



# Setting up a Vendor-Led Webinar Campaign

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

Vendor-led webinars are a great way for partners to provide their prospects with direct access to industry experts, product demonstrations, and thought leaders. Vendor-led webinar campaigns are hosted by the vendor; freeing up partners to nurture prospects who attend the webinar and close sales.

## How do I set them up?

Creating a vendor-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 vendor-led webinar campaign. At a minimum, vendor-led webinar campaigns must include the following marketing tactics:

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

Once created, set up a campaign and select the appropriate settings. After adding marketing tactics to your campaign, you must then modify the [event registration page setup](#) to attach a calendar invite and connect the webinar join page. This enables registrants to add a calendar reminder to their Outlook or Google calendar and provides access to the webinar link on the day of the event.

After setting up a vendor-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 vendor-led webinar](#)
- [Add marketing activities](#)
- [Modify event registration page](#)
- [Create campaign product](#)
- [Test webinar-led webinar campaign in Marketing Center](#)

## Steps

### SETUP CAMPAIGN AS VENDOR-LED WEBINAR

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

- Webinar Join Page (Landing Page)
- Webinar Registration 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 vendor-led webinar campaigns apart is an additional landing page – **the webinar join page**. 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 Logo Content Manager interface. The top navigation bar includes 'Tactics', 'Templates', 'Dynamic Pages', 'Campaigns', 'Products', and 'Portal Content Manager'. The 'Campaigns' tab is selected and highlighted with a red box. Below the navigation bar, there is a 'Content Manager' dropdown menu, also highlighted with a red box. The main content area displays a list of campaigns. A '+ New Campaign' button is highlighted with a red box. The list shows two campaigns: 'A Robot for Every Person' and 'Backup and Security Campaign'. The 'A Robot for Every Person' campaign is selected, and its details are shown in a table below.

Name	Language	Tactics	Programs	Groups
A Robot for Every Person	English (United States)	Files 1 Email Nurturing 2 Email 5 Forms 1	Setup Content	
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 add a **Thumbnail image**
- 3 To set up the campaign as a vendor-led webinar, from **Enable Campaign Views**, click **Program Led Webinar**. (**Note:** The Campaign Automation option selects automatically.)

**VENDOR**<sub>Logo</sub>

Tactics Templates Dynamic Pages Campaigns Products Portal Content Manager

Demo Webinar Campaign / Webinar - Vendor Led

Settings Marketing Activities

**Campaign Information**

\* Name: Webinar - Vendor Led

Brief Description:

Language: English (United States)

Thumbnail: Choose File No file chosen 200 x 150 pixels

Keywords:

Enable Campaign Views:

- Overview Page
- Campaign Automation
- Program Led Webinar
- Campaign Download

- 4 From **What programs would like to use this campaign in:** select **Setup Content**. Then choose the applicable **attributes**. (Note: After the vendor-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:

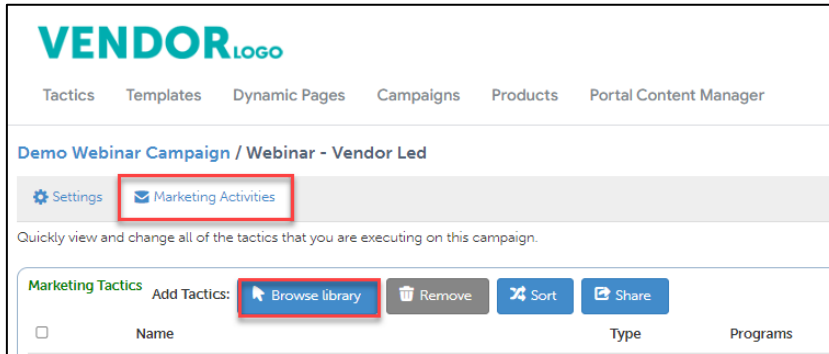
\* Languages

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

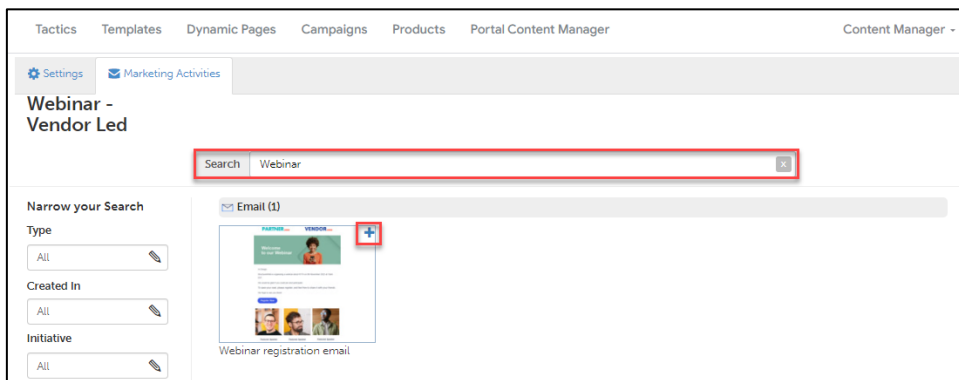
- 5 Click **Save**.

## ADD MARKETING ACTIVITIES

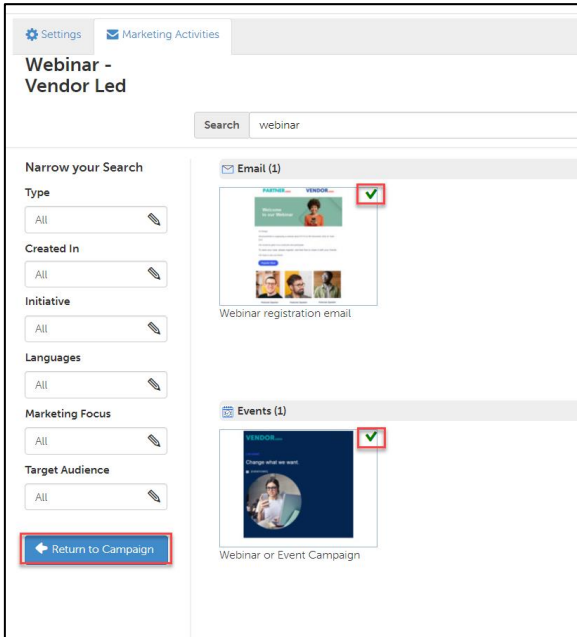
- 1 From the toolbar, select **Marketing Activities**. Then select **Browse Library**.



- 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.)

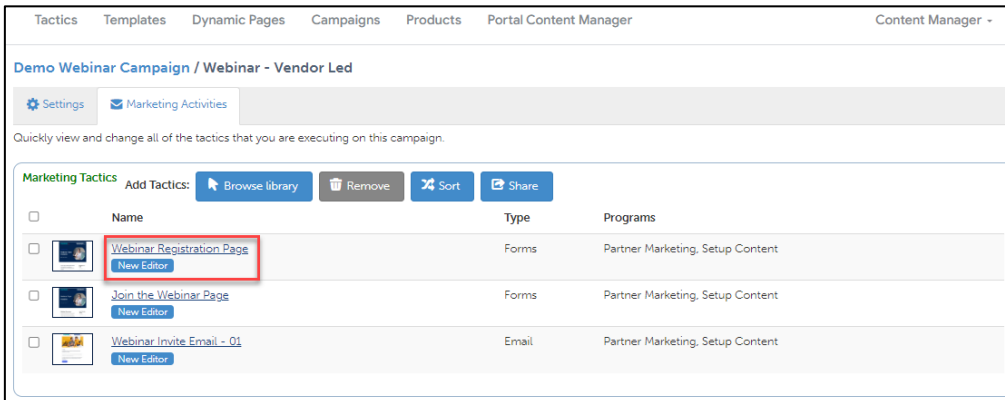


- Once all **webinar campaign** tactics are selected, click **Return to Campaign**. (Note: selected tactics change from a + sign to a checkmark)

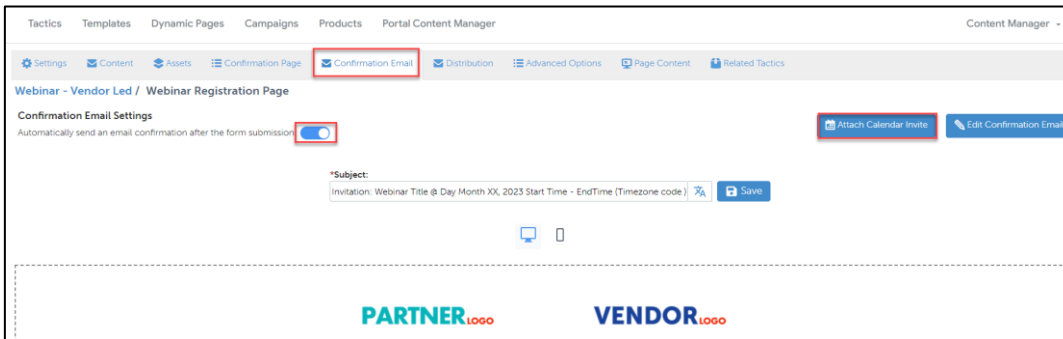


## MODIFY EVENT REGISTRATION PAGE

- From the **Marketing Activities** tab, select the **Event Registration Page** tactic. The Landing Page setup page opens.



- 2 Click on the **Confirmation Email** tab. Then, from the **Confirmation Email Settings**, click the switch to activate.
- 3 Click the **Attach Calendar Invite** button. A box opens.



- 4 In the **Summary** field, type the **webinar name**.
- 5 In the **Description** field, type a **brief description** of your webinar.
- 6 Enter the **Start Date** and **Start Time**.
- 6 Enter the **Duration** of the webinar.
- 7 In the **Webinar Join Page** field, select the **Webinar Join Page**.

### Attach a Calendar Invite ✕

Please enter the following details for the calendar invite:

**\*Summary:**

**\*Description:**

**\*Start Date:**  **\*Start Time:**  :

Your current time zone is: Eastern Standard Time Eastern USA,  
 Ontario, Quebec UTC -5 hours

**\*Duration:**  :

**\*Webinar Join Page:**

Please Note: Currently we only support attaching campaign landing page in invite

- 8 Click **Save**.

## CREATE CAMPAIGN PRODUCT

Once you've setup the vendor-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 VENDOR LED WEBINAR IN MARKETING CENTER

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

**VENDOR**.LOGO

Elizabeth Johnson -  
Marketing Center -

Home Campaigns Marketing Assets My Marketing Bootcamp Resources

Campaigns / Demo Webinar Campaign

### Demo Webinar Campaign

Activate a new Demo Webinar Campaign campaign:  
Webinar - Vendor Led

This campaign includes:

- Landing Page x 2
- Email

[Activate](#)

**PARTNER**.LOGO **VENDOR**.LOGO

LIVE WEBINAR EVENT

Webinar Topic  
Headline

MAY 25, 2023 11:30 AM

Are you yet to unlock hybrid cloud's full potential for speeding up innovation and accelerating time to market?

Register To day!

Your Name

[Landing Page](#) < | >