Webinar leads for import to LeadCentral

Prior to webcast:

- Project Manager sets up project in LeadCentral and works with client and media company to determine information to be collected on the registration form. Note: Media companies will have their own default form fields that they may not be willing to change.
- Project Manager needs to find out if media company will send lead files or if we need to download them. If we are downloading we will need the link to the site, log-in and password.

Within 24 hours of webcast:

- Media company sends spreadsheet of pre-registrants and attendees to Account and Project Managers. The column headers need to be normalized to LeadCentral field values for the LeadCentral database that will be housing the leads.
    - uploads@growthpoint-inc.com will automatically normalize column headers for: lead name (first & last), email address, address, city, state, country, and zipcode.
    - The Account/Project Manager needs to provide direction on any other columns of data that need to be imported:
        - "Job function": If LeadCentral values were NOT used, you might want to import this in the "Title" field.
        - "Industry": In some cases, the industry may be self-evident by virtue of the media. Example: For a webinar with an Oil & Gas magazine you may want to suggest adding "Industry" to the import with the value of "Oil & Gas" so that you don't lose that visibility.
        - Other column headers gathered on the registration form maybe imported or not imported depending on client preference. Usually these are imported as variable fields.
    - Attendance type needs to be clear in the file. This can be done by creating a column in the spreadsheet or by separating them on tabs of the spreadsheet.
        - Pre-registered: All registrants prior to the live webcast date.
        - Attended live webcast: All registrants that attended the live event (this is a duplicate lead in LeadCentral). This is important so that the client can easily see the number of registrants and number of attendees in the LRC.
        - Viewed webcast archive: All viewers of the post event archive
- Account/Project Manager sends an email to media with instructions to send on-demand lead report spreadsheets to uploads@growthpoint-inc.com. The email should specify where the leads are to be imported by indicating:
    - GrowthPoint Client # (Ask your GrowthPoint Project Manager)
    - Campaign Name
    - Project Name

One week/month post-live event though expiration of on-demand webinar on media site:

- Media company sends spreadsheet of pre-registrants and attendees to uploads@growthpoint-inc.com earmarked with client #, Campaign name and Project. The column headers need to be normalized to LeadCentral field values for the LeadCentral database that will be housing the leads.

  - "Uploads" will normalize field values based on original direction for live event.
  - "Uploads" will import the file.

Before the webinar expires:

- Project Manager requests MP4 file of the webinar from the media company.
- Project Manager sends file to Joyce Shepet for uploading to Vimeo and Egnyte. Joyce will assign VID number, update video spreadsheet, and send the Vimeo link to the Project Manager.
- Project Manager needs to ask the client if they will be posting the video elsewhere (website, YouTube, etc). If so Project Manager will set up landing page in LeadCentral and will send the Vimeo download link to the client.