Webinar Syndication
User Guide

StructuredWeb

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What you will find in this guide:

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Introduction

Webinars have evolved into one of the most effective marketing tools for companies that want to drive demand and efficiently increase sales. They are a great tool for educating customers on solutions, generating higher quality leads, and represent a relatively low cost way to create awareness for products.
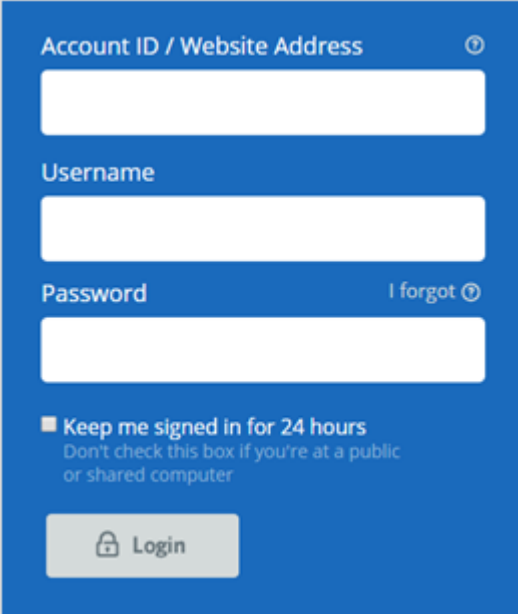
With our Syndicated Webinar Tool, vendors can run webinars on behalf of partners and present solutions to customers from a certified brand expert.
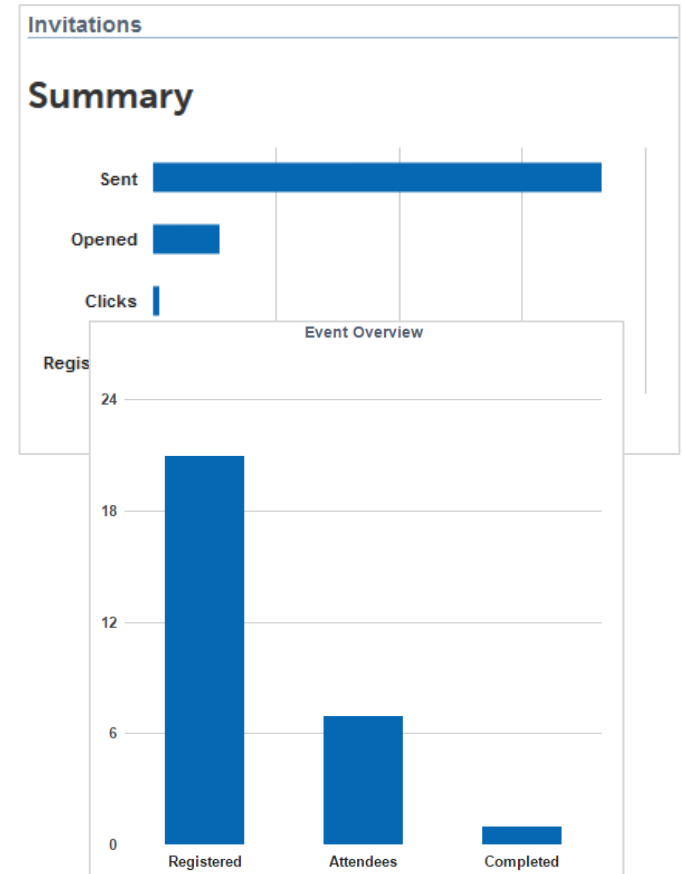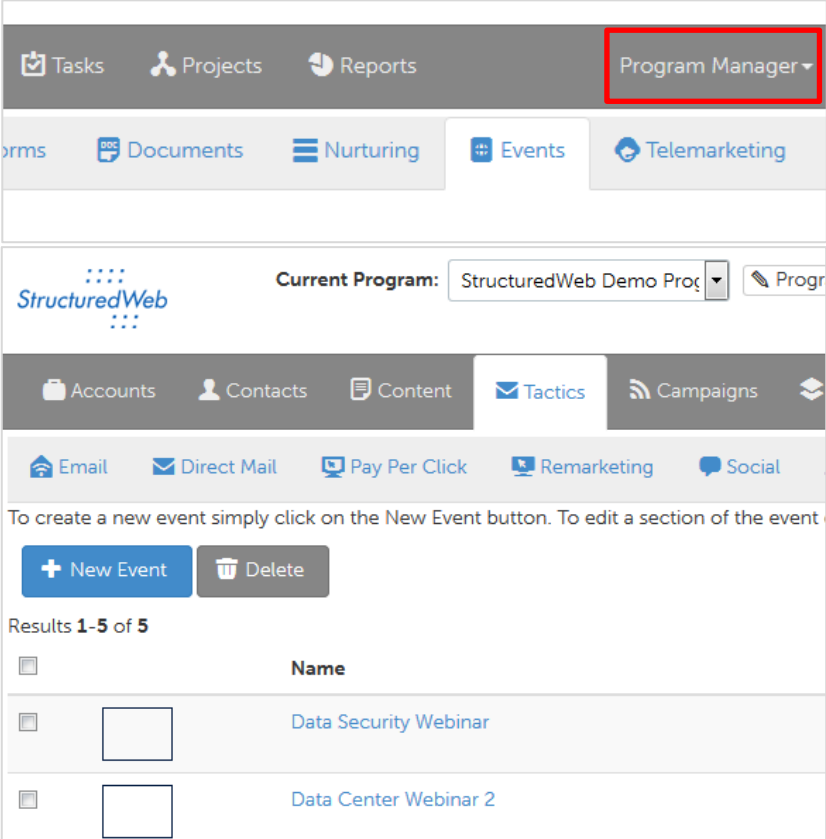
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Login

- Go to structuredweb.com and click **Login**.

- Enter your **Account ID, Username** and **Password.**

Note: If you forget your login information you can reset it by selecting the **I Forgot** link above the password field.

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Getting Started

- Events are created in the **Program Manager** and then syndicated to partners. If you are not in Program Manager, select it from the drop down menu in the upper right hand corner.
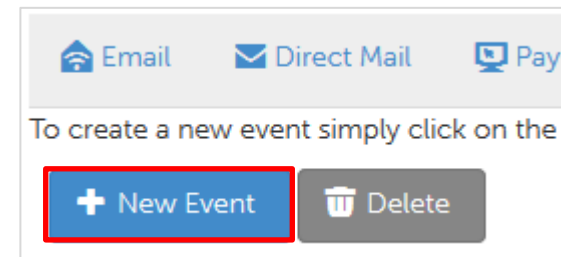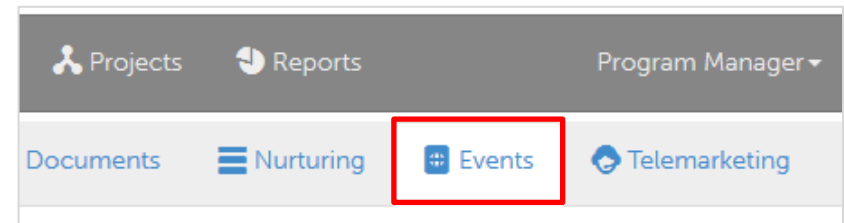
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Event Creation

- Click **Tactics** and then the **Events**. Previously created events are listed. If you need to edit an existing event click the Event Name.

- To create a new event, click **New Event**.

- Click **New Content**. This loads the Event Creation page.

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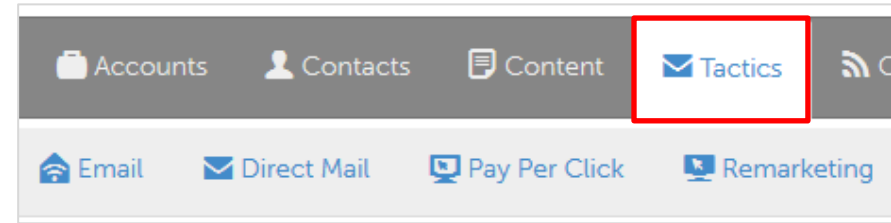
Event Creation

- Enter the **Event Name** and a brief description. The description should be a one line overview explaining the event.

- From the Online Meeting Tool dropdown, select the type of webinar you will be using. For this example, I will select **WebEx Meeting**.

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Event Creation

- Set the date and time for the **beginning** and **ending** of the webinar.

- Set the date and time when the **Registration Ends**.

- Set the **Maximum Number of Attendees**. This number should not exceed the number supported by your webinar tool.

- Click **Save** to continue.

Note: If registrations can occur until the webinar starts, set the **Registration Ends** to match the **Event Begins** date and time.

Online Meeting Tool:	WebEx Meeting
*Event Begins:	4/1/2015 12 00 PM
*Event Ends:	4/1/2015 1 00 PM
Registration Ends:	4/1/2015 12 00 PM
Event Time Zone:	Eastern USA, Ontario, Que ☐ Daylight savings time
Maximum # of Attendees:	25
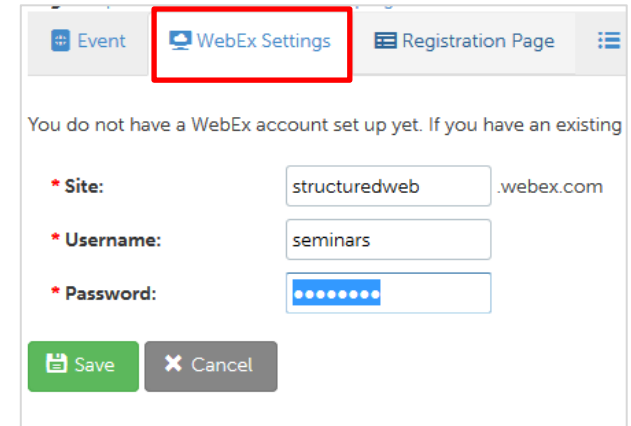
💾 Save   💾 Save & Copy to accounts

www.structuredweb.com

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WebEx Settings

- Click **WebEx Settings**.

- Enter your WebEx Site, Username and Password and then click **Save**. This links your WebEx account with StructuredWeb.

- If the webinar has already been set up in WebEx, select **Link to Meeting**. To create a new WebEx meeting, select **New Meeting**. We will look at each of these in the following slides.

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WebEx Settings - New Meeting

- Enter the **Meeting Password**.

- Edit the Audio Settings, Meeting Options, and Security Settings to match your Preferences.

- When finished, click **Save**.

- The webinar has been created in WebEx based on the data provided.

WebEx Online Meeting

Required Information

Meeting topic:	Data Security Webinar
Meeting password:	●●●●●●
Confirm password:	●●●●●●

Security

Select the security settings you would like to apply t

☐ Exclude password

☐ Require attendees

💾 Save   💾 Save & Copy to accounts

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WebEx Settings - Link to Meeting

- Select the the webinar from the list of existing webinars and click Link.

- Edit the Audio Settings, Meeting Options, and Security Settings to match your Preferences.

- When finished, click **Save**.

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Registration Page

- Click **Registration Page**. Here you can edit the page where contacts register for the webinar.

- Click **Add a Field** to create additional options on the form.

- Select **Contact Fields** to add fields with basic contact information such as Company Name or Address. Select **Form Fields** to create custom fields for the registration form.

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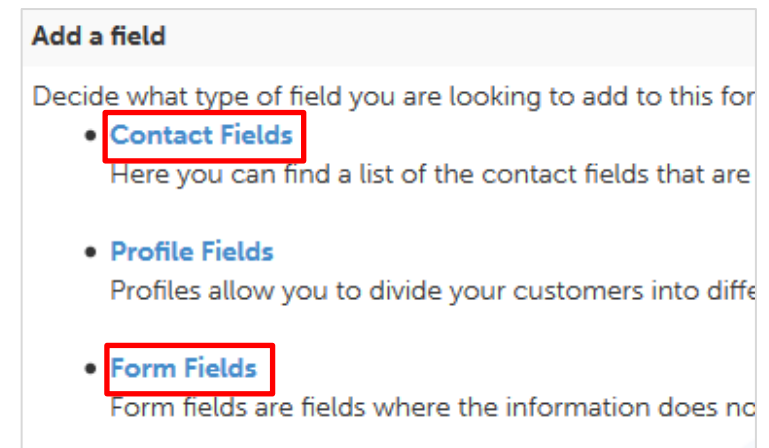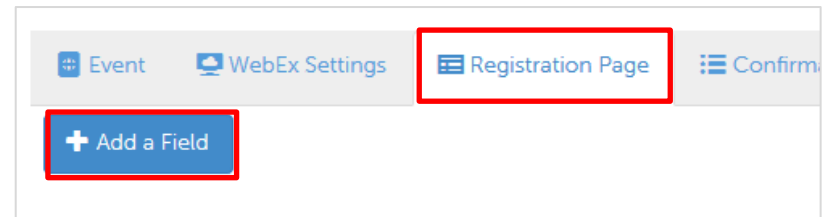
Registration Page

- Click the layout area within the blue box to edit the content.

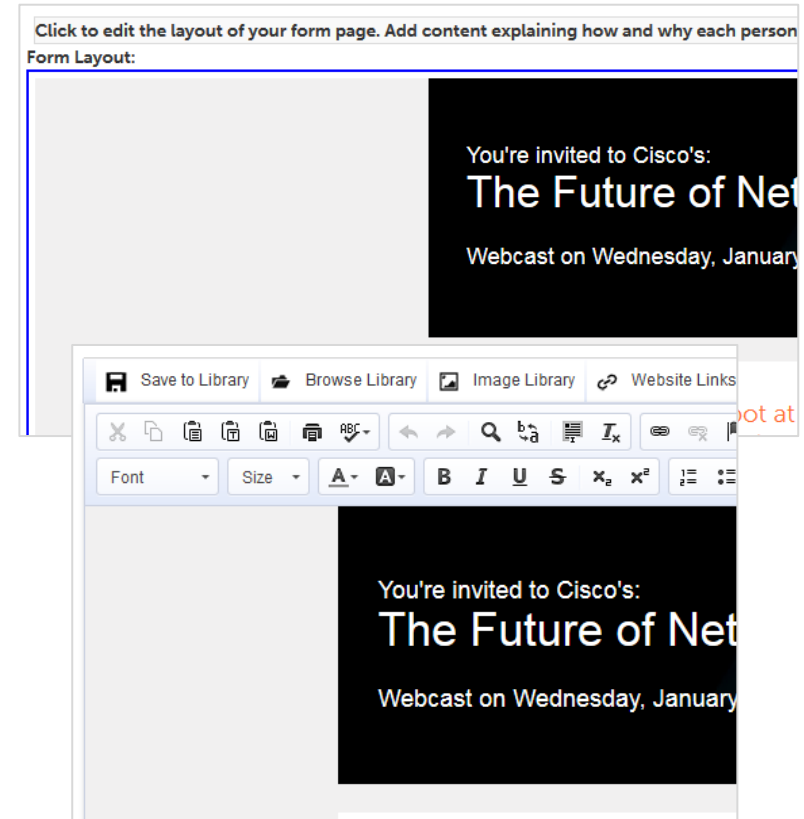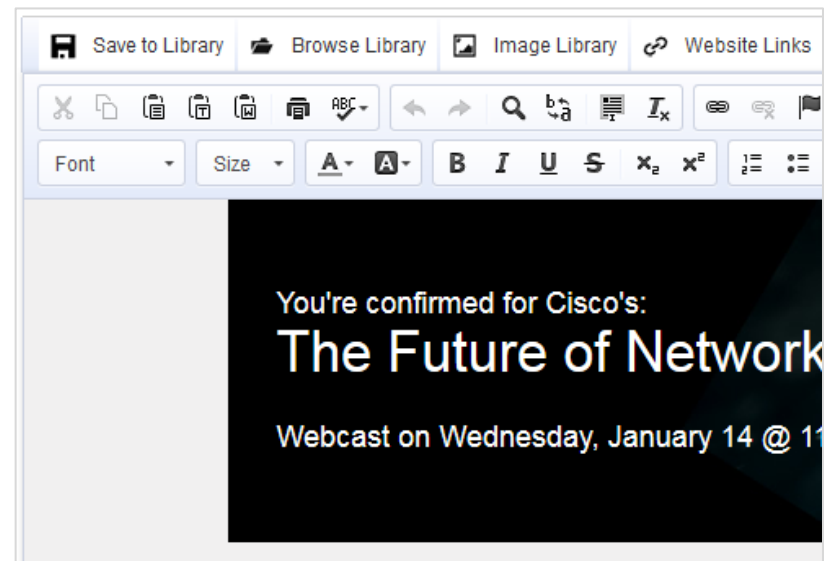- Use the content editor to build the display and content of the registration page. Place the [FormFields] merge field on the page where the registration fields will appear.

- Click **Save** when done.

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Confirmation Page

- Click **Confirmation Page**. This is the page where contacts are taken after submitting the registration form.

- Use the content editor to create the display and content of the confirmation page.

- Click **Save** when done.

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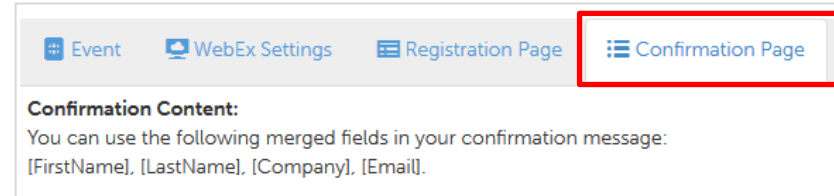
Confirmation Email

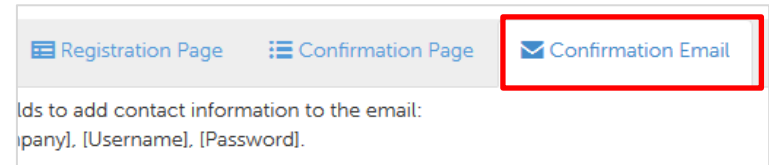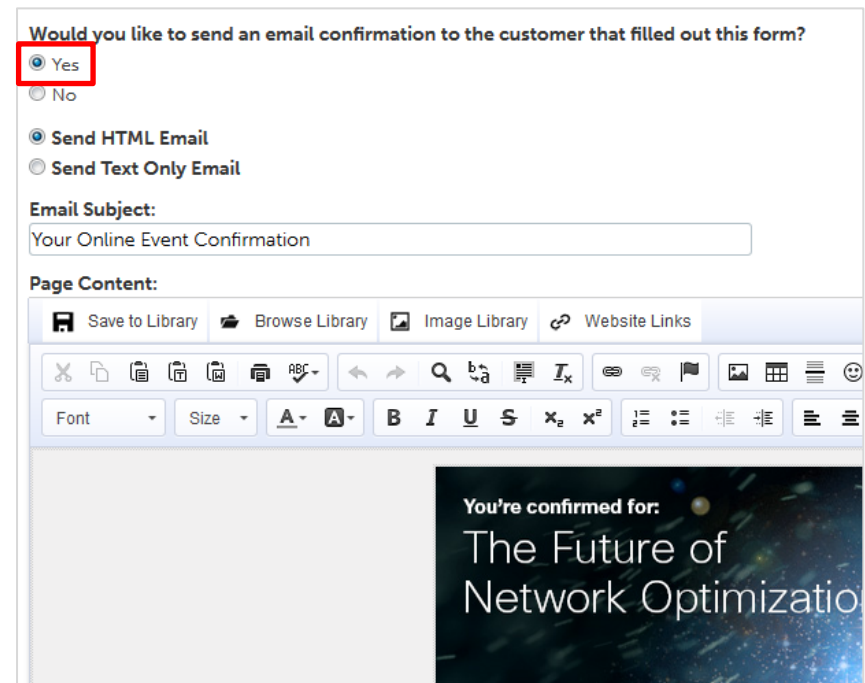- Click **Confirmation Email**. This allows you to create and edit an email to send to contacts when they register.

- Select **Yes** to turn on the Confirmation Email.

- Use the content editor to build the subject and body content of the confirmation email. Merge fields such as [OnlineMeetingDetails] can be used to merge webinar data into the email.

- Click **Save** when done.

Distribution

- To set up notifications and lead alerts, click the **Distribution** tab and then **Edit**.

- Select **Yes** to turn on the email notification when a contact registers for the event.

- Select **Yes** for "Would you like to create a task when this form is submitted?" to create a lead when the registration form is submitted.

- Click **Save** when done.

Confirmation Email   Distribution   Invited

Assign the form and new contacts to users based on the distribution rules.
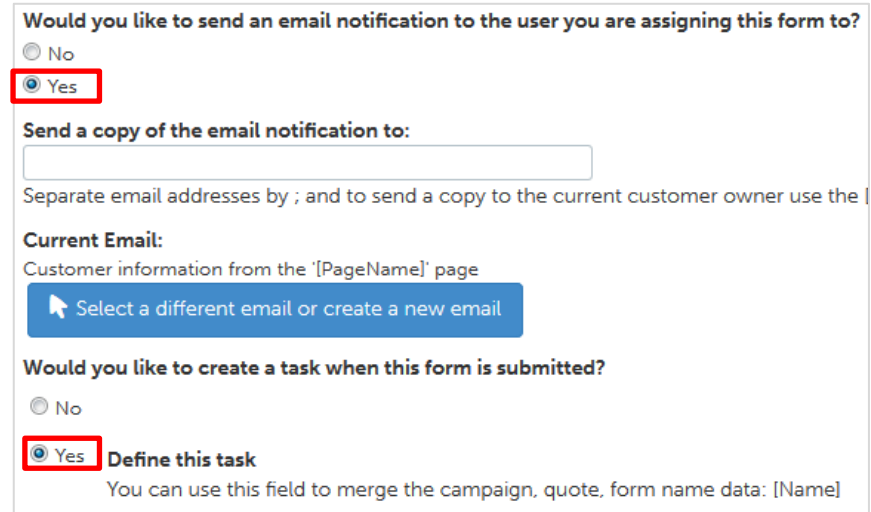
⦿ **Assign all form submissions and new contacts to a single user.**

✎ Edit

Would you like to send an email notification to the user you are assigning this form to?
○ No
⦿ Yes

Send a copy of the email notification to:

Separate email addresses by ; and to send a copy to the current customer owner use the [

Current Email:
Customer information from the '[PageName]' page

Select a different email or create a new email

Would you like to create a task when this form is submitted?
○ No
⦿ Yes   **Define this task**
          You can use this field to merge the campaign, quote, form name data: [Name]

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Emails - Invitations and Reminders

- Click **Emails**.

  o **Invitations** are sent to contacts on the mailing list that have not registered for the webinar to get them to register.

  o **Reminders** are sent to contacts that have registered for the event to remind them to attend.

- Click **New Invitation** or **New Reminder** to create a new email.

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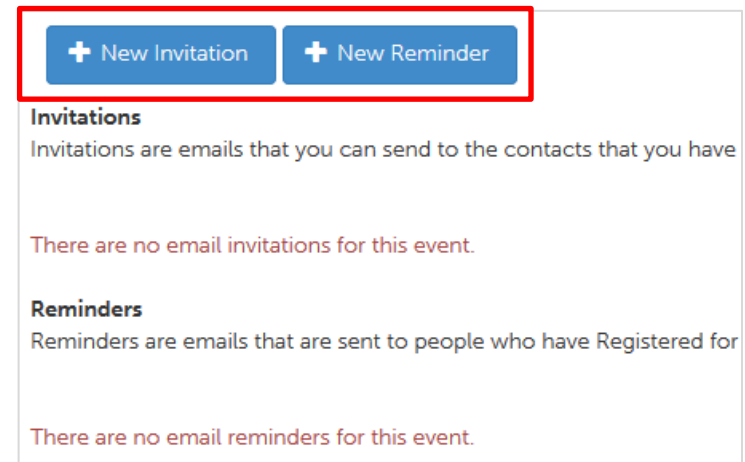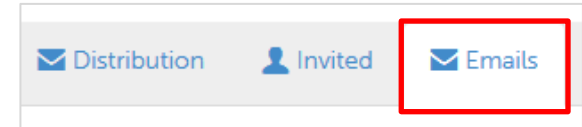
Emails - Invitations and Reminders

- Enter the name and description of the email and click **Save**.

- Use the content editor to build the subject and content of the email.

- When you are done creating the email, click **Save**. Select the name of the event to return to the Emails tab.

Note: Merge fields such as [OnlineMeetingDetails] can be used in Reminder emails to merge webinar data into the email. You can find the available merge fields by clicking the **Merge Fields** button.

Name:	Webinar Event Invite 2
Description:	Second invitation to the webinar

Events: Data Security Webinar | Webinar Event Invite 1

Save | Preview | *Required Fields

*Subject:
This might change everything

Link:
http://

Save to Library | Browse Library | Image Library | Website Links | [] Merge Fields

Font | Size | A | A | B | I | U | S | x₂ | x²

Cisco Presents:
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Network Optimization

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Syndicating the Event

- When all content for the Webinar is ready, select **Event**.

- Click the **Save & Copy to Accounts**.

- Click **Yes, copy the changes to all accounts** to copy the change to all accounts. Click **Yes, BUT copy only to selected accounts** to copy the webinar only to specific partners.

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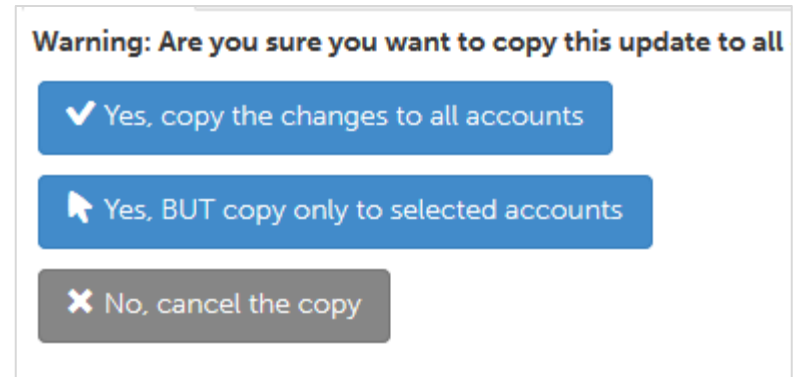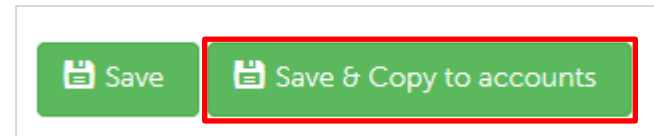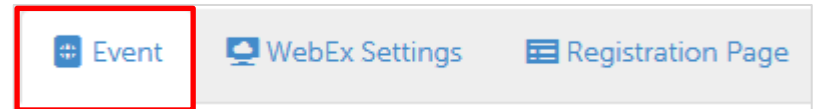
Webinar Reports

There are three types of report available for webinars:

- **Marketing**
  - o Display the campaign summary data for all emails sent for the event.

- **Registration**
  - o Displays the submission data for all contacts that registered.

- **Attendance**
  - o Displays the WebEx attendance data for the webinar.
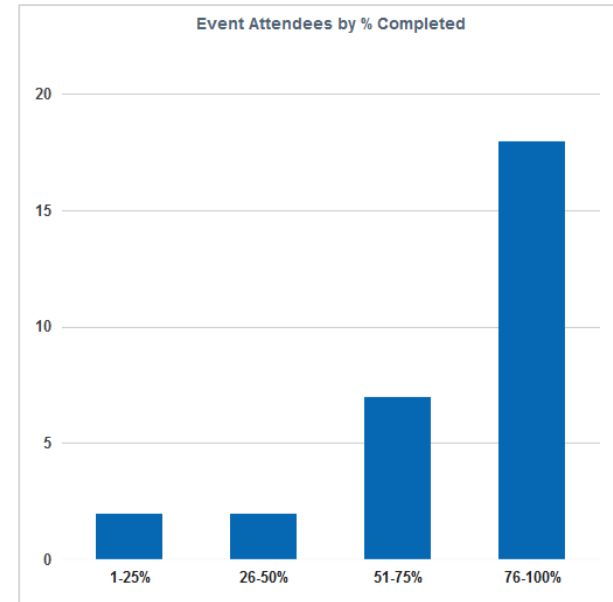
Event Attendees by % Completed

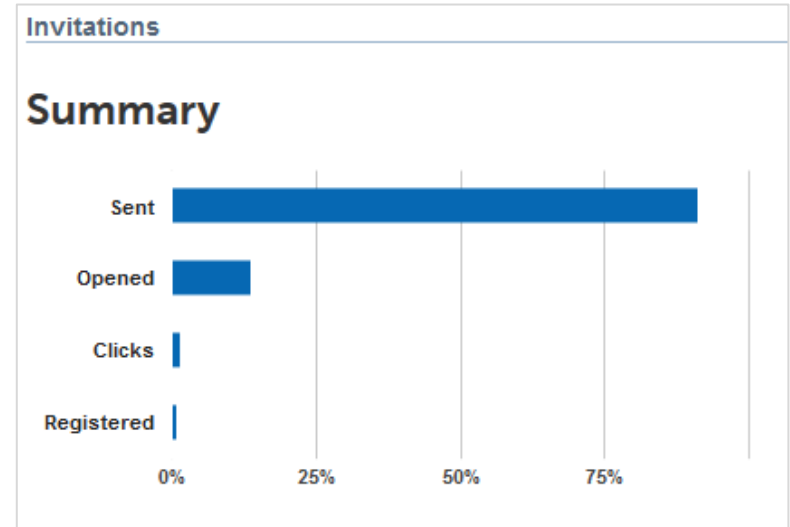|	Sent		Opened		Clicks		Registered	
	Count	%	Count	%	Count	%	Count	%
	34,874	91.3%	4,790	13.7%	77	1.6%	52	1.1%

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Webinar Reports

- If you are not already viewing the webinar, select **Tactics** and then **Events**.

- All of the webinars on your program are displayed. Click the **Campaign** name and then click **Reports**.

- Use the **Current Report** menu to select the report you want to view.

- Use the **Start** and **End** date fields to adjust the date range. Click the Search button to update the results.

Current Report: Marketing ▾

Start Date: 01/03/2015 (ex. 03/12/2008)

End Date: 04/03/2015 (ex. 03/12/2008)

Programs: All

≡ Advanced Options   ◑ Reports   🖳 Page Header

🔍 Search

📄 PDF

⬇ Export

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Webinar Reports - Marketing

- Select the **Marketing** option from the Current Report menu.

- View the **Sent**, **Opens**, **Clicks**, and **Registration** data for each of the invitations and registrations in the webinar.

- Click **PDF** for a PDF version of the reporting data.

- Export this data to a spreadsheet by clicking **Export**.

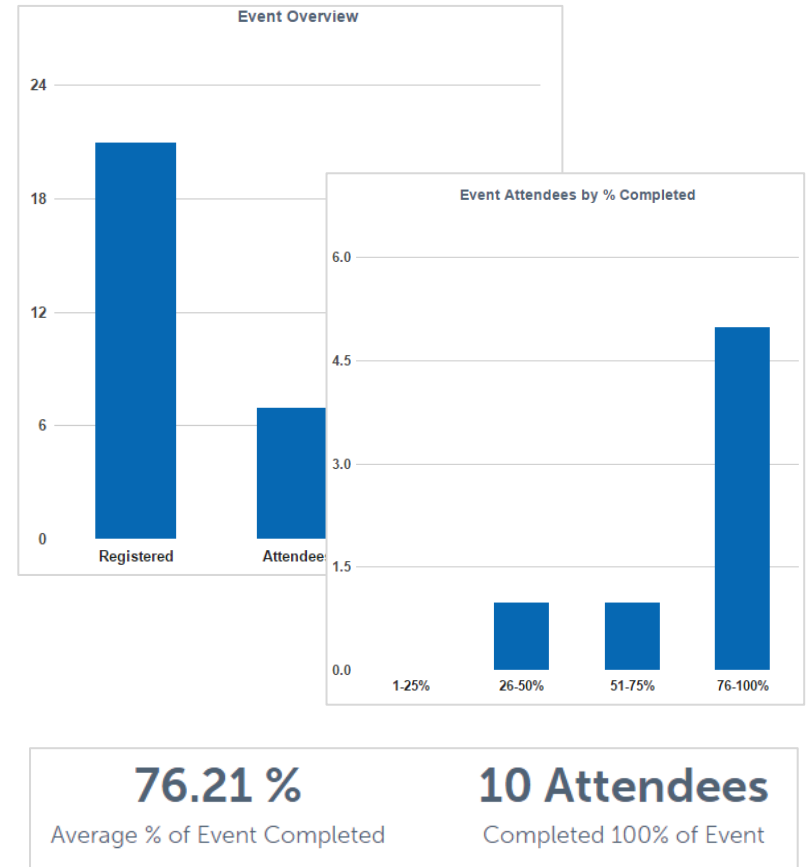| Sent		Opened		Clicks		Registered	
Count	%	Count	%	Count	%	Count	%
34,874	91.3%	4,790	13.7%	77	1.6%	52	1.1%

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Webinar Reports - Registration

- Select the **Registration** option from the Current Report menu.

- View the **form data** submitted by contacts who registered for the webinar.

- Click **PDF** for a PDF version of the reporting data.

- Export this data to a spreadsheet by clicking **Export**.

Total submissions: 78		
Phone Number		
14.0%	11	402
6.0%	5	785
5.0%	4	816
5.0%	4	801
4.0%	3	913
4.0%	3	605
4.0%	3	303
4.0%	3	302
4.0%	3	949

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Webinar Reports - Attendance

- Select the **Attendance** option from the Current Report menu.

- View the **Registered**, **Attendees**, **Completed** and **Percent Completed** on the dashboard.

- Click **PDF** for a PDF version of the reporting data.

- Export this data to a spreadsheet by clicking **Export**.

Event Overview

Event Attendees by % Completed

76.21 %
Average % of Event Completed

10 Attendees
Completed 100% of Event

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Additional Help

- Email
  - ✓ service@structuredweb.com

- Phone
  - ✓ 888-584-6480

- Online Support Center
  - ✓ support.structuredweb.com

- Product Walk Thru

- Chat

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