Uploading Files

What is the purpose of uploaded files?

Uploaded files allow you to provide additional resources to your partners and include a variety of different file types, including eGuides, whitepapers, infographics, and much more.

Not only do files provide your partner's end customers with the necessary information to make purchasing decisions, but they also provide partners with deeper education about your products and services, strengthening your brand recognition and relationship with partners.

How do I upload them?

Before you upload files, be sure to select the file types you want to include. (This step was completed during **Block 1: Preparing the Platform**). From there, simply upload a physical file to download or a link to a website where the file is stored.

(**Note:** you can add multiple files or multiple links at once, however you cannot combine files and links in a single upload).

What will I do in this lesson?

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

- Create File Settings
- Upload a thumbnail
- Add a physical file
- Add a link
- Publish file (This step is for **reference only.** Publish posts for partner use. **Do not publish practice content created during this onboarding program.**)

To complete this lesson, you must download the assets located within the **Building your Content** Block. Once downloaded, save each item to your local drive.

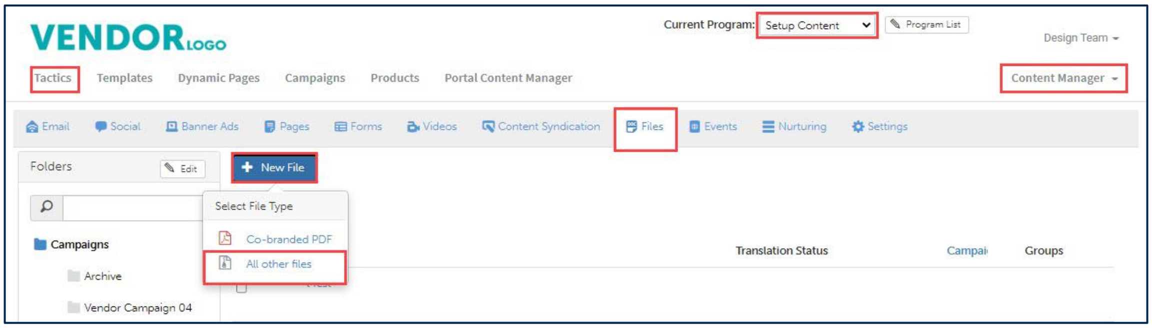
Steps

CREATE FILE SETTINGS

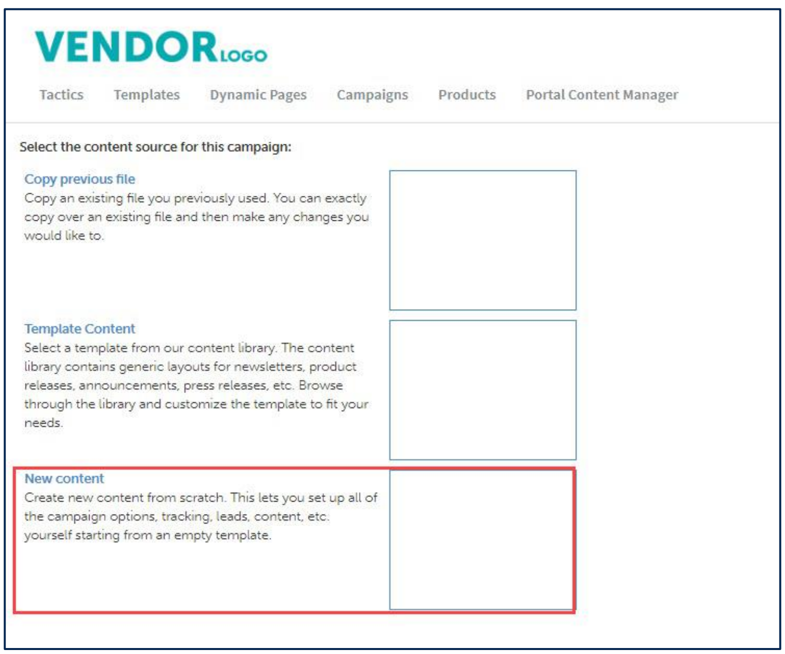
1 In **Content Manager**, from **Current Programs**, select **Setup Content**.

2 From the toolbar, select **Tactics > Files.**

3 Click **New File** > **All Other Files**.



4 In **Select a content source for this campaign,** click **New Content.** The Settings page opens.

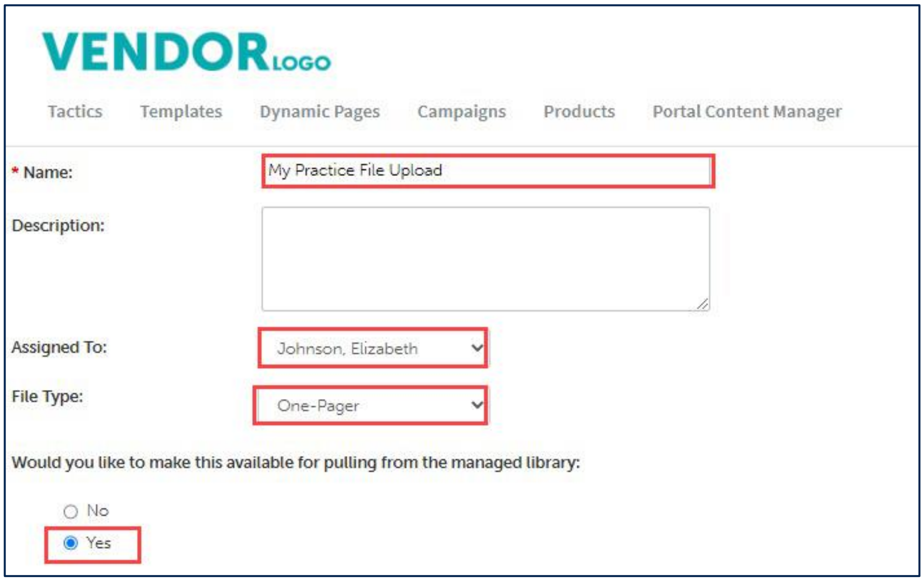


5 In the **Name** text field, type **My Practice File Upload.**

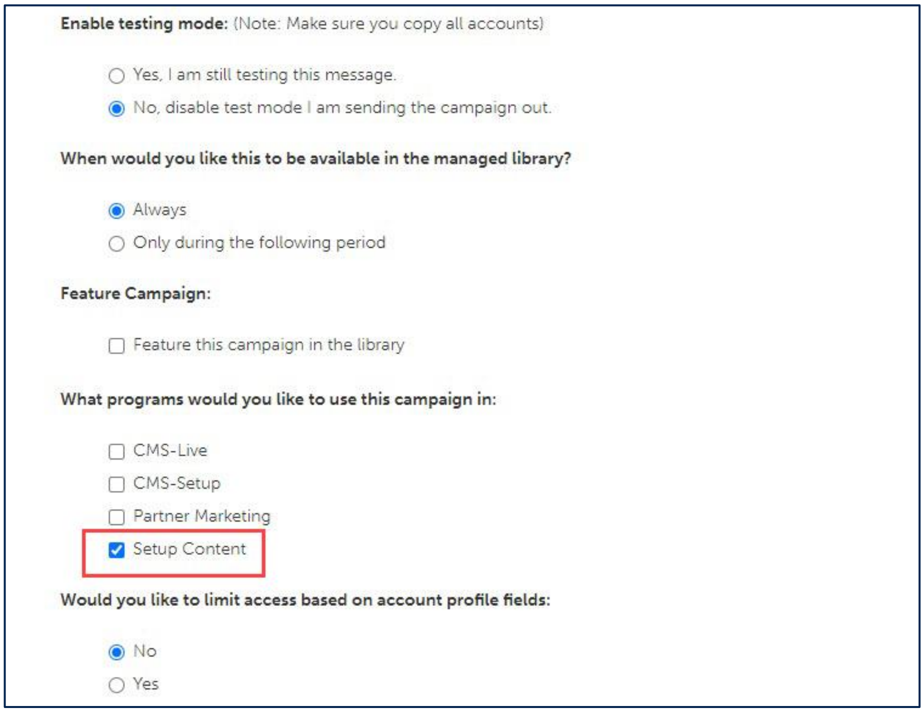
6 In the **Assigned to** field, select your **name**.

7 In the **File type** field, select **One-pager**.

8 From **Would you like to make this available for pulling from the managed library,** select **Yes**. Additional Setting options open.



9 From **What programs would you like to use this campaign in?,** select **Setup content.** (Note: when you are ready to publish this file, return to settings and select Partner Marketing.) Leave all other settings as is.

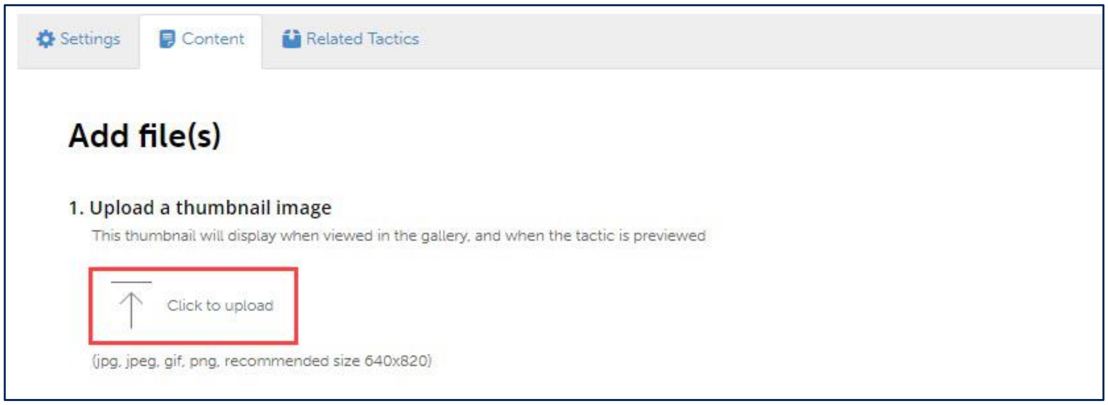


10 From **What attributes would you like to set for this asset?,** from **Languages,** select **English.** Then from **Market Focus**, select **All**.

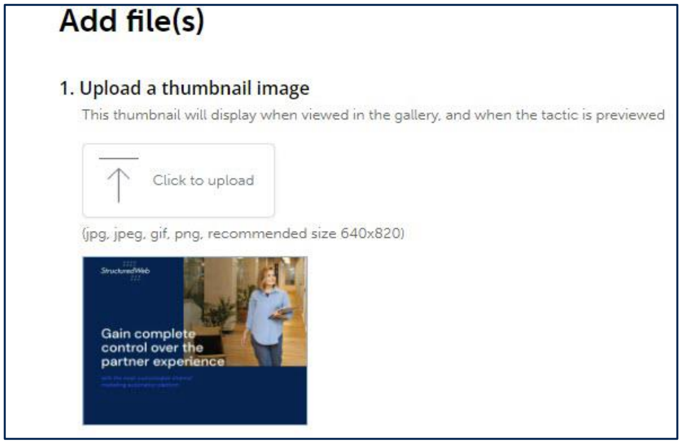
11 Click **Save.** The Content Tab opens.

UPLOAD A THUMBNAIL

1 In **Upload a thumbnail image,** click **Upload a thumbnail image**. (Note: this image is included in your download package.)



2 Navigate to where the **image** is stored, then select the **image**.

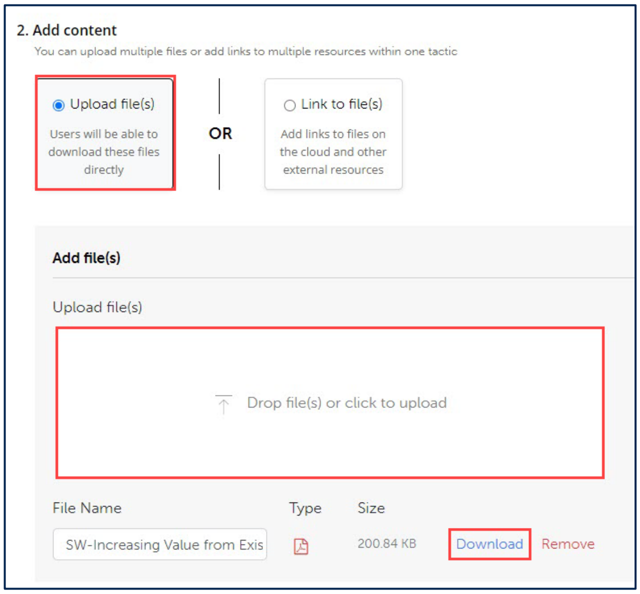


ADD A PHYSICAL FILE

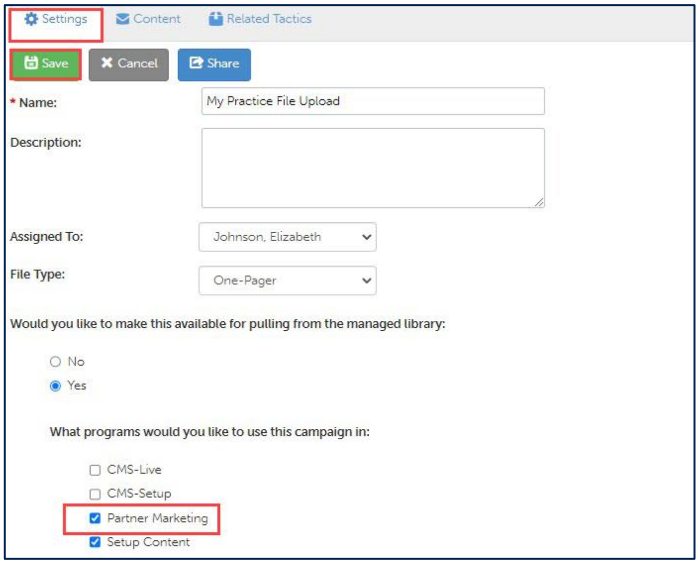
1 In **Add content,** click **Upload file(s).** (Note: this image is included in your download package.)

2 From **Add Files**, in **Upload file(s),** click and drag the **file** into the box from your desktop or local drive.

3 Click **Download** to test the file. The file is saved to the system automatically.



4 To publish the file to Partner Marketing, select the **Settings** tab. Then, in **What Programs would you like to use this campaign in,** click Partner Marketing.



5 Click **Save.**

ADD A LINK

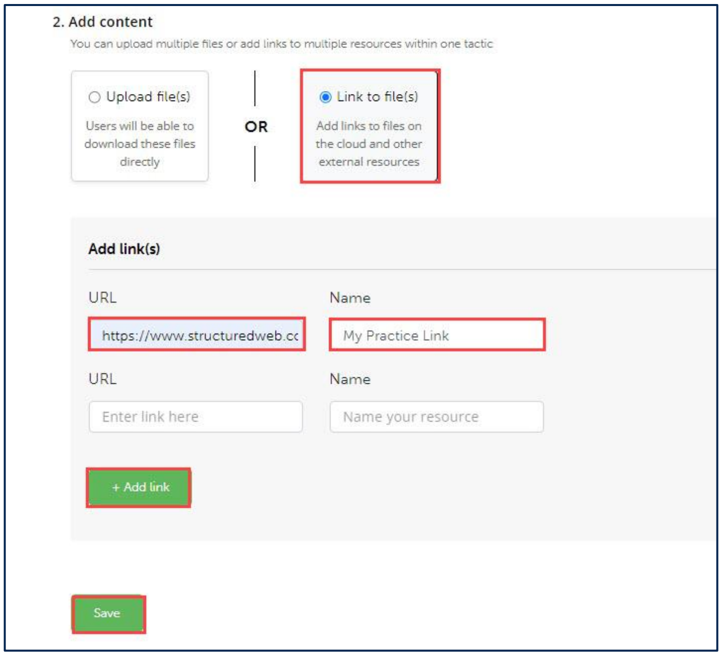
1 Complete the steps in Initiate Other File Types and Upload a Thumbnail (Note: This time, name your file My Practice File Link)

2 In **Add content**, click **Link to file(s).**

3 In **Add link(s),** in the **URL** text box, enter https://www.structuredweb.com.

4 In the **Name** text box, type **My Practice Link**.

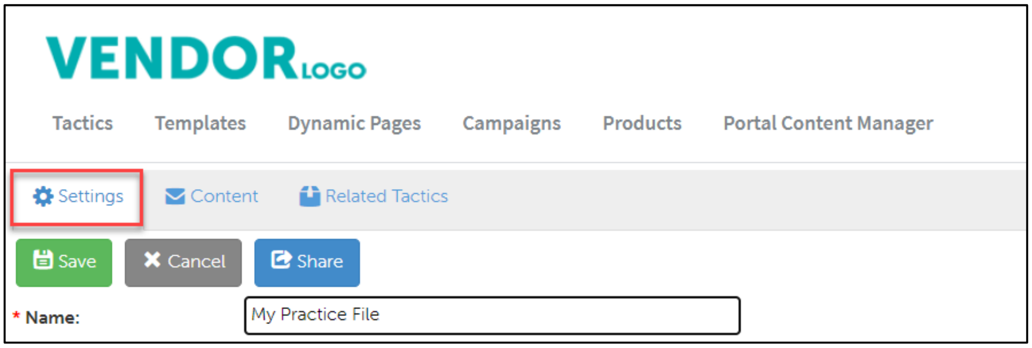
5 Click **Add Link**. Then click **Save**



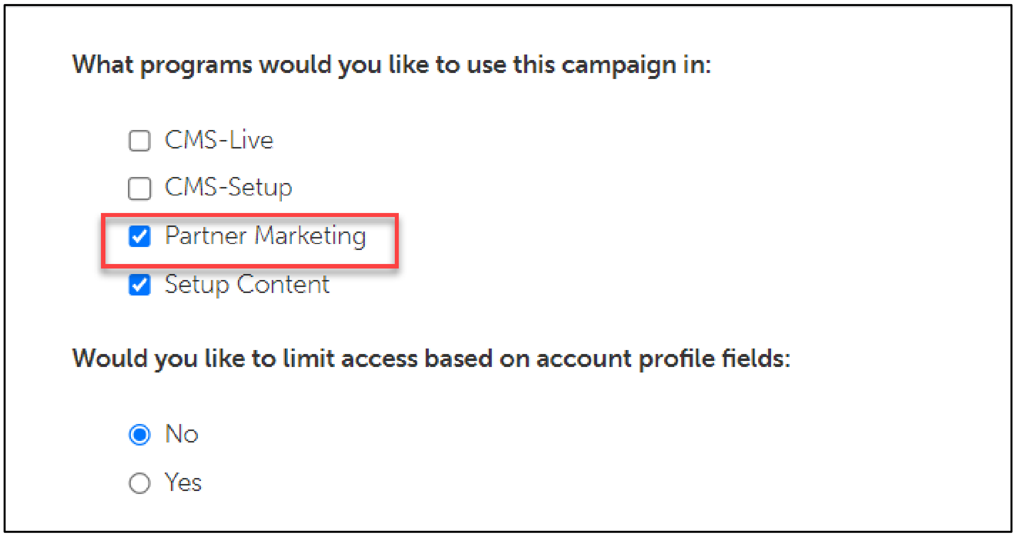
PUBLISH FILES (THIS STEP IS FOR REFERENCE ONLY)

1 Return to **Content Manager > Tactic > Email > My Practice Email.**

2 From the **Email** toolbar, click **Settings**.



3 From **What programs would you like to use this campaign in**, select the **appropriate program.** (in most cases, this will be Partner Marketing).



4 Click **Save**.