Uploading Personalized Videos

What is the purpose of personalized videos?

Personalized videos are a great way for partners to incorporate customized video content without the cost and effort associated with traditional video production.

This feature enables partners to tailor MP4 videos that have been you've uploaded to the platform, enabling them to add unique touches, like co-branding, customizations, intros and outros, all while staying true to your own brand and message.

How do I upload them?

Before uploading your video, be sure to save your video as an Mp4 or mov file, up to 300mb. From there, select a cobranded template to use as a starting point.

After you upload your video or logo, you may add additional settings as prompts or a starting point for partners. Or leave each setting blank, allowing them to customize from a blank canvas.
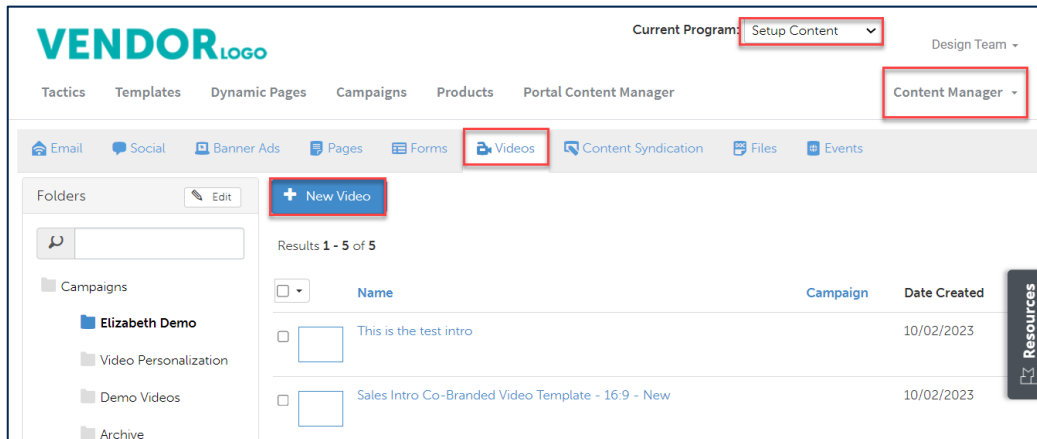
What will I do in this lesson?

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

- Create video settings
- Upload a video
- Publish file (This step is for **reference only.** Publish posts for partner use. **Do not publish practice content created during this onboarding program**.)
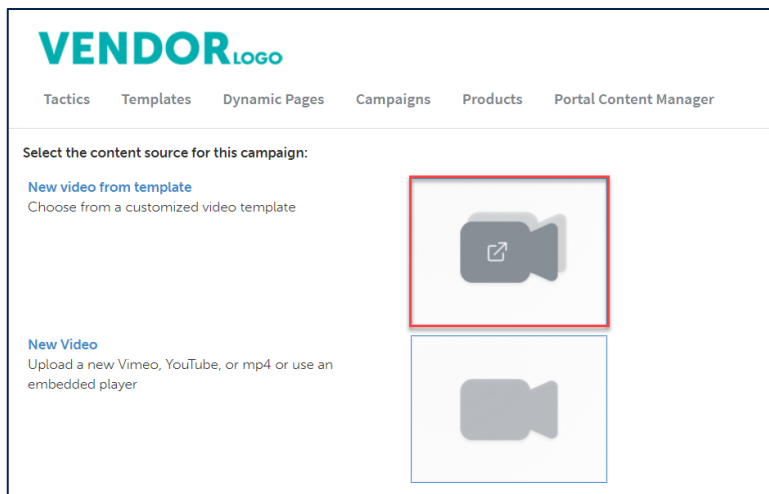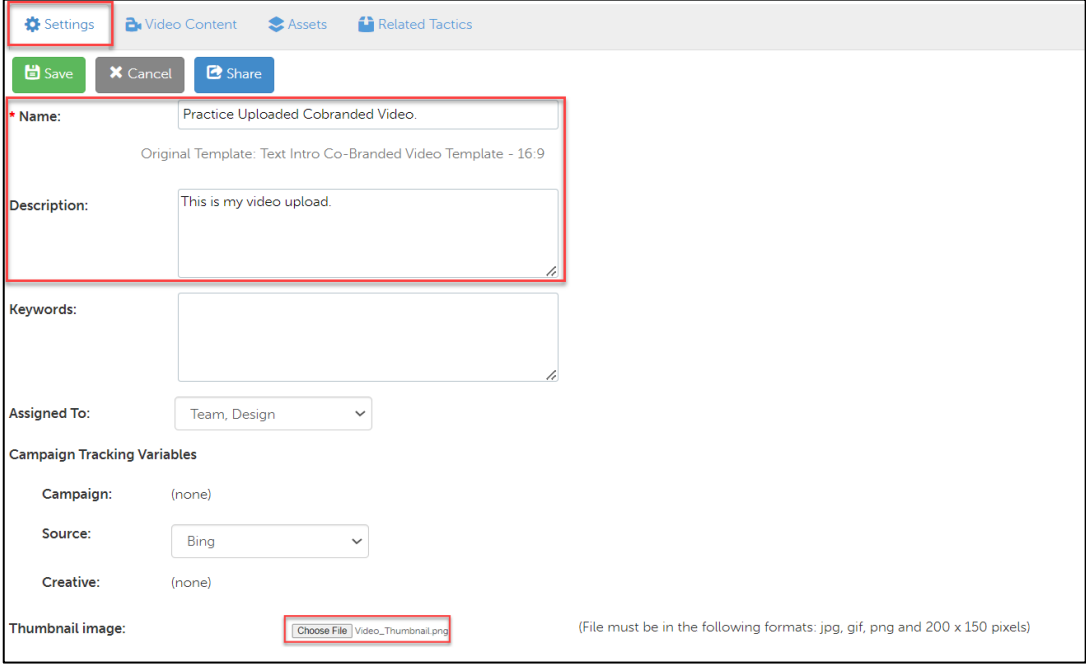
Steps

CREATE VIDEO SETTINGS

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

2 From the **toolbar**, select **Tactics > Video**. Then select **New Video**.

4 In **Select a content source for this campaign,** click **New Video from template.** On the next page, locate the template you want to copy, then click **Select** (not pictured.)

5   From the **video setup tab**, click the **Settings** tab**.**

6   In the **Name** field, type **Practice Uploaded Cobranded Video.**

7   In the **Description** text box, type **This is my video upload.**

8   In the **Assigned To** drop-down menu, select your **own name**.

9   In **thumbnail image,** click choose file. Then select **Video_Thumbnail.** (Note: this icon is included in your download package.)

10 In **Would like to make this available for pulling from the managed library?,** click **Yes.** Additional setting options appear.

11 In **Enable testing mode**, click **No, disable testing mode, I am sending out this campaign**.

12 In **When would you like this to be available in the managed library**, click **Always**.

13 In **What program would you like to use the campaign in**?, click **Setup Content**. (Note: after you complete testing, return to partner marketing and

14 In **Would you like to limit access based on account profile fields**, click **No.**

Would you like to make this available for pulling from the managed library:

○ No
● Yes

Enable testing mode: (Note: Make sure you copy all accounts)

○ Yes, I am still testing this message.
● No, disable test mode I am sending the campaign out.

When would you like this to be available in the managed library?

● Always
○ Only during the following period

Feature Campaign:

☐ Feature this campaign in the library

What programs would you like to use this campaign in:

☐ CMS-Live
☐ CMS-Setup
☐ Partner Marketing
☑ Setup Content

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

● No
○ Yes

15 In **What attributes would you like to set for this asset?**, select **all attributes**.

What attributes would you like to set for this asset:

* Languages
☐ All
☑ English (United States)
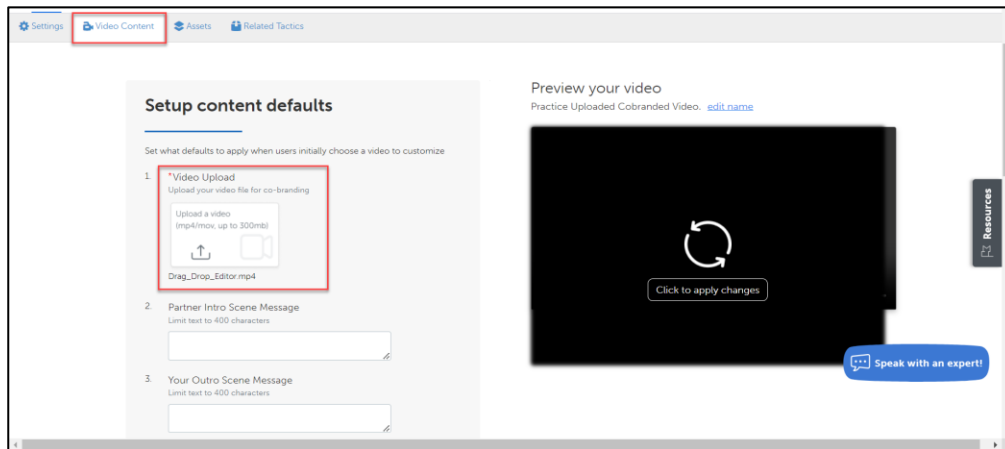☐ English (United Kingdom)
☐ Spanish

* Marketing Focus
☑ All
☐ Prospects
☐ Existing Customers
☐ Enterprise
☐ SMB
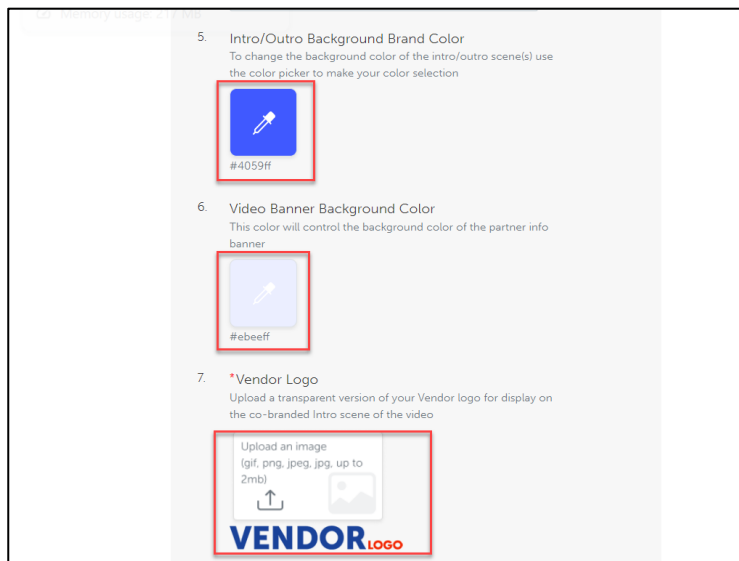
[Save] [✖ Cancel]

16 Click **Save**.

UPLOAD VIDEO

1 From the toolbar, select **Video Content.**

2 From the **Setup content defaults** box, in **Video Upload**, upload your video. (Or, to practice, upload the Drag_Drop_Editor video available on the support page.)

3 In **Intro/Outro Background Brand Color**, enter your **brand color value.** (Or, to practice, enter Hex value: #4058FF)

4 In **Video Banner Background Color,** enter your **brand color value**. (Or, to practice, enter Hex value: #EBEEFF)

5 In **Vendor Logo**, upload your **logo**.

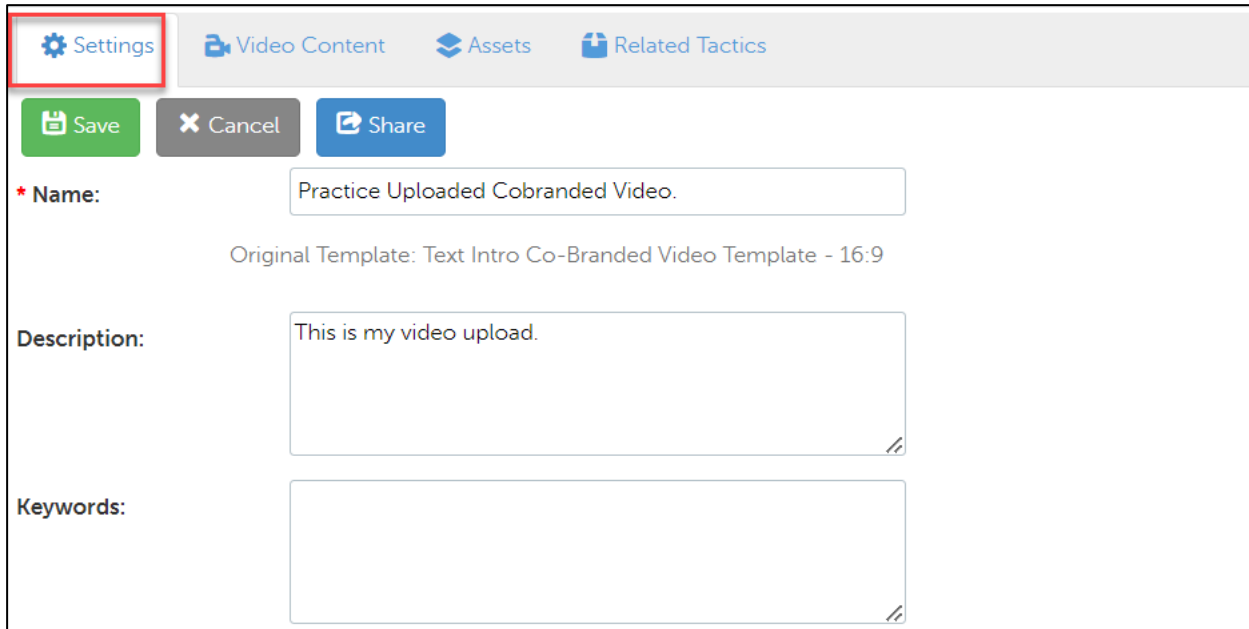**6** From the **Company Info Banner** drop-down menu, select **Display banner under the video**.

7 Click **Apply Changes**

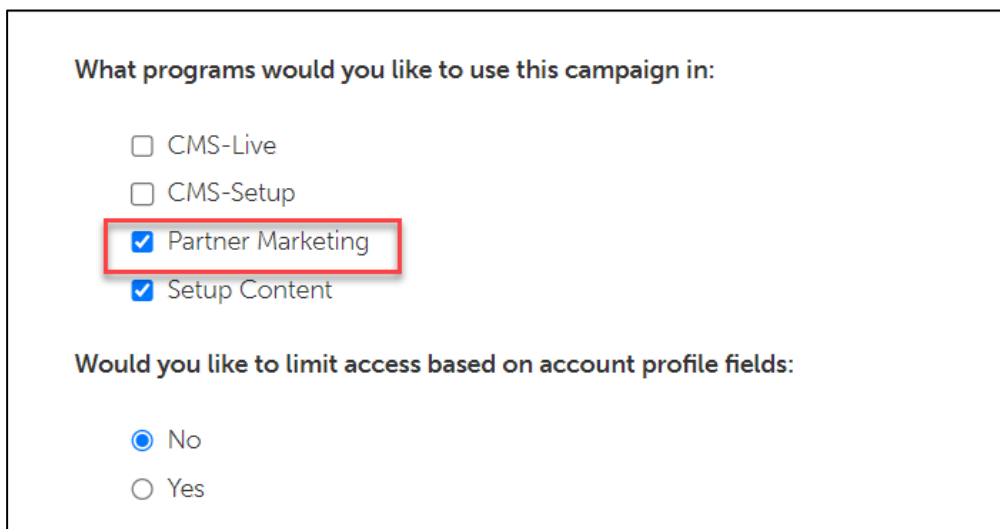## PUBLISH FILES (THIS STEP IS FOR REFERENCE ONLY)

1 Return to **Content Manager > Tactic > Video.** Then select **Practice Uploaded Cobranded Video.**

2 From the video setup tab , 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**.