



Webinar Syndication

User Guide

Table of Contents

What you will find in this guide:

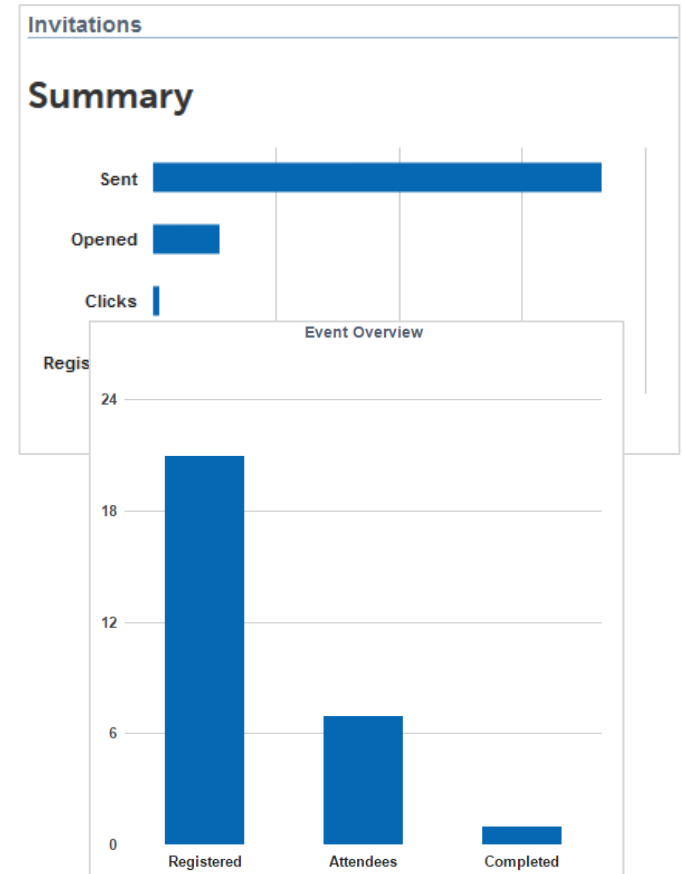
- [Login](#)
- [Getting Started](#)
- [Event Creation](#)
- [WebEx Settings](#)
 - [New Meeting](#)
 - [Link to Meeting](#)
- [Registration Page](#)
- [Confirmation Page](#)
- [Confirmation Email](#)
- [Distribution](#)
- [Emails - Invitations and Reminders](#)
- [Syndicating the Event](#)
- [Webinar Reports](#)



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.

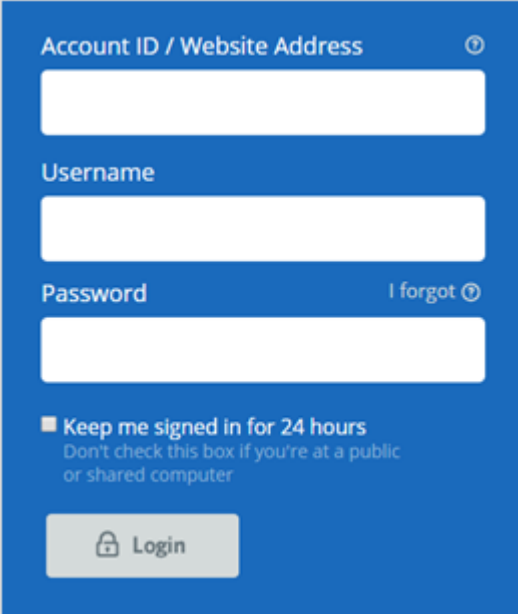
With our Syndicated Webinar Tool, vendors can run webinars on behalf of partners and present solutions to customers from a certified brand expert.



Login

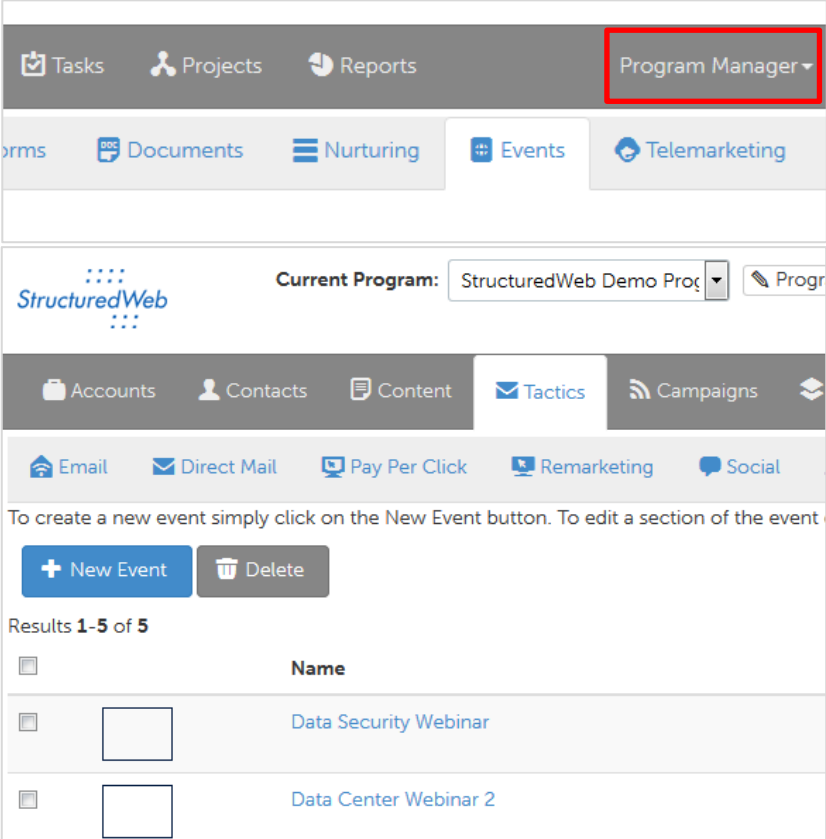
- Go to structuredweb.com and click **Login**.
- Enter your **Account ID, Username** and **Password**.

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



A screenshot of the StructuredWeb login interface. It features a blue background with white text and input fields. The form includes three input fields: 'Account ID / Website Address', 'Username', and 'Password'. To the right of the 'Password' field is a link that says 'I forgot' with a question mark icon. Below the input fields is a checkbox labeled 'Keep me signed in for 24 hours' with a subtext 'Don't check this box if you're at a public or shared computer'. At the bottom is a grey button with a lock icon and the text 'Login'.

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.

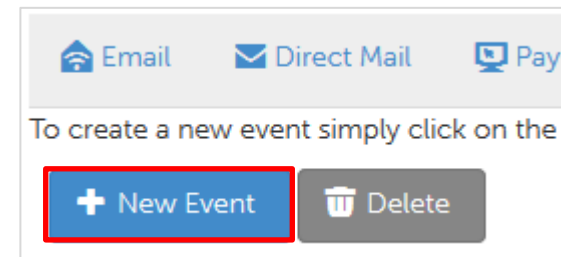
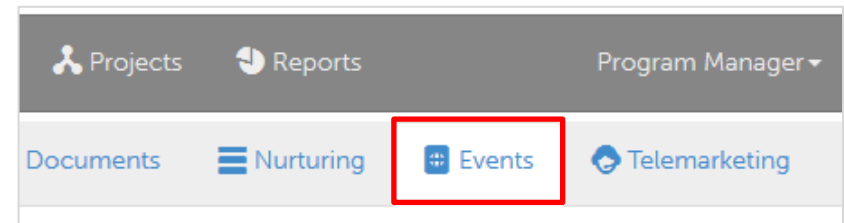
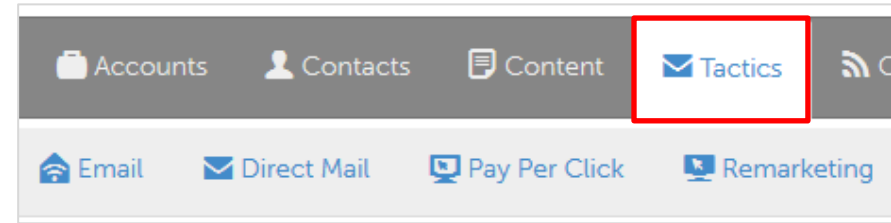


The screenshot displays the StructuredWeb user interface. At the top, a navigation bar includes icons for Tasks, Projects, Reports, and a dropdown menu for Program Manager, which is highlighted with a red rectangle. Below this, a secondary navigation bar features icons for Forms, Documents, Nurturing, Events, and Telemarketing. The main content area shows the StructuredWeb logo on the left and a 'Current Program' dropdown menu set to 'StructuredWeb Demo Proj' on the right. Below the logo, a row of icons represents Accounts, Contacts, Content, Tactics, and Campaigns. Another row of icons represents Email, Direct Mail, Pay Per Click, Remarketing, and Social. A text instruction states: 'To create a new event simply click on the New Event button. To edit a section of the event'. Below this, there are two buttons: '+ New Event' and 'Delete'. A section titled 'Results 1-5 of 5' contains a table with two columns: 'Name' and an empty column. The table lists two events: 'Data Security Webinar' and 'Data Center Webinar 2'. Each event has a small icon in the empty column.

	Name
	Data Security Webinar
	Data Center Webinar 2

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.



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**.

*Event Name:	<input type="text" value="Data Security Webinar"/>		
*Event Brief Description:	<input type="text" value="Webinar on Data Security and Encryption hosted by"/>		
Event Location:	<input type="text"/>		
Event Thumbnail:	<input type="button" value="Browse..."/> No file selected.		
Online Meeting Tool:	<div><div>WebEx Meeting ▼</div><div>None Go To Meeting WebEx Meeting WebEx Event Other</div></div>		
*Event Begins:	<input type="text" value="12"/>	<input type="text" value="00"/>	<input type="text" value="PM"/>
*Event Ends:	<input type="text" value="1"/>	<input type="text" value="00"/>	<input type="text" value="PM"/>
Registration Ends:	<input type="text" value="4/1/2015"/>	<input type="text" value="12"/>	<input type="text" value="00 PM"/>

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

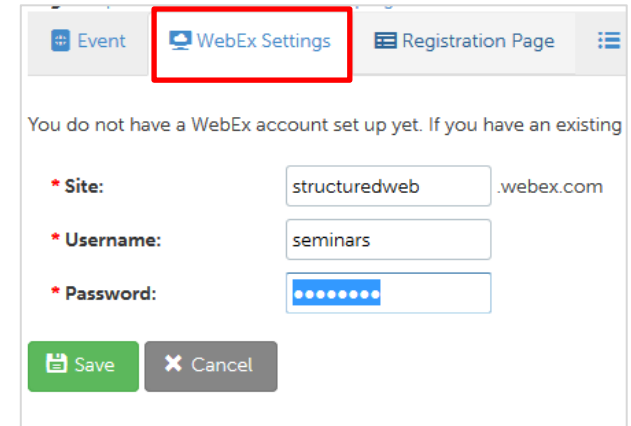
Maximum # of Attendees: 25

 Save

 Save & Copy to accounts

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.



The screenshot shows the 'WebEx Settings' tab selected in the top navigation bar. Below the navigation bar, a message states: 'You do not have a WebEx account set up yet. If you have an existing'. There are three input fields: 'Site:' with the value 'structuredweb' and '.webex.com' to its right; 'Username:' with the value 'seminars'; and 'Password:' with a masked input (dots). At the bottom are two buttons: a green 'Save' button and a grey 'Cancel' button.



The screenshot shows a dialog titled 'Select the content source for this meeting'. It has two options, each with a red box around its label: 'Link to Meeting' and 'New Meeting'. The 'Link to Meeting' option is selected and has a description: 'Link to an meeting you already created on WebEx. You can import all of the meeting information you already created and then use StructuredWeb to create all of the pages, invitations, and reminders.' To the right of this option is the Cisco WebEx logo. The 'New Meeting' option has a description: 'Create a new meeting from scratch. This allows you to set up all of the meeting options yourself starting from an empty template.' To the right of this option is an empty rectangular box.

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 to

☐ **Exclude password**

☐ **Require attendees**

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**.

Select event to link to:

Event Name

☒ Data Security Webinar

Results 1-1 of 1

Security

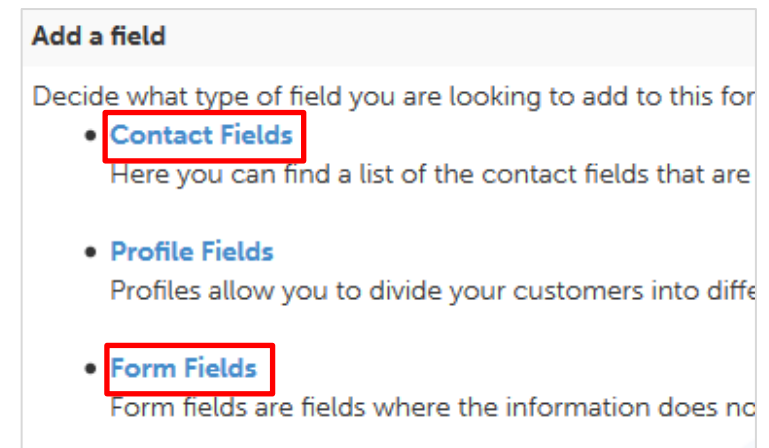
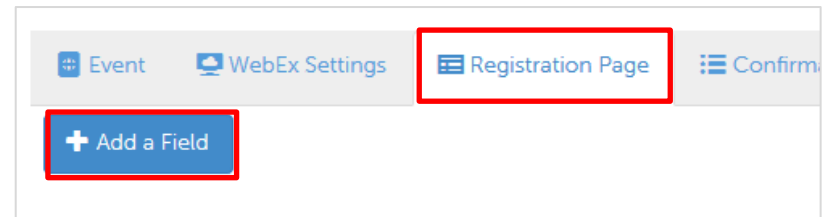
Select the security settings you would like to apply to

☐ Exclude password

☐ Require attendees

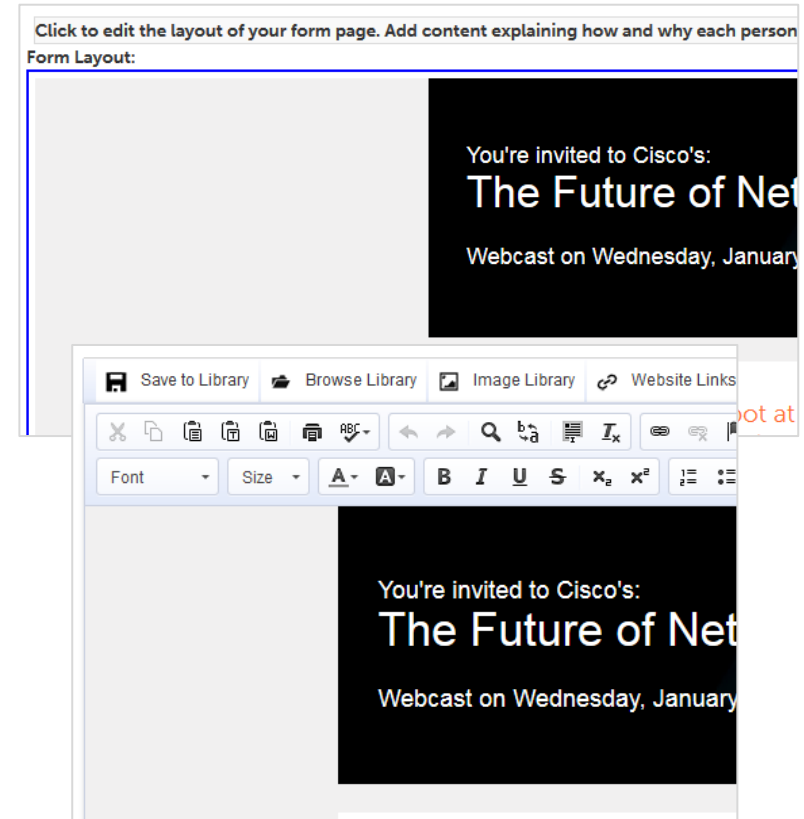
Registration Page

- 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.



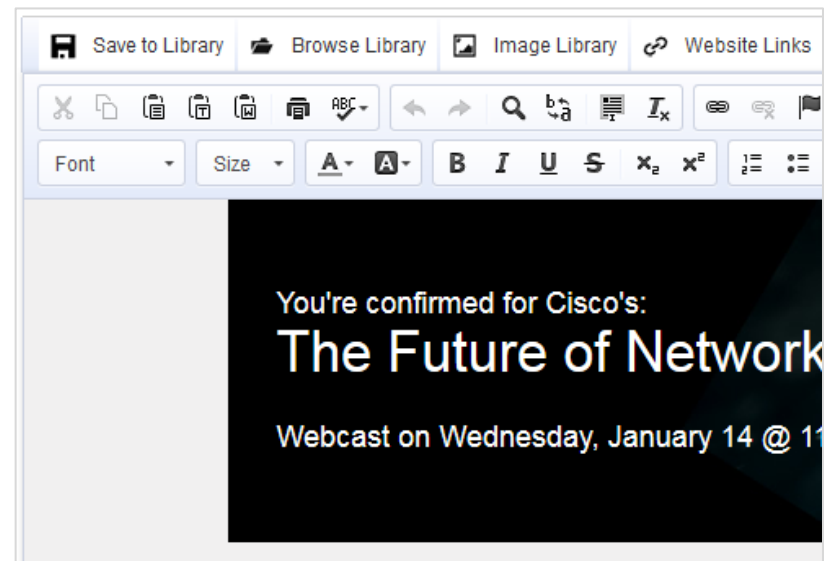
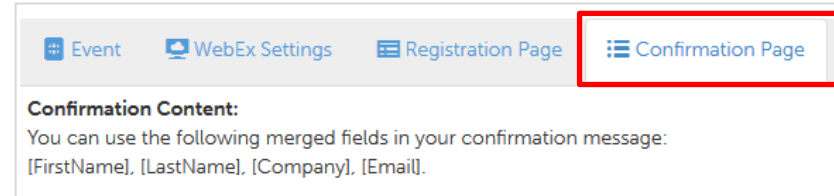
Registration Page

- 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.



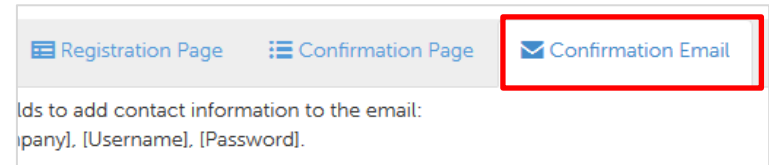
Confirmation Page

- 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.



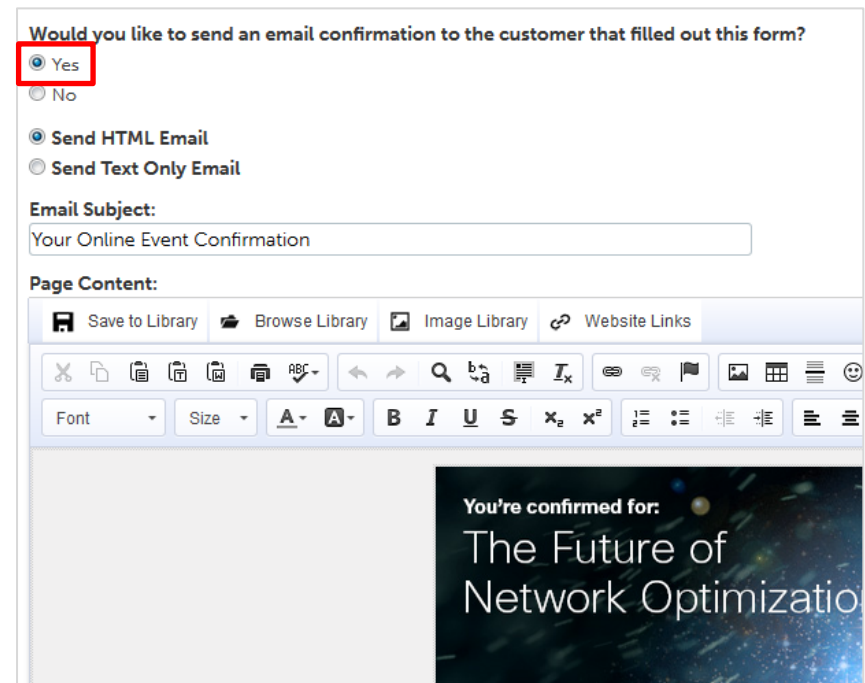
Confirmation Email

- 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.



Registration Page Confirmation Page **Confirmation Email**

Email Body: Welcome to [Company], [Username], [Password].



Would you like to send an email confirmation to the customer that filled out this form?

☒ Yes ☐ No

☒ Send HTML Email ☐ Send Text Only Email

Email Subject: Your Online Event Confirmation

Page Content:

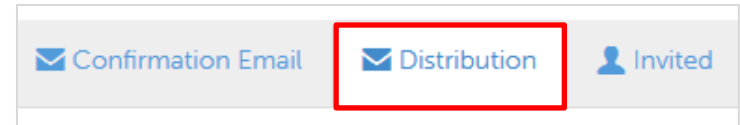
Save to Library Browse Library Image Library Website Links

Font Size A- A+ B I U S x₂ x² List Bulleted List Table Link Unlink Image Video Embed Smile

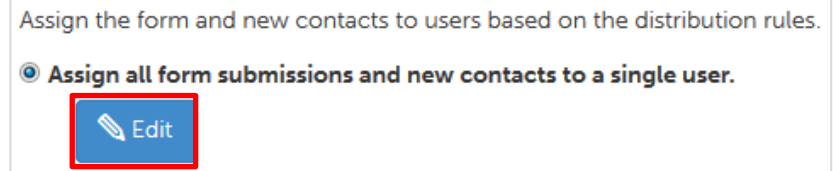
You're confirmed for:
The Future of
Network Optimization

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.




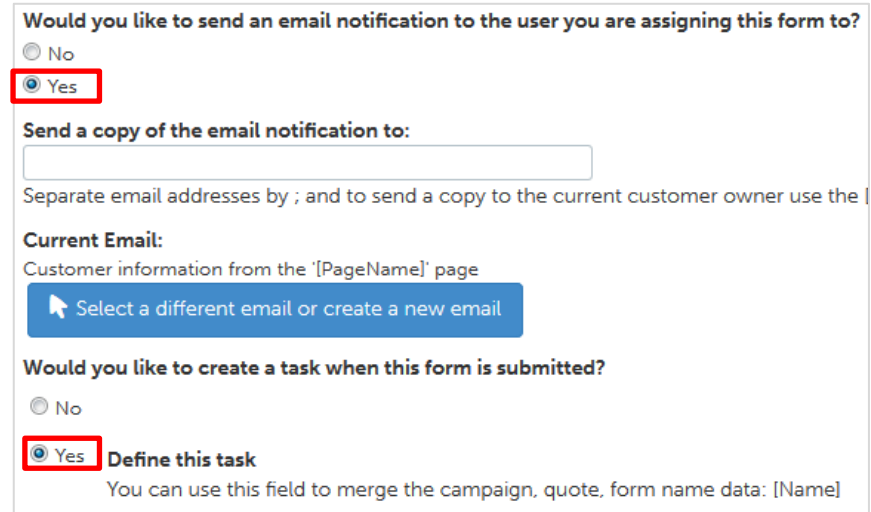
A horizontal tab bar with three tabs: 'Confirmation Email' (with an envelope icon), 'Distribution' (with an envelope icon and highlighted by a red box), and 'Invited' (with a person icon).



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 I

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?

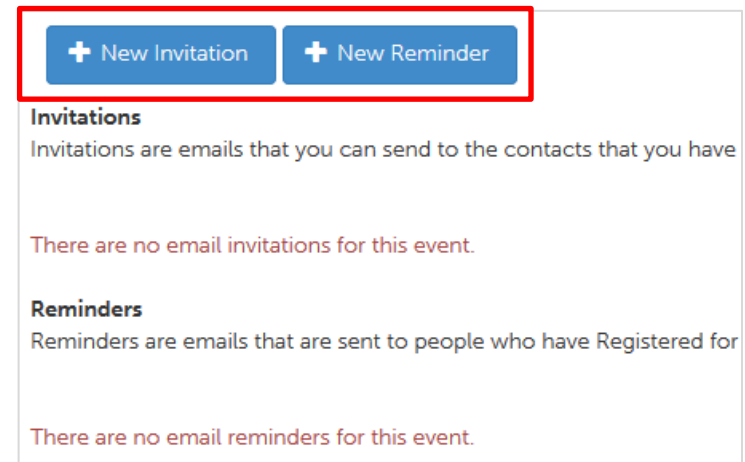
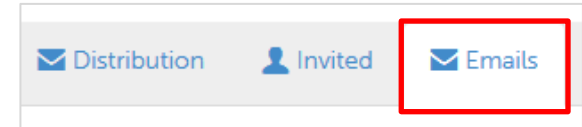
☐ No

☒ Yes **Define this task**

You can use this field to merge the campaign, quote, form name data: [Name]

Emails - Invitations and Reminders

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



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://>

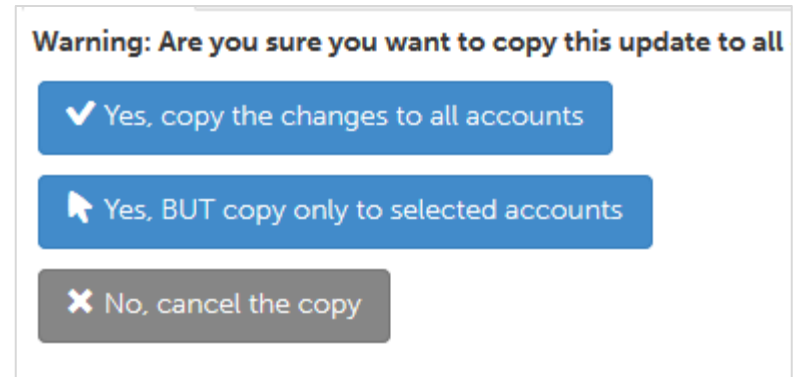
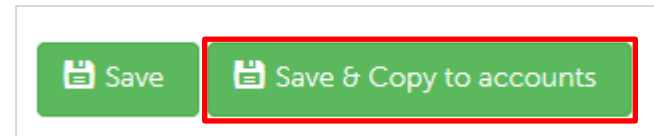
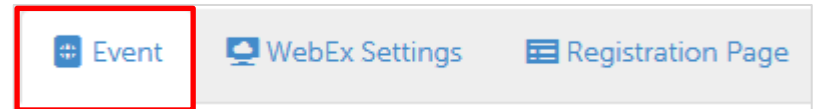
Save to Library Browse Library Image Library Website Links Merge Fields

Font Size A A- B I U S x x² [List Icons]

Cisco Presents:
The Future of
Network Optimization

Syndicating the Event

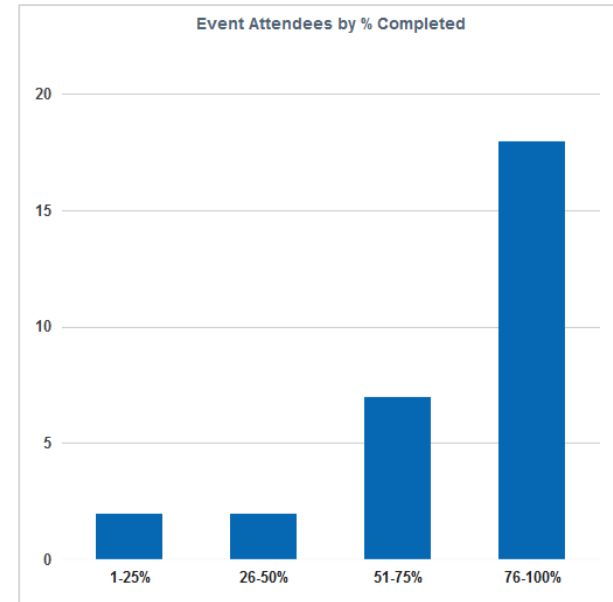
- When all content for the Webinar is ready, select **Event**.
- Click the **Save & Copy to Accounts**.
- Click **Yes, copy the changes to all accounts** to copy the change to all accounts. Click **Yes, BUT copy only to selected accounts** to copy the webinar only to specific partners.



Webinar Reports

There are three types of report available for webinars:

- **Marketing**
 - Display the campaign summary data for all emails sent for the event.
- **Registration**
 - Displays the submission data for all contacts that registered.
- **Attendance**
 - Displays the WebEx attendance data for the webinar.



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

Webinar Reports

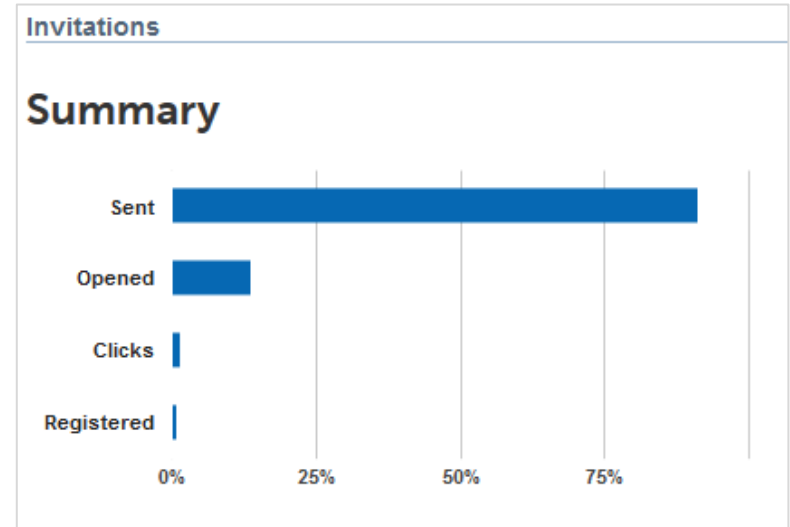
- If you are not already viewing the webinar, select **Tactics** and then **Events**.
- All of the webinars on your program are displayed. Click the **Campaign** name and then click **Reports**.
- Use the **Current Report** menu to select the report you want to view.
- Use the **Start** and **End** date fields to adjust the date range. Click the Search button to update the results.

This screenshot shows the top section of the reporting interface. It includes a 'Current Report' dropdown menu set to 'Marketing'. Below this are two date input fields: 'Start Date' with the value '01/03/2015' and 'End Date' with the value '04/03/2015'. Both date fields have example text '(ex. 03/12/2008)' below them. To the right of the date fields is a 'Programs' dropdown menu set to 'All'. Red boxes highlight the 'Current Report' dropdown, the 'Start Date' field, and the 'End Date' field.

This screenshot shows the navigation and action buttons of the reporting interface. At the top, there are three tabs: 'Advanced Options', 'Reports', and 'Page Header'. The 'Reports' tab is selected and highlighted with a red box. Below the tabs, on the right side, are three blue buttons: 'Search', 'PDF', and 'Export'. The 'Search' button is highlighted with a red box.

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%

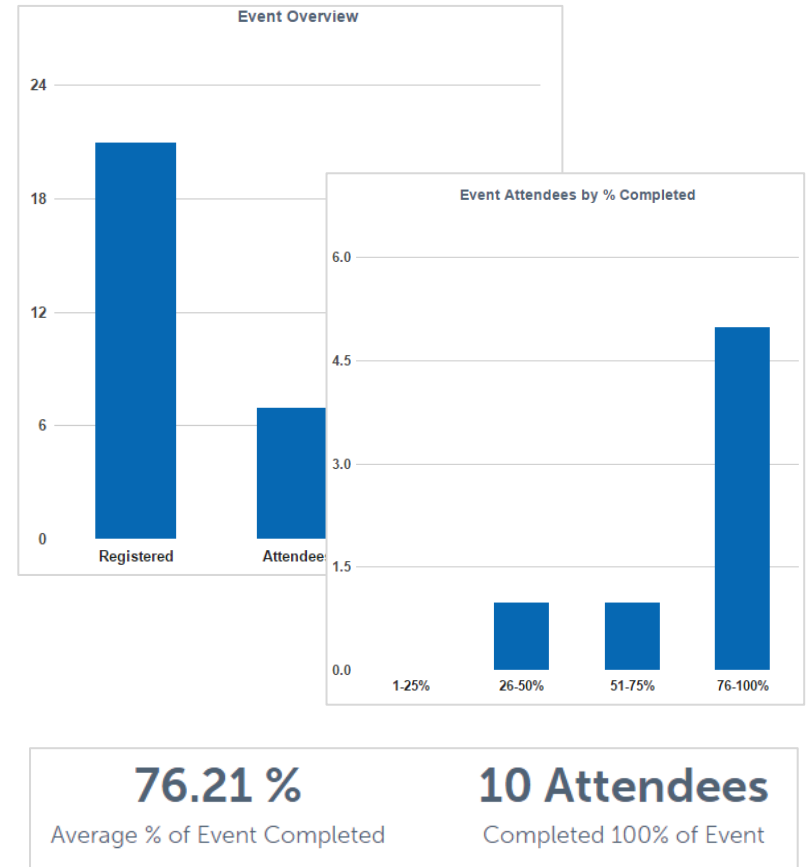
Webinar Reports - Registration

- 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

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**.




Additional Help

- Email
✓ service@structuredweb.com
- Phone
✓ 888-584-6480
- Online Support Center
✓ support.structuredweb.com
- Product Walk Thru
- Chat

Creating Accounts

Last Updated: Nov 03, 2014 10:48AM EST

When you first login to manage your programs you will see the account tab by default which lets you see all the accounts you are currently managing. You can do a quick search to find the account you need to do work on by using the "Account Search" feature. You can filter "Active Accounts" or "Inactive Accounts" by selecting the appropriate radio button. Active Accounts is accounts currently using the application in some form, and Inactive Accounts are accounts that are no longer actively using the application. If the partner is not listed in the program manger you need to create a new account.



Accounts

Contacts

Content

Tactics

Campaigns

Assets

Users

+ New Account

+ New Contact

View: Accounts

Results 1 - 7 of 7

Account

Site ID: 10010 (Login)

ABC Company - OP

John Smith

902 Broadway

New York, New York 10010

United States

Account

Contacts

Profile

Addresses

Map

3C INFORMATICA SRL

c.so Isoardi 60

Savigliano, SEMEA 12038

Italy

391-722-2306

3cinformatica.it

ID: 1537734

Username: 3CINFORM

Password: 34365

Entered: 08/21/14 @

Updated: 12/19/14 @

Record owner: Nicola Cos

Calendar

Notes

Email

Task

Form

Push Content

Login

Email

Summary

Assets

Campaigns

Mailing List

Forms

No upcoming activities

History & Notes

Filter

Results 1 - 4 of 4

Date	Contact	Notes
12/19/2014		

Click Assets

? Need help?