



Setting up Partner-Led Webinar Campaigns

What is the purpose of setting up partner-led webinar campaigns?

Partner-led webinar events enable you to offer your partners webinar tactics that streamline setup, promotion, execution, and evaluation of webinar events.

Partner-led webinars offer effortless registration with calendar reminders in confirmation emails and a streamlined join page. Content creation is made user-friendly through our drag-and-drop editor, and partners can monitor registration and attendee metrics in real-time via our comprehensive dashboard.

How do I set them up?

Creating a partner-led webinar follows a similar process to creating a standard automator campaign. (This feature applies to campaign automator setups only.) Similar to standard campaigns, you must first create the marketing tactics that comprise the partner-led webinar campaign. At a minimum, partner-led webinar campaigns must include the following marketing tactics:

- A webinar registration page
- A webinar join page
- A webinar registration email

Once created, set up a campaign and select the appropriate settings.

After setting up a partner-led campaign you must then create a campaign product. Review the following worksheets before getting started.

1. [Setting up a Campaign](#)
2. [Creating a Campaign Product](#)

What will I do in this lesson?

By the end of this lesson, you will be able to do the following:

- [Setup a campaign as a partner-led webinar](#)
- [Add marketing activities](#)
- [Create campaign product](#)
- [Test partner-led webinar campaign in Marketing Center](#)

Steps

SETUP CAMPAIGN AS PARTNER-LED WEBINAR

NOTE: Before you begin, you must first create and publish the minimum required marketing tactics to set up a partner-led webinar campaign, including:

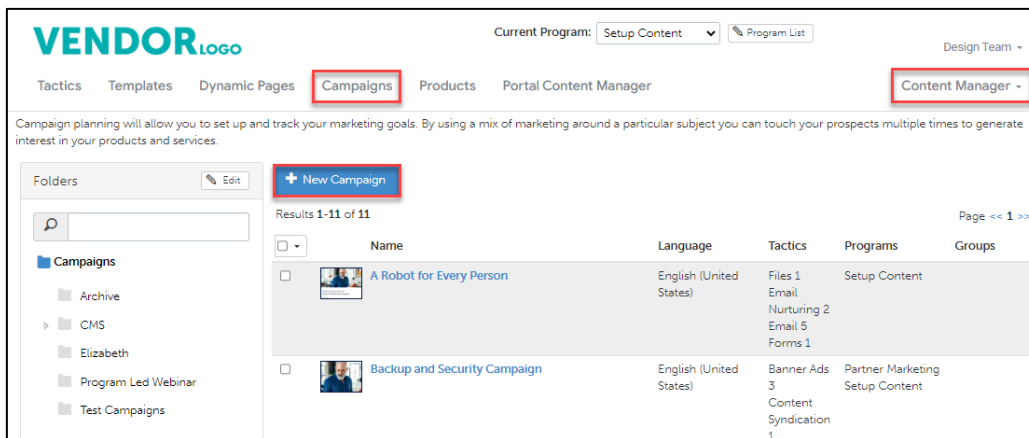
- Webinar Registration Page (Landing Page)
- Webinar Join Page (Landing Page)
- Webinar Invite Email

Similar to a typical email campaign construction, the webinar registration page serves as your CTA that is linked to your webinar invite email.



What sets partner-led webinar campaigns apart is an additional landing page – **the webinar join page** – which provides fields for partners to enter their webinar details including a webinar join link. This page is attached to the **confirmation email** within the webinar registration page setup to enable registrants to receive a calendar invite that includes a link to join. On the day of the webinar, registrants can join the webinar using the link provided in the calendar event.

This step is completed **after** marketing tactics have been added to the campaign shell.

1 From **Content Manager**, select **Campaigns > New Campaign**.



The screenshot shows the Vendor Content Manager interface. The 'Campaigns' tab is selected and highlighted with a red box. The 'Content Manager' dropdown menu is also highlighted with a red box. Below the navigation, there is a 'New Campaign' button highlighted with a red box. A table of campaigns is displayed below, with columns for Name, Language, Tactics, Programs, and Groups.

	Name	Language	Tactics	Programs	Groups
<input type="checkbox"/>	 A Robot for Every Person	English (United States)	Files 1 Email Nurturing 2 Email 5 Forms 1	Setup Content	
<input type="checkbox"/>	 Backup and Security Campaign	English (United States)	Banner Ads 3 Content Syndication 1	Partner Marketing Setup Content	

- 2 From the **Settings** tab, enter a **Name** and **Brief Description**. Then upload a **Thumbnail image**
- 3 To set up the campaign as a partner-led webinar, from **Enable Campaign Webinar**, click **Partner-Led Webinar**. (**Note:** Do not remove the Campaign Automation or Campaign Download settings.)

Enter the following fields:

- 4
 - Start Date
 - Start Time
 - Webinar Duration
 - Webinar Join Link

(**Note:** These serve as placeholders, partners would add the actual webinar detail information when launching the campaign.)

Tactics Campaigns Products Templates Dynamic Pages Portal Content Manager Workflow Dashboard

Campaign Information

Name: My Practice Partner-Led Webinar

Brief Description: This is my practice partner-led webinar

Language: English (United States)

Thumbnail: Choose File | No file chosen | 200 x 150 pixels

Keywords:

Enable Campaign Views:

- Overview Page
- Campaign Automation
- Campaign Download

Webinar:

- Vendor-Led Webinar
- Partner-Led Webinar

Start Date: 2024/03/04

Your current time zone is: India Standard Time Calcutta, Chennai, Mumbai, New Delhi

Start Time: 11:50 AM

Webinar Duration: 1:15

Webinar Join Link: www.webinar.com

- 4 From **What programs would like to use this campaign in:** select **Setup Content**. Then choose the applicable **attributes**. (Note: After the partner-led webinar campaign is tested, return to the settings tab and also select Partner Marketing.)

* What programs would you like to use this campaign in:

- CMS-Live
- CMS-Setup
- Dev - Setup
- Dev - Testing
- Gympass Demo
- Partner Marketing
- Setup Content

Would you like to limit access based on account profile fields:

- No
- Yes

What attributes would you like to set for this campaign:

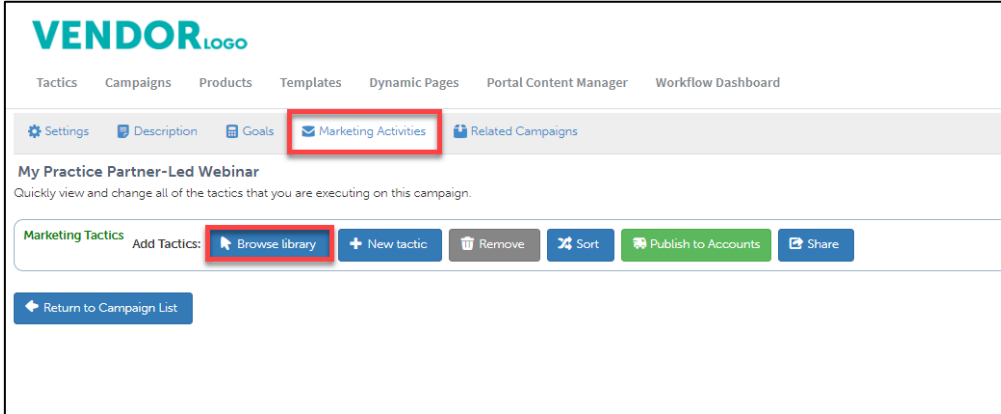
* Languages

- All
- English (United States)
- English (United Kingdom)
- Spanish

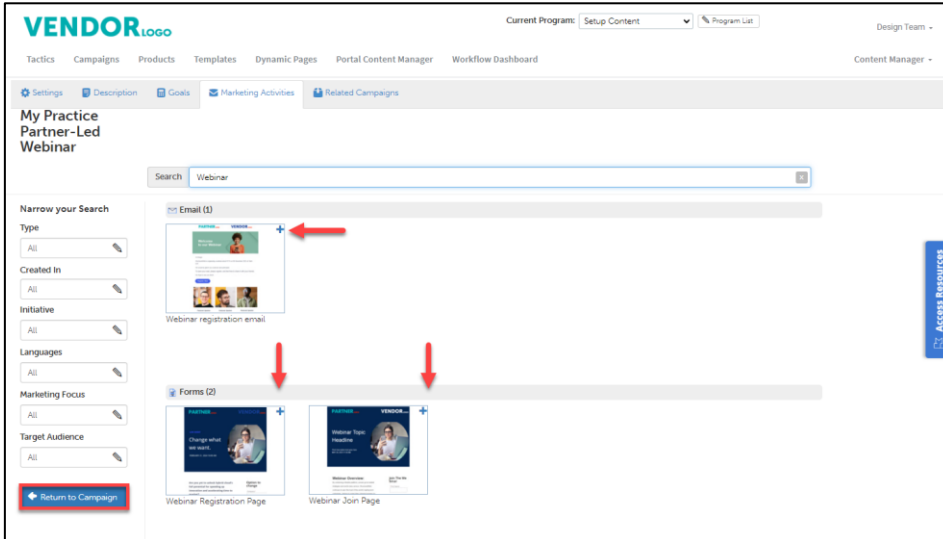
- 5 Click **Save**.

ADD MARKETING ACTIVITIES

- 1 From the toolbar, select **Marketing Activities**. Then select **Browse Library**.



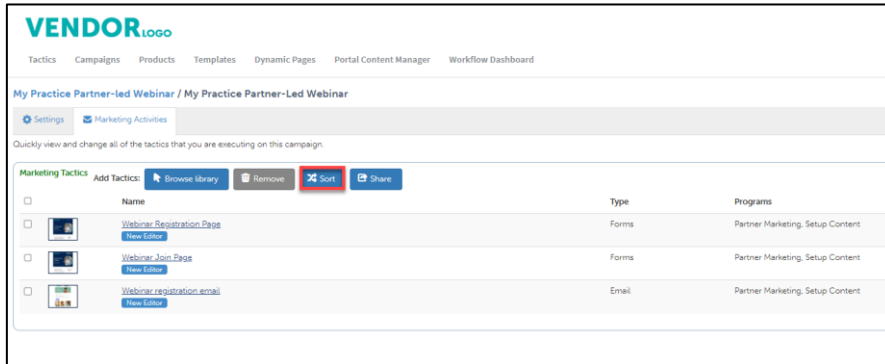
- 2 In the **Search** bar, type **the name of each marketing tactic**. Then, in the top right corner of the box, click the **+** sign. (**Reminder:** the minimum required marketing tactics include: The webinar join page, the webinar registration page, and the webinar invite email.)
- 3 Once all **webinar campaign** tactics are selected, click **Return to Campaign**. (**Note:** selected tactics change from a **+** sign to a checkmark)



Marketing tactics must be displayed in the following order:

- 4
 - Webinar Registration Page
 - Webinar Join Page
 - Webinar Registration Email

To change tactics to the appropriate order, click **Sort**.



CREATE CAMPAIGN PRODUCT

Once you've setup the partner-led webinar campaign, you're ready to create a campaign product and publish it to Marketing Center.

To create a campaign product, click [here](#), and follow the steps included in the document.

TEST PARTNER-LED WEBINAR IN MARKETING CENTER

Once published, be sure to enter **Marketing Center** to review and test your new partner-led webinar campaign. (See image below.)

