


Slide 1



TOPICS COVERED

- 1 INTRODUCTION
- 2 CMS –CONTENT MANAGEMENT SERVER
- 3 DYNAMIC ELEMENTS OF THE SITE
- 4 SOCIAL MEDIA ACCOUNTS
- 5 ROLES & RESPONSIBILITES



A presentation slide with a dark background and a green header. The header says 'INTRODUCTION' and shows a small photo of two people. Below the header, it says 'PARTS OF THE WEBSITE & CMS'. On the left is a photo of modern glass skyscrapers. On the right is a 'WEB SITE COMPONENTS' list with items like 'CONTENT MANGEMENT SERV', 'BLOG SERVER', 'SOCIAL MEDIA', 'EBLAST SERVER', 'DYNAMIC ELEMENTS', 'BANNER STORES or SLIDERS', 'NEWS & EVENTS', and 'BLOG ARTICLES'. A small logo is in the bottom right corner of the slide.

INTRODUCTION

PARTS OF THE WEBSITE & CMS

OVERVIEW

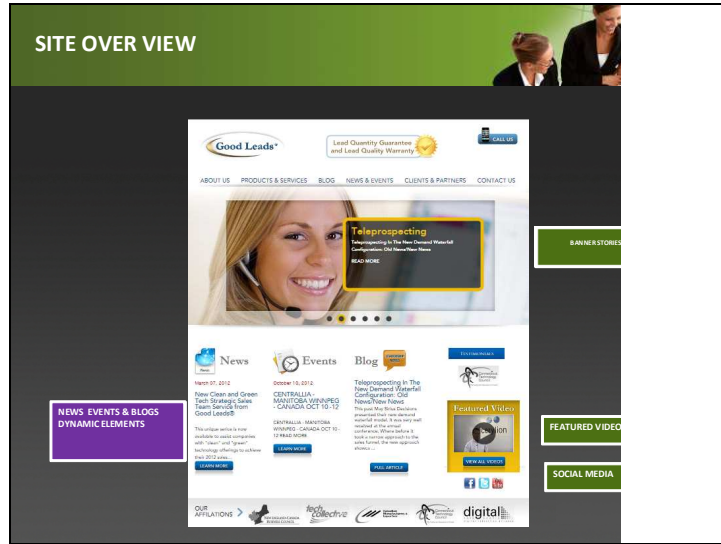
- CONTENT MANGEMENT SERV
- BLOG SERVER
- SOCIAL MEDIA
- EBLAST SERVER

WEB SITE COMPONENTS

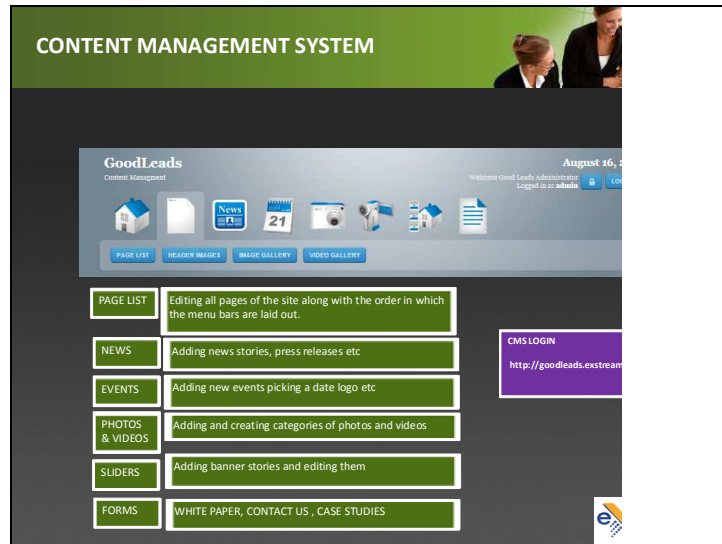
- DYNAMIC ELEMENTS
- BANNER STORES or SLIDERS
- NEWS & EVENTS
- BLOG ARTICLES



Slide 4

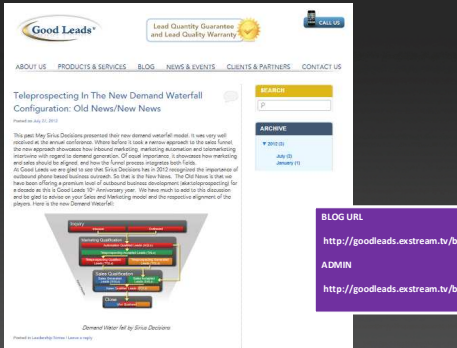


Slide 6



PAGE LIST	Editing all pages of the site along with the order in which the menu bars are laid out.
NEWS	Adding news stories, press releases etc
EVENTS	Adding new events picking a date logo etc
PHOTOS & VIDEOS	Adding and creating categories of photos and videos
SLIDERS	Adding banner stories and editing them
FORMS	WHITE PAPER, CONTACT US , CASE STUDIES

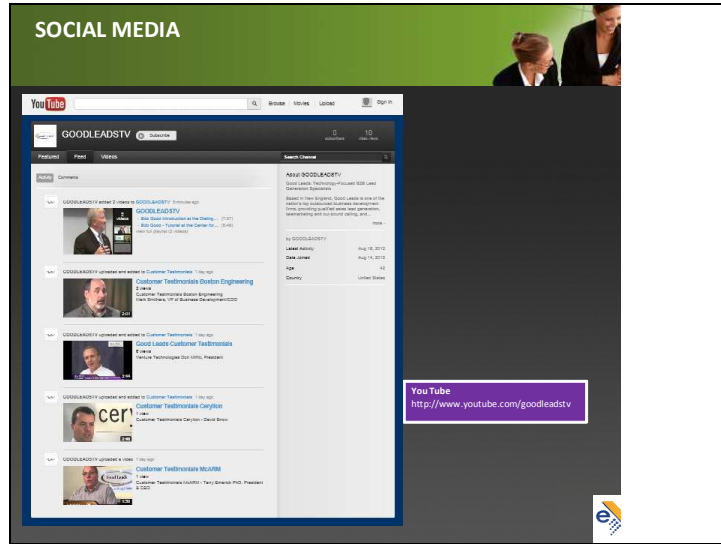
BLOG:
LEADERSHIP NOTES



BLOG URL
<http://goodleads.exstream.tv/blog/teleprospecting-in-the-new-demand-waterfall-configuration-old-news-new-news>

ADMIN
<http://goodleads.exstream.tv/admin>





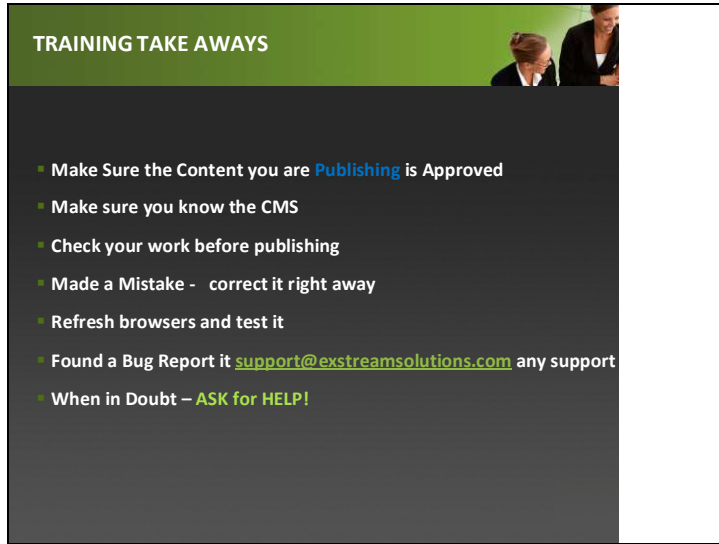
ROLES & RESPONSIBILITIES

- **CONTENT UPDATES** : *Make sure that content that you are updating is accurate and approved by the editor*
- **CONTENT PUBLISHED** : *Once the content is published it can only be deleted or republished again*
- **SOCIAL MEDIA** : *Make sure you want to communicate all good news from your leads – Drive them to an action item ex: white paper, events etc*

GOLDEN RULE

- **PREPARE** : *Check for the content is accurate and ready to publish*
- **MANAGE** : *Send Emails to the right person that the new content is published*
- **PUBLISH** : *Always check your work after publishing the content*

DO NOT PASS YOUR CREDENTIALS TO ANY ONE UNAUTHORIZED

A slide titled 'TRAINING TAKE AWAYS' with a dark grey background and a green header. The slide contains a bulleted list of seven items. To the right of the text is a partial image of two people looking at a screen.

TRAINING TAKE AWAYS

- Make Sure the Content you are Publishing is Approved
- Make sure you know the CMS
- Check your work before publishing
- Made a Mistake - correct it right away
- Refresh browsers and test it
- Found a Bug Report it support@exstreamsolutions.com any support
- When in Doubt – **ASK for HELP!**

