

Welcome to Brainshark for Channels!

Getting “need to know” information out to your employees as well as to your channel partners has always been challenging. What is the best way to distribute it? Will they take the time to listen to the message? How do you determine that the message was even received?

Brainshark helps you to communicate pertinent information quickly and easily to all who need to know it, in video format that channel partners will appreciate. You’ll have the flexibility to share video presentations with members of your organization as well as with your channel partners, who may then share the same information with their customers if permissions allow. Then you'll be able to see which of your Partners viewed and when, and whether the Partner shared or personalized the presentation and generated interest from their customers.

This document will help you get started thinking about how to get organized and start creating content to share with your partners, employees, and anyone else you need to communicate with.

Get Comfortable with Brainshark

What is Brainshark?

Brainshark is cloud-based software application that will allow you to: view, share, and report on multimedia video presentations. The Brainshark Channel Edition allows you to easily manage multiple partner groups and target relevant content to them exactly when they need and want it. Within the channel, you make content available to your partners so they can learn about process or policy changes, deliver product updates, train their sales people, market to their customers, and generate leads using the core message you provide. You determine whether to make the video presentation available to your partners, and whether they can customize and distribute it to *their* customers.

Partner Functionality

The following list is all of the functionality your partners will have in your Brainshark portal.

- View Brainshark video presentations
- Share Brainshark video presentations
- Customize and co-brand Brainshark video presentations using the Personalize feature
 - Add opening and closing content
 - Add attachments
- Tracking and Reporting
 - Receive view receipts via email
 - Online reporting (date, time/duration of each view, and optional viewer specific tracking)

Planning Out Your Channel

Brainshark will work with you to organize all of the partners you do business with in a folder and group structure for easy maintenance and communication. In preparation for that, you'll need to think about how you will use Brainshark with your Channel:

Who will create content?

- Do you have a creative team who will be dedicated to creating content?
- Will you have subject matter experts creating or augmenting content?
- Will you need resources from multiple areas in your company to create communications?

What will you communicate?

- Training?
- Sales Enablement information?
- Public, customer-facing or internal use only communications?

How will your content be organized?

- What will the folder structure look like?
- Will you organize content by communication project, product, by partner type, by date?
- Will your content be organized by multiple levels (i.e. Gold Partner and certifications)?

How are your partners segmented?

- By region?
- By level?
- By certification?

Best Practices for Creating Content

Brainshark has been in the business of communication for more than a decade. During that time we have learned the best ways to create content so that your viewers will watch, retain, and act on the information you provide.

- The *Best Practices for Creating Content* [tutorial](#) and [process document](#) will get your authors on the right path to creating the best content.
- The *Creating Mobile-Friendly Content* [tutorial](#) and [process document](#) will give your authors best practices for optimizing your communications for mobile viewing.
- The [Create Content](#) page of the *Help & Training* website has additional titles specific to the content creation process. If you want more in-depth information, be sure to check it out!

Brainshark Resources

Brainshark offers a wealth of resources to help you be successful in your communication efforts.

Help & Training

The Help & Training website is your go to location for everything related to learning about Brainshark. The site is designed to offer you training in the format that works best for you. On the site, you'll find:

- **Self-paced Learning** in the form of on-demand concept tutorials, step-by-step video demonstrations, and detailed process documents. You'll get ideas for ways to use Brainshark in your communications, as well as the process steps to get it done.
- **Instructor-led Training** presented regularly throughout the month by a Brainshark expert. The training is live and on-line so you can ask questions from wherever you are.
- **Certification Programs** to help your authors and administrators set themselves apart from other Brainshark users at your company.

Brainshark Technical Support

Support is available by [phone](#), [email](#) and [chat](#) on business days from 8AM to 9PM Eastern time. Brainshark Support is there to help you accomplish specific tasks in Brainshark or figure out why something isn't working the way you expected. It's always free, regardless of how long you've been using Brainshark.

Professional Services

The Brainshark Professional Services team has the experience and know-how to partner with you to help you achieve your business communication program objectives within your budget. We offer:

- **Implementation Services**—Brainshark customer success consultants will work with you to help implement the Brainshark Channel Solution and provide customized training to ensure you maximize the value of your investment.
- **Integration Services**—Brainshark is a powerful complement to many applications you may already be using. Brainshark integration services experts can help you integrate Brainshark functionality and reporting into other applications.
- **Media Services**—Need help getting a content project out the door? Our team of experienced project managers, graphic designers and producers is available to develop presentations and other content that engage and retain your audience while delivering results.
- **Program Strategy & Management Services**—we can help you produce and deliver effective demand generation campaigns, channel communications programs, or internal/corporate communications initiatives.