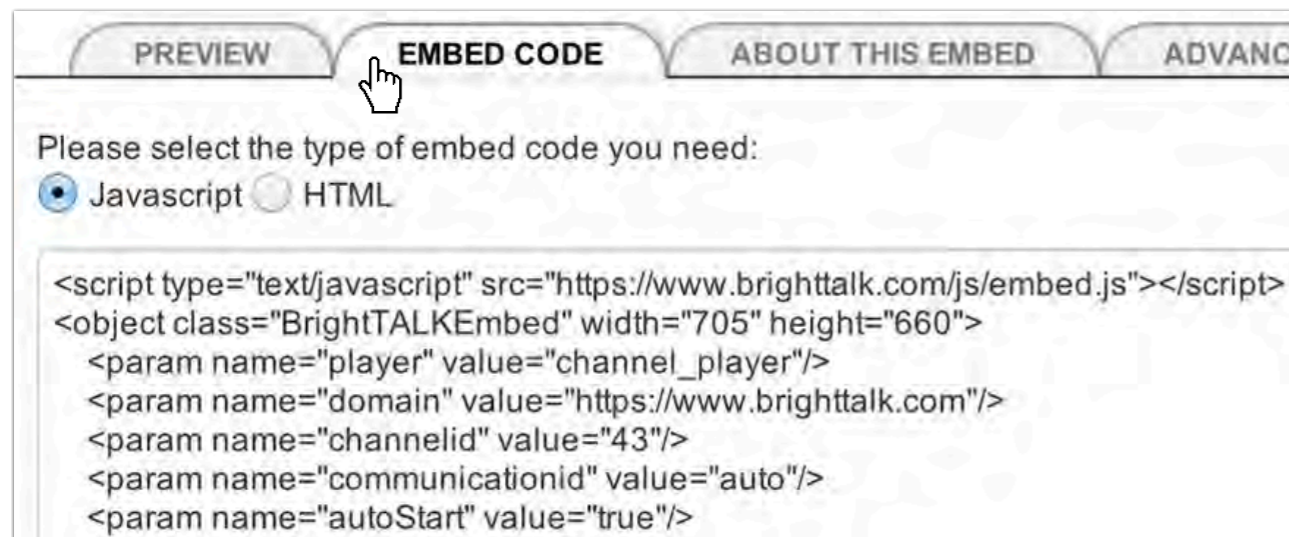


Step 2

Click **Preview and get code** for the embed type that best fits your needs.

NAME	SIZE (PX)	SUMMARY		
Full channel list	705 x 660	Embed the full channel list for all upcoming, live and recorded webcasts.	🔍	Preview and get code
Webcast in channel	705 x 660	Embed a selected webcast with audience access to the full channel list.	🔍	Preview and get code
Webcast only	656 x 627	Embed a webcast without audience access to the full channel list.	🔍	Preview and get code

Preview the embed, then copy the code to place it on your site.



Available embed types

- **Full channel list** - Embed the full channel list for all upcoming, live and recorded webcasts.
- **Webcast in channel** - Embed a selected webcast with audience access to the full channel list.
- **Webcast only** - Embed a webcast without giving your audience access to the rest of the content in your channel.
- **Webcast only (widescreen)** - Embed a widescreen webcast without audience access to the full channel list (recommended for video).
- **Promotional widget: Channel list MPU** - An online advertising format of the full channel list. Viewers are re-directed to the default channel location.
- **Promotional widget: Slide feature MPU** - An online advertising format featuring the first slide of one or more pre-selected webcasts. Viewers are re-directed to the default webcast location.

Audience redirection

To get the most out of your embeds, provide your customer success rep with the URL location of your full channel list embed code. This allows BrightTALK to redirect your audience to your landing page through the unique links included in your automated emails.

www.yourdomain.com/webinars?commid=12345

Useful tips

- Keep the proportions the same when you resize embeds.
- Embed with JavaScript when possible as it enables support for iOS.
- Share your embed codes to make your content available in multiple locations. Use promotional widgets on blogs, partner websites, and other webpages to direct audience to your main embedded content.

Resources



Use surveys to gather information about your audience beyond what comes on the standard registration form, or to better align registration data with your organization's systems. [Channel surveys](#) apply to subscribers when they register for any content in your channel. [Webcast surveys](#) are tied only to a specific webinar or video.

Create a channel survey

From the channel management page, navigate to the **Settings** tab, then choose **Channel survey**.

The screenshot shows the 'Settings' page with three tabs: SUBSCRIBERS, PROMOTION, and SETTINGS. The 'Settings' tab is active. Below the tabs, there's a 'Settings' header and a sub-header: 'Please use this section to edit your channel details and to keep your billing details up to date.' On the right, 'Channel details' are listed: Channel name: VERGE, Channel tagline: Where tech mee, Description: A channel focu transportation. On the left, there's a list of settings: Channel details, Contact details, and Channel survey (highlighted with a mouse cursor).

Create a webcast survey

Access the management area for the webinar you would like to add a survey to. Click the **Webcast survey** link.

The screenshot shows a list of management options: Prepare & present, Invite your network, Webcast reports, Edit booking, Attachments (with a 'NEW' badge), and Webcast survey (highlighted with a mouse cursor).

Step 1

Select question type from the drop-down and click **Add**. Fill out the pop-up form and click save. Repeat these steps until you have all of the survey questions you require.

The screenshot shows a form with a 'Select form item' dropdown menu. The options are: Text box question (single line) (selected), Comment box question (4 lines), Multiple choice (single select), Multiple choice (multiple select), Static Text area, Static Text area (scrolling box), Bold header, and Tick box. An 'Add' button is visible to the right of the dropdown.

Step 2

Use **Drag** to organize your survey questions. Then click the **Make Active** button to activate your channel or webcast survey.

The screenshot shows a survey management interface. It includes a 'Survey Inactive' status, a 'Make Active' button (highlighted with a mouse cursor), and buttons for 'Edit', 'Drag', and 'Delete'. Below the buttons, there's a 'Zip code' field and a text area with a disclaimer: 'The information provided below is not intended as legal advice. This is a general discussion of the subject matter for informational purposes only. If you have any specific legal questions, we recommend you consult an attorney.'

Useful tips

- Asking a lot of extra questions can decrease registration rates, so stick to asking only the most pressing questions.
- Audience members will never have to answer the same channel survey question twice. Returning audience will only see new questions that you have added.
- Some common uses of the channel survey include adding a disclaimer or asking for zip code. Some common uses of the webinar survey include collecting questions ahead of time for the presenter or gathering audience stats on the webinar's topic.

Resources

4 Demand Generation Strategies using Webinars and Video

WEBINAR

9 Tactics to Drive Exceptional Webinar Attendance

WEBINAR

Step 1

From the channel management page, navigate to the **Promotion** tab, then choose **BrightTALK email service**.

The screenshot shows the 'Promotion' tab selected in a navigation bar with 'WEBCASTS', 'SUBSCRIBERS', 'PROMOTION', and 'SETT'. Below the navigation bar, the 'Promotion' section is active, displaying the text: 'We make promoting your channel easy! Use the links below to embed your channel in your own website or blog and to include your channel in BrightTALK's FREE and fully automated email service.' To the right, there is a section titled 'Invite your network' with three options: 'LINK: to your channel from your website and email', 'EMBED: channel, webcasts and promotional widge', and 'SHARE: your channel using social networking and'. On the left side of the 'Promotion' section, there are three links: 'BrightTALK email service' (highlighted with a mouse cursor), 'BrightTALK communities', and 'Invite your network'.

Step 2

Click **Edit** on the email notification you would like to customize.

The screenshot shows two notification settings. The first is 'Subscription confirmation: One confirmation email notification to welcome each person that subscribes to your channel.' It has a status of 'ON' and an 'Edit' button. The second is 'Webcast registration confirmation: A single email confirming the webcast details that your subscribers register to attend.' It also has a status of 'ON' and an 'Edit' button.

Step 3

Click **Create a custom template** to access the HTML and text template codes.

The screenshot shows a dialog titled 'Set up this email:'. There are two radio buttons: 'Use the system template for this email.' (which is selected) and 'Use one of your custom email templates.'. To the right of the first option is a 'Preview & send test' button. To the right of the second option is a 'Create a custom template' button, which is highlighted with a mouse cursor.

Step 4

Use the current **HTML Email body** as a reference to create your custom email.

The screenshot shows the 'Email subject:' field with the text 'Thank you for registering: \${webcast_title}'. Below it is the '1. Email body (HTML):' field containing the following HTML code:


```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional/EN"
"http://www.w3.org/TR/html4/loose.dtd">
<html>
<head>
<meta http-equiv="content-type" content="text/html; charset=utf-8">
```

Personalization tags (variables) with descriptions are available on the right-hand side. Use the **insert** link to place the tags into the **Email body** window, or use your preferred HTML editor.

The screenshot shows a dialog titled 'Personalization tags available for this template:'. It lists several tags with their descriptions and an 'Insert' button for each:

- Display: Channel Title: \${webcast_channel_title}
- Display: List of Attachments for a Webcast: \${webcast_attachments}
- Display: Channel Title: \${webcast_channel_title}
- Display: List of Attachments for a Webcast: \${webcast_attachments}
- Display: Channel Title: \${webcast_channel_title}
- Display: List of Attachments for a Webcast: \${webcast_attachments}
- Display: Channel Title: \${webcast_channel_title}
- Display: List of Attachments for a Webcast: \${webcast_attachments}
- Display: Channel Title: \${webcast_channel_title}
- Display: List of Attachments for a Webcast: \${webcast_attachments}

Click **Copy text from HTML** to produce a plain text version of the email. Click **Save** when complete.

Step 5

Click **Preview & send test** to preview the email and to send a test email out. To activate the template, select the **Activate** radio button.

NAME	LAST EDITED		ACTIVATE
Webcast Register Confirm (Registrant)	Sep 04 2013 10:38 am	<input type="radio"/> Edit	<input checked="" type="radio"/> Preview & send test

Useful tips

- Think about the experience of your audience when crafting your emails.
- Make your emails consistent with the other emails that your organization sends. Include links to your website and social media profiles.
- BrightTALK can produce custom HTML emails that match your branding requirements. Ask your customer success rep for details.

Resources

Acquiring Audience for your Webinar VIDEO

Using Email to Drive Traffic WEBINAR

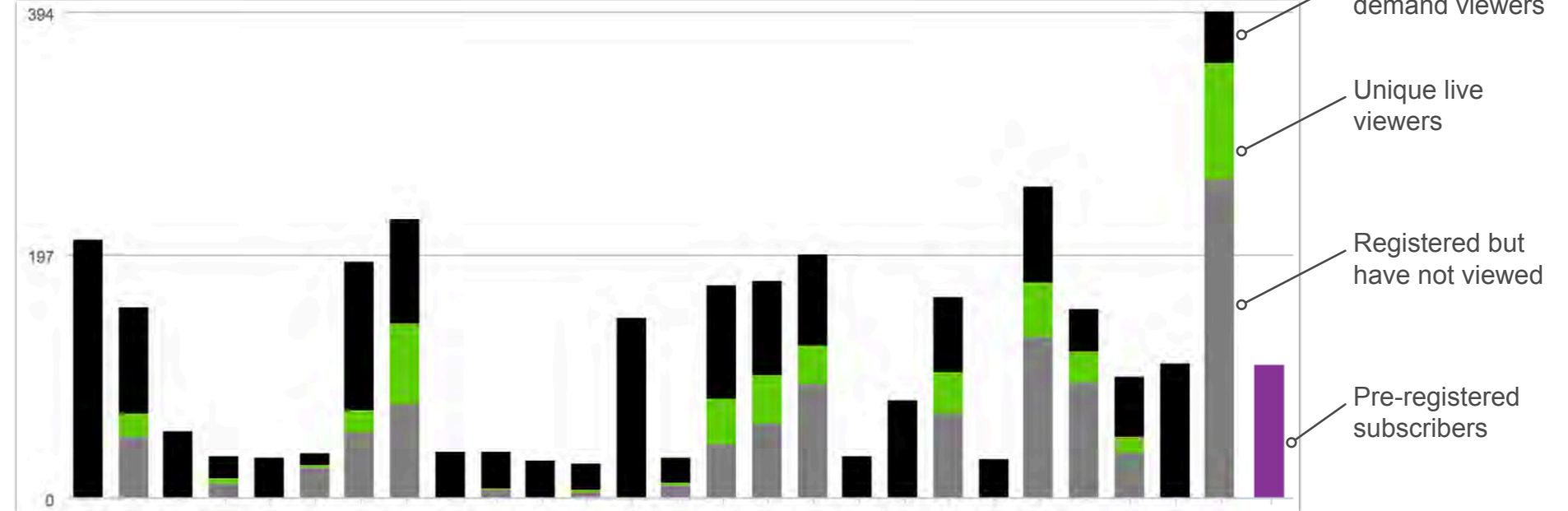
Summary charts are graphical depictions of your channel's ongoing performance. Summary charts are available at both the channel and webinar levels. The following two charts show channel-level data.

Audience activity

This summary report is located on the **channel management page** under the **summary chart**.

Use this chart to measure the amount of activity on each webinar or video in your channel. Compare registrations and viewings of your webinars over time.

Audience activity (30 most recent videos and webinars)

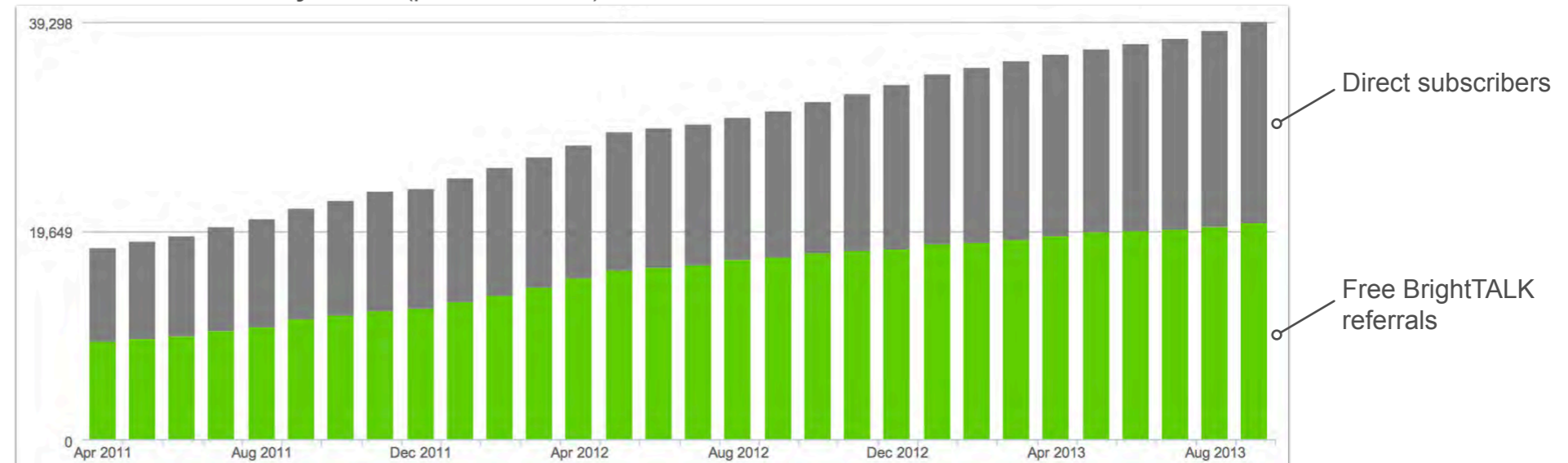


Channel subscribers

Access this summary chart by clicking the **subscribers** tab from the **channel management page**.

Use this chart to track growth and find out how many subscribers are finding your content through BrightTALK.

Channel subscribers by month (past 30 months)

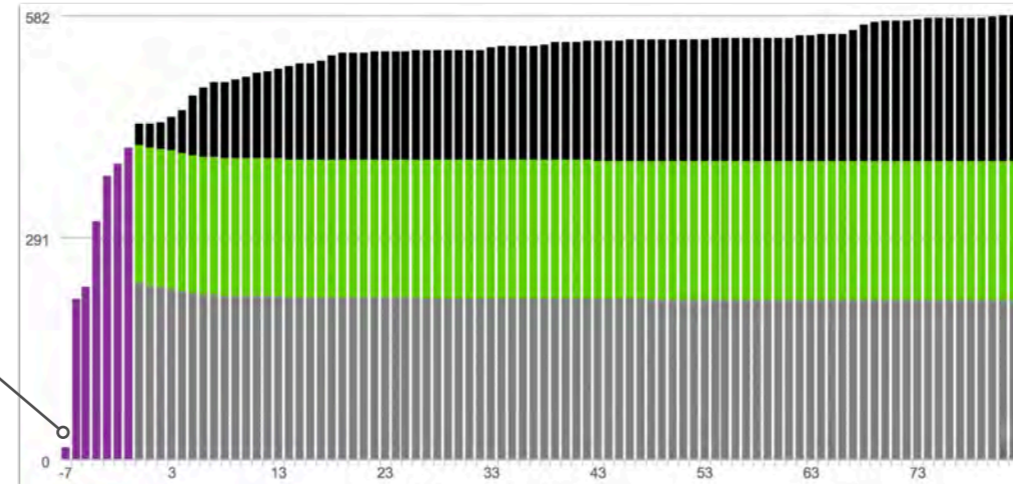


Webinar-level summary charts can be accessed by clicking the **Webcast reports** from the **webcast management page**. The three types of summary charts are listed below.

Audience growth

This chart displays the activity of the registrants of your webinar. Use this chart to track registrations and viewings from the time you schedule your webinar or upload your video moving forward.

Audience growth



Pre-registered subscribers

Unique on-demand viewers

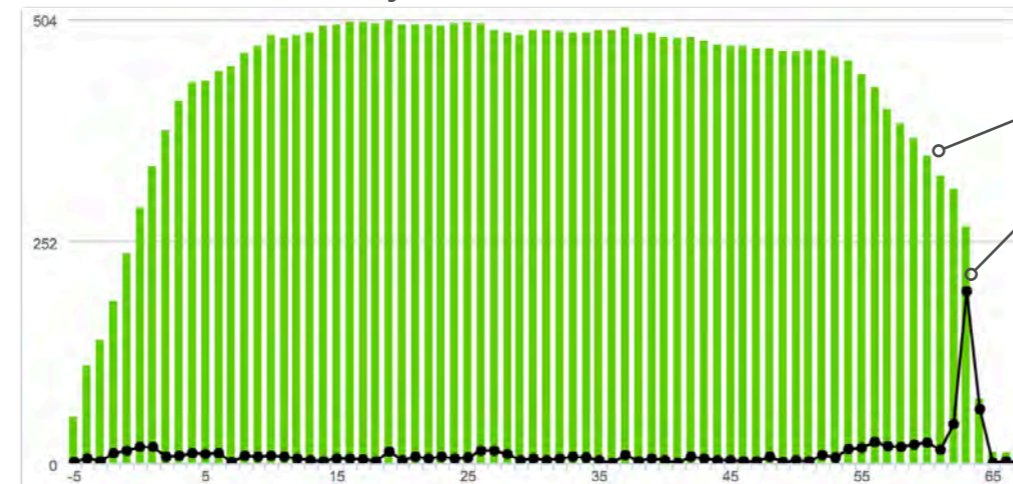
Unique live viewers

Registered but have not yet viewed

Live viewers and exits

This chart displays the number of viewers and exits during the live event. Use this chart to identify which sections of your webinar were the most compelling to increase engagement for future webinars.

Live viewers and exits by minute



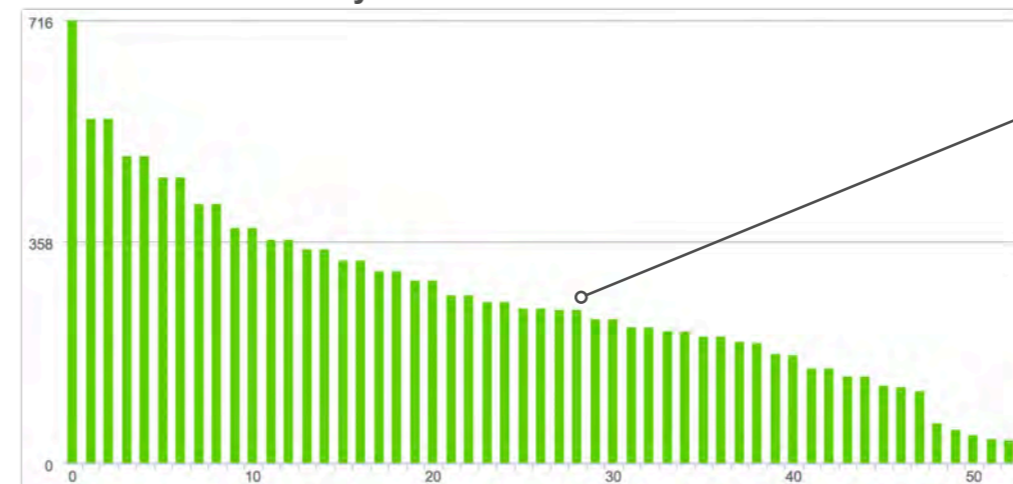
Live viewers

Viewer exits

On-demand viewers by minutes viewed

This chart displays the number of on-demand viewers by their total minutes viewed of the webinar. Use this chart to identify how long your on-demand viewers remain engaged with your webinar.

On-demand viewers by minutes viewed



On-demand viewers by minutes

Useful tips

- Provide these charts to your team to share an overview of your efforts and webinar performance.
- Continue to promote your recorded content to turn your registered no-shows into on-demand viewers.
- Most live viewers enter into the webinar 5 minutes after its start time. Make sure your presenter waits until after this time to cover his or her most important speaking points.

Resources

DataLeaks 2013:
The Holy Trinity of Demand Creation
WEBINAR

The Ultimate Webinar Marketing KPIs
BLOG

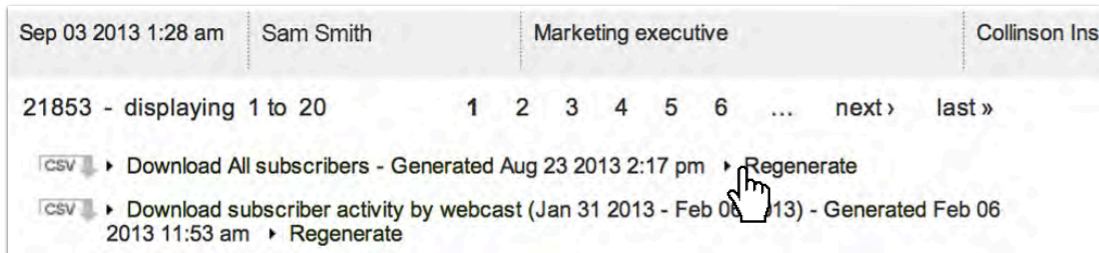
Subscriber reports are available for download within each reporting section. All reports can be downloaded as CSV files and viewed in your preferred CRM program.

Locate channel-level subscriber reports

To download the summary-level information across your channel content, scroll down to the bottom of the **channel management page**. Use the **Generate** or **Regenerate** link to create an up-to-date version of your subscriber data.



Download comprehensive reports from the **Subscribers** tab within the **channel management page**. Scroll down to the bottom of the page to generate and download reports.



Locate webinar-level subscriber reports

To access webinar-level reports, click **webcast reports** from the **webcast management page**. Several reports are available on this page. Click **Report** for the report you would like to download then scroll to the bottom of the page to generate a CSV file that you can download.



Available channel-level reports

- **All webcasts** - includes all high-level information across all webcasts for your channel.
- **All subscribers** - lists user details including registration and viewing totals across all channel content.
- **Subscriber activity by webcast** - lists user details including registration and viewing totals across each webcast.
- **All subscriber activity log** - lists specific subscriber records for each registration and viewing.

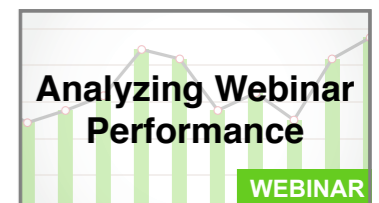
Available webinar-level reports

- **Pre-registrations** - lists a breakdown of all registrants.
- **Viewings** - lists a breakdown of total, live and on-demand viewers.
- **Questions** - lists all viewers that asked a question along with what they wrote.
- **Votes** - provides the votes results and a list of who voted and what they voted for
- **Attachments** - lists the attachments downloaded by each viewer
- **Feedback / Ratings** - lists all viewers who provided feedback along with their response.

Useful tips

- Download your reports at a regular cadence. We recommend that you download them at least once per week, but more often if possible.
- Share your reports with your sales team so they may follow up with your subscriber.
- Integrate your CRM and/or marketing automation platform with BrightTALK so that your new subscribers are turned into leads which your sales team can act on.

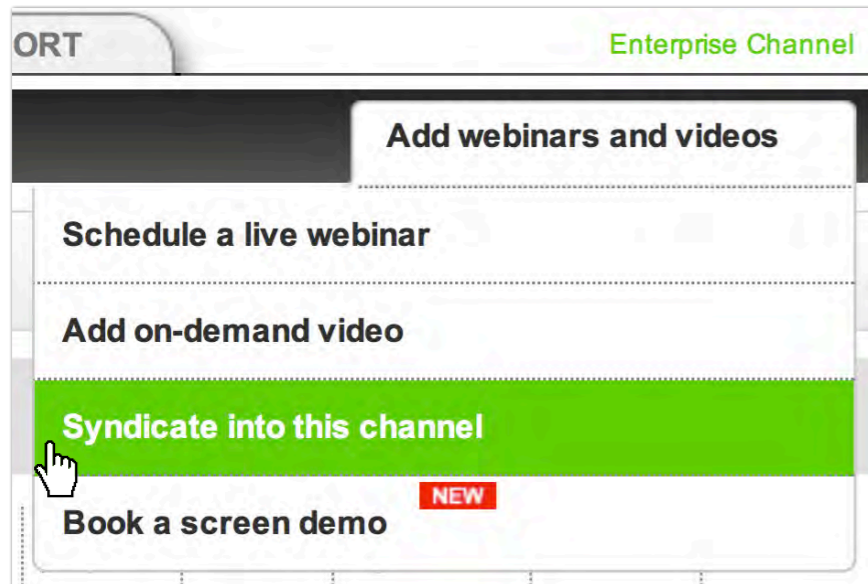
Resources



Syndication enables you to distribute your content across multiple channels. The **originating channel** retains control of the webinar including the date, time, duration, slides and votes. **Receiving channels** have the ability to promote the webinar to their communities and configure registration and surveys to suit their needs.

Step 1

From the receiving **channel management page**, click **Add webinars and videos** and select **Syndicate into this channel**.



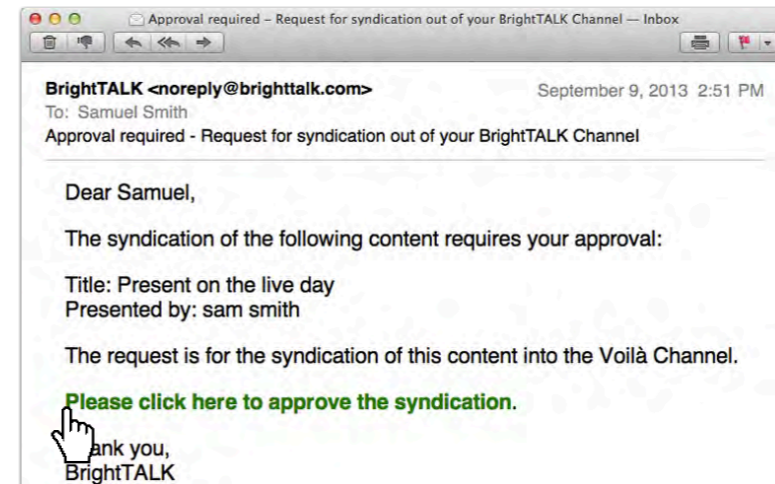
Step 2

Search for the title of the content you would like to syndicate into another channel. Click **Syndicate in** then click **Confirm** on the following confirmation pane.

DATE & TIME ▼	WEBCAST TITLE	PRESENTER	STATUS	CHANNEL	
Total webcasts (2)					
Jul 15 2013 2:55 pm	Syndicating content	Samuel Smith	Recorded	VERGE	Syndicate in
Nov 15 2011 9:00 am	Building a Multichannel Webinar Strategy	David Pitta, Senior Marketing Manager, Demand Generation, BrightTALK; David Kreitter, Demand Generation Associate, BrightTALK	Recorded	BrightTALK Academy	Syndicate in

Step 3

The originating channel owner will receive an email requesting approval. Click the link in the email to go to the **Syndication** section of the webinar in the originating channel to approve the syndication.



You can also reach this area manually by clicking **Syndication** from the **webcast management page**.

Step 4

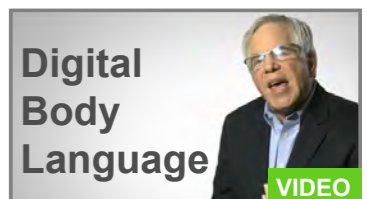
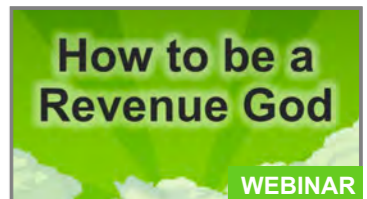
Click **Manage** for the content intended for syndication and then **Approve** within the pop-up.

	CHANNEL	APPROVAL	INFO
Syndicated in to	Voilà (Mark Alvarez)	Approved	Since: Sep 09 2013
Syndicated out from	VERGE	Approval withdrawn	Awaiting your response Since: Sep 09 2013 Approval required

Useful tips

- Syndication will become active once both channel owners have approved.
- The originating channel can see summary figures on syndicated content. The receiving channel retains privacy of detailed subscriber information.
- Receiving channels can tailor the details of a syndicated webinar to best suit their audience.

Resources



BrightTALK Academy

BrightTALK Academy provides you with the information you need to effectively use videos and webinars to support your business objectives. Live webinars and success stories offer you the opportunity to ask questions and learn from industry leaders, while the Beginner's Guide and how-to tutorials serve as helpful reference tools.

Visit the BrightTALK Academy at academy.brighttalk.com.

Home > Best practices > Beginner's guide > Success stories > How-to tutorials

BrightTALK Academy provides you with the information you need to effectively use webinars and videos to support your business objectives. Live webinars and [success stories](#) offer you the opportunity to ask questions and learn from industry leaders, while the [Beginner's Guide](#) and [how-to tutorials](#) serve as helpful reference tools.

Recorded on Nov 13 2012 9:00 am (37m 28s)

Is B2B Really Ready for Video and Social Media Marketing?

David Murdico, Executive Creative Director and Managing Partner, Supercool Creative

< > PLAY

Webinars -

- Case Studies
- Content Marketing (82)
- Demand Generation
- General Marketing
- Online Event Insights
- Online Event Strategy
- Social Media
- Video Marketing

Upcoming (3)

cycle marketing
air Norman, Marketing Director at Tomorrow People
11 2013 | 54 mins

How to Be a Revenue God
David Pitta, Director of Demand Generation, BrightTALK
Sep 05 2013 | 47 mins

You're invited: How to be a revenue god
David Pitta, Director of Demand Generation, BrightTALK
Aug 28 2013 | 1 mins

Multichannel Marketing in an Era of Hyper-Accommodation
John Hambrick, Senior Partner, Brand.Powered
Aug 15 2013 | 39 mins

Utilizing Community Marketing to Reach Through the Media Clutter
Paul Waadevig, Principal Consultant, Frost & Sullivan
Aug 15 2013 | 33 mins

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