Creating and Managing Wrap Slides

This document provides the instructions for uploading individual wrap slides and bulk creating wrap slides for Campaign senders and managing Default and Custom Wrap Slides in your Brainshark Marketing Campaigns™.

Manage Default Wraps™

A Wrap™ presentation contains a pair of slide images that typically replace the first and/or last slide images in the Original Campaign Presentation and allow you to easily customize the presentation for that Sender. In **Manage Default Wraps**, you manage the pairs of Default Wrap slides that can be used to customize each campaign for each Sender. There is one Default Sender Wrap presentation per Sender.

Recommendations:

If you plan to reuse the Default Wraps for multiple campaigns, we recommend that you do not put any campaign-specific information on these slides.

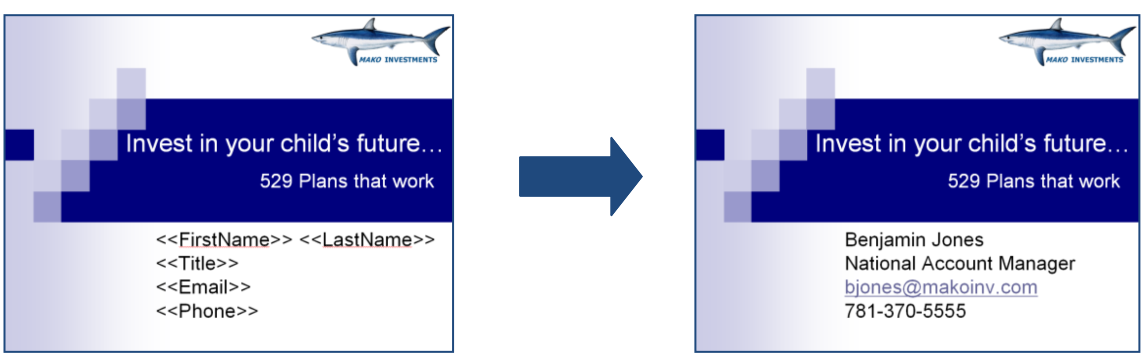
Only the slide images are used from the Wraps; no other presentation property is used. Therefore you must include the script that will be recorded by the sender in the Slide Notes of the Core Presentation.

It is common to have a general first slide with welcome and contact information and thank you or call to action information on the last slide. See **this presentation** for additional information.

Wrap Template Presentation Variables

You may use **these** variables in the Wrap Template Presentation. The variables will be substituted with the values from each Sender's user profile found via **Administration/Manage Users/Edit User/Set Profile**. Blank space will be inserted for any variable name when there is no data specified in the Sender's user profile.

Below is a typical example of the Wrap Template and the resulting slide created via Brainshark's **Bulk Create** feature.



Create and Select the Group of Senders

Before you start uploading slides for the Campaign, begin by creating a Group (or modifying an existing Group) in Administration. The Group members should include the Senders you want to include in this Campaign.

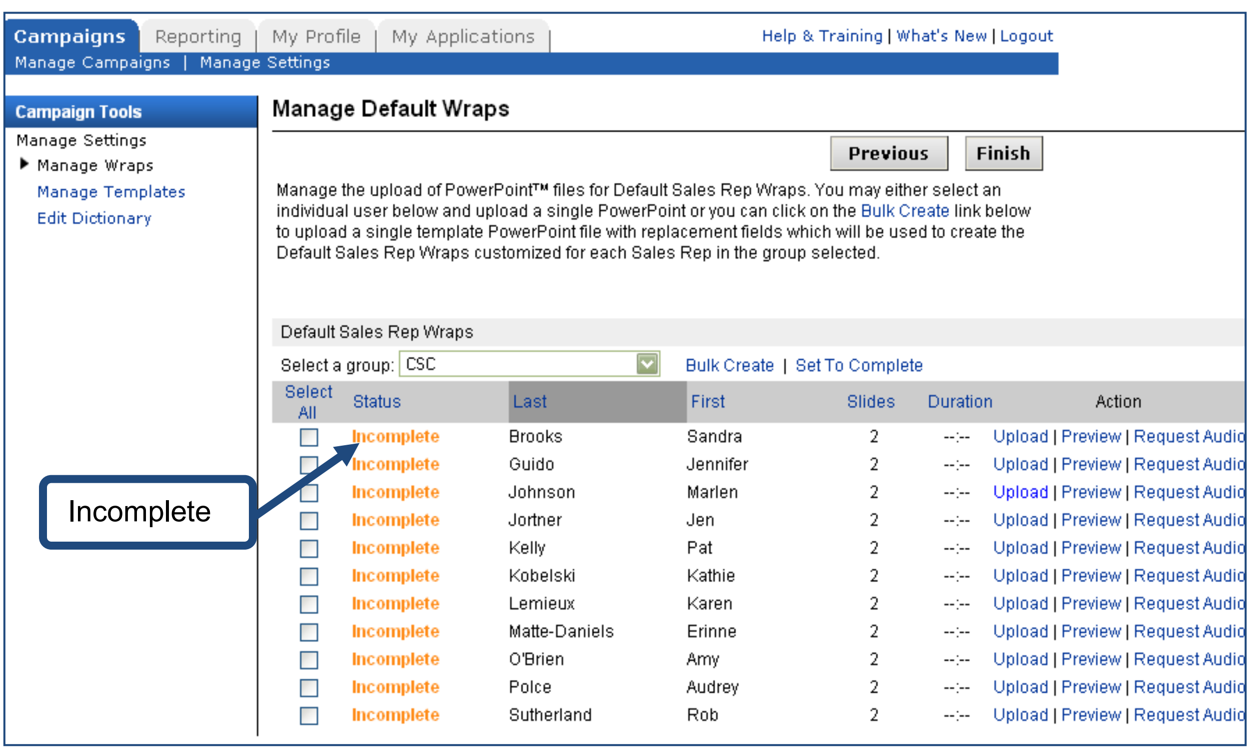
Then, navigate to the Manage Default Wrap page in Campaigns. First, click on the **My Applications** tab and select the **Campaigns** option. Then click on the **Manage Settings** link at the left (above the Campaign Tools menu) and finally **Manage Default Wraps**.

Using the "**Select a group**" drop down list, select the Group of users for whom you will be creating Wraps. All existing Groups in the site will appear on this drop down list; in addition, the first two groups listed represent:

- <Users with Wraps>: the list of all users with Default Sender Wraps
- <Users without Wraps>: the list of all users without Default Sender Wraps

Status

Initially, the Status for each Sender will be "**To Upload**", indicating that there are no slides on file. Once the wrap slides are uploaded, the Status changes to "**Incomplete**", denoting that slides exist but there is no recorded audio. The **Slides** column indicates the number of slides in the wrap presentation.



Create Wrap Slides for One Sender

If you are customizing slide images or adding photos of Senders to the wrap slides, then you will want to create and upload Wrap slides individually for each Sender. Click the **Upload** link in the action column associated with the Sender for whom you will be uploading custom wraps. Then, proceed to Audio.

Bulk Create Default Sender Wraps

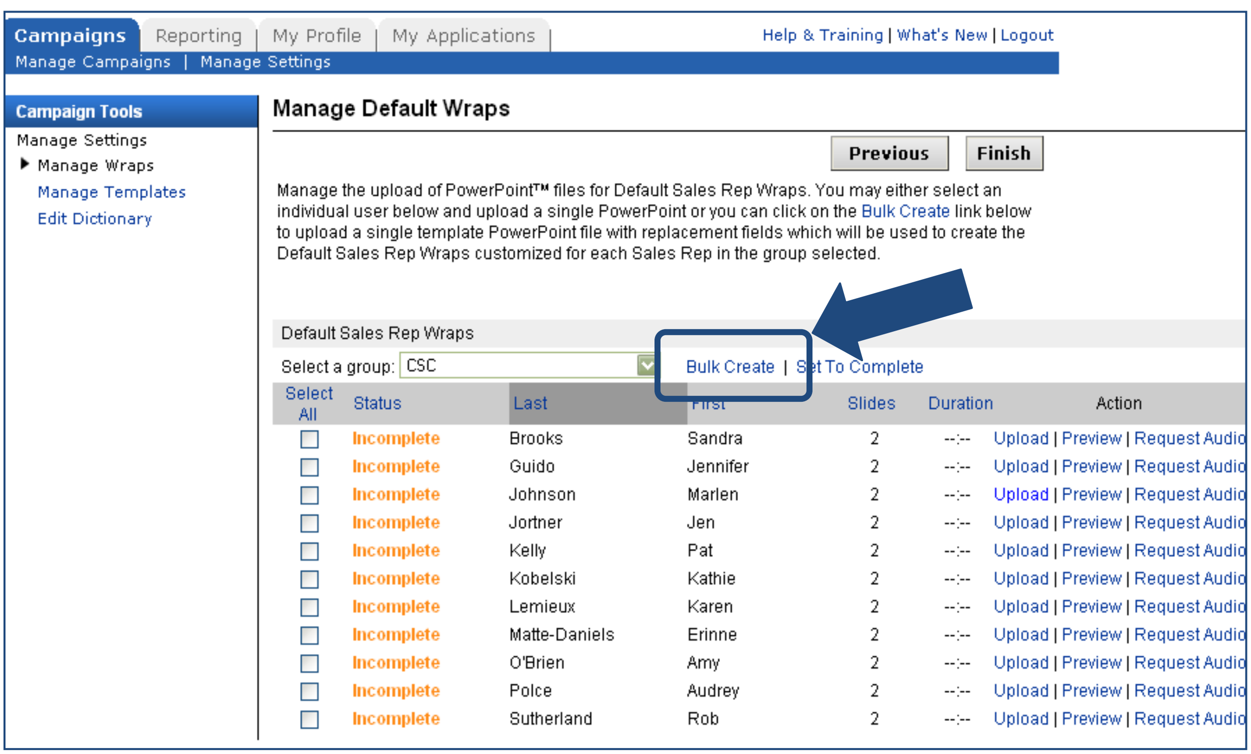
If you have created wrap slides which will be used for all Senders, and have used the [Wrap Template Variables] to customize the Sender information, then you can Bulk Create the wrap slides for this Group of Senders.

To create new Default Sender Wraps for a Group of users:

- First select the group of users in the "**Select a group**" drop down list
- Click on **Bulk Create** to upload the template presentation.

*If any members in the selected group have Default Sender Wraps on file, those Senders will be displayed next. If you choose Continue when prompted, you will replace the existing Default Sender Wraps with the bulk sender wraps you are about to create.

- Upload the Wrap Template Presentation
- Click on Finish to create the Default Sender Wraps for this Group
- Proceed to Audio



Audio

Use the **Request Audio** hyperlinks to the right of each Sender to request his/her audio for the Default Wrap Slides. When the audio has been recorded, the Status will change from **Incomplete** to **Complete**.

If you have existing audio files, you can upload those for each Sender by using the **Upload** option on the page.

Preview

Before moving on with your Campaign, we recommend that you Preview the wrap presentations. **Preview** displays the slide images and plays the audio for the slides associated with the Sender. If the variables and/or the audio do not meet your requirements, replace them now.

Note: Preview is grayed if the Sender's slides have not yet been uploaded.

Are you ready to build the Campaign?

View **this presentation** for the next steps.

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