



**A quick guide to...**

# Managing Multimedia

**In this guide...**

Learn how the GetResponse Multimedia Studio lets you record, upload and store up to 1GB of audio and video files, photos and documents right from your account and enhance your messages with hundreds of available stock photos.

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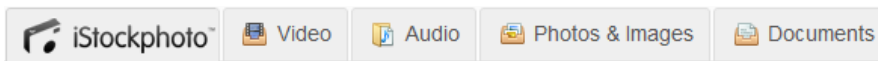
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# 1. Manage Photos and Images

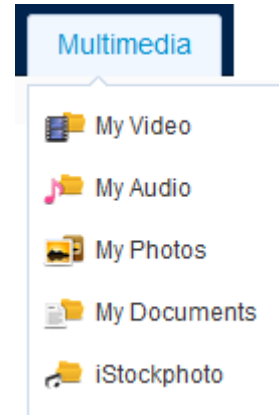
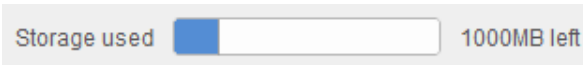
## 1.1 View the multimedia studio

To get started, go to **multimedia** in the menu-bar and choose from **video, audio, photos, documents or iStockphoto**.

The multimedia studio is also divided into tabs for each of these media categories.

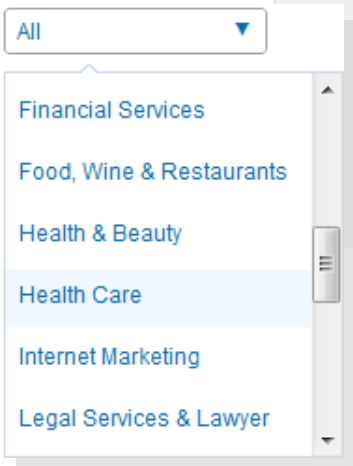


Your available **storage space** is displayed at the top.



## 1.2 Browse the iStockphoto gallery

Under the **iStockphoto** tab you will find over **1000 high quality images** to help you enhance your messages.

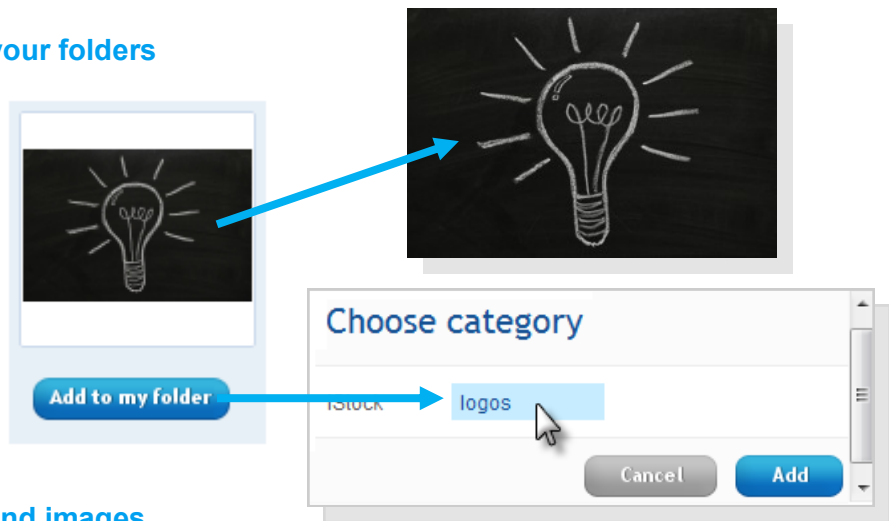


The images are free to use courtesy of our partnership with online image leader iStock. They are organized into popular industry categories for your browsing convenience.

### 1.3 Add stock images to your folders

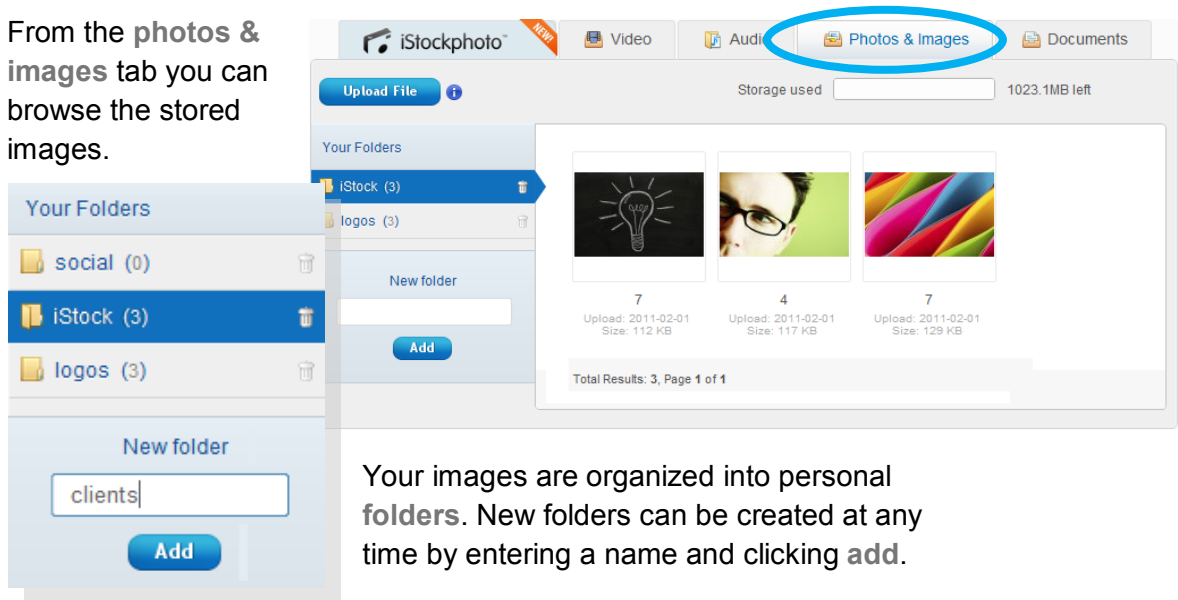
To **preview** a stock image simply click the thumbnail.

If it is an image you plan to use later, click the **add to my folder** button, and select the folder you want to save to.



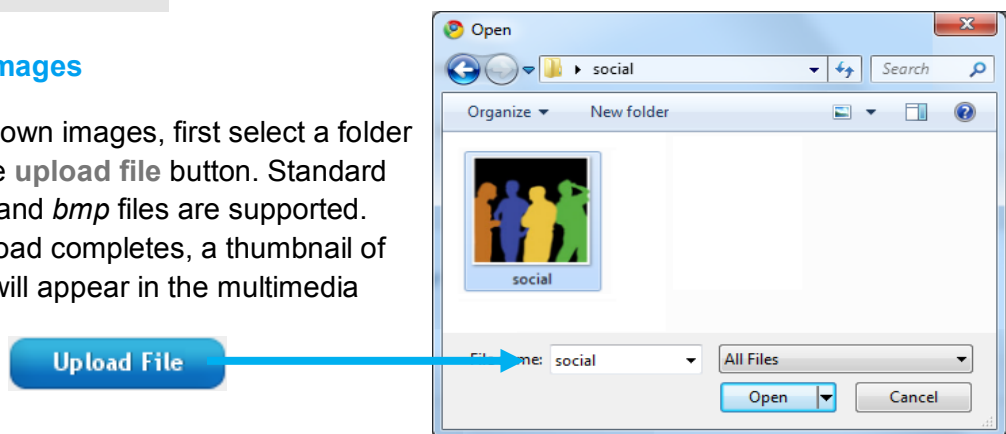
### 1.4 Browse your photos and images

From the **photos & images** tab you can browse the stored images.



### 1.5 Upload new images

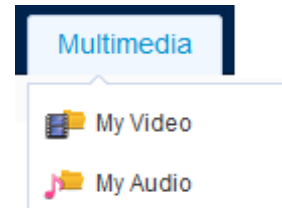
To add your own images, first select a folder then click the **upload file** button. Standard *jpg*, *gif*, *png* and *bmp* files are supported. After the upload completes, a thumbnail of your image will appear in the multimedia space.



## 2. Manage Audio and Video

### 2.1 View the multimedia studio

To get started, go to **multimedia** in the menu-bar and choose either **video** or **audio**.



### 2.2 Upload existing video or audio files

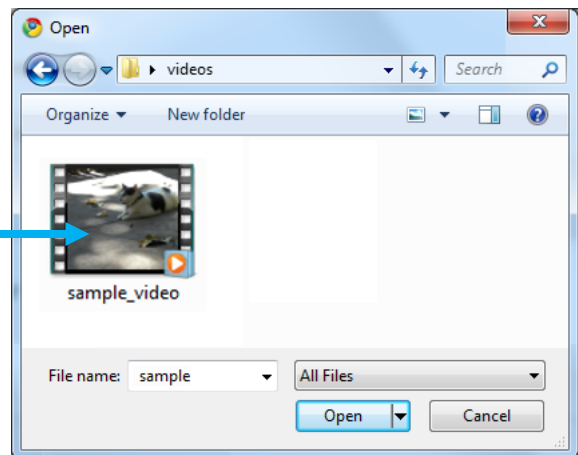


To add your own images, first select a folder then click the **upload file** button.



For **videos**, standard *flv*, *fl4*, *mov* and *mp4* files are supported. For **audio**, your file must be in *flv* format. Maximum file size is 20MB.

After the upload and conversion is complete, a thumbnail of your media will appear.

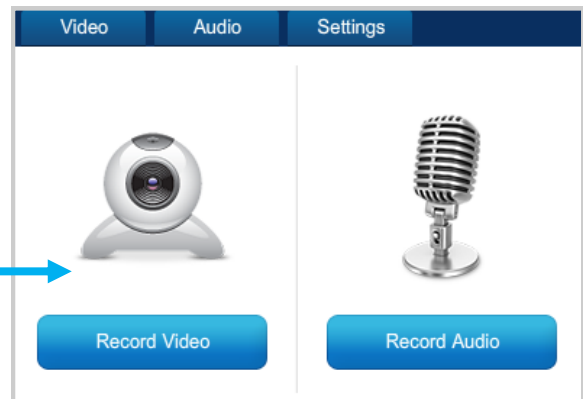


### 2.3 Add new video and audio recordings

You can create new video and audio recordings directly from your webcam and microphone. First select a folder then click the **add new recording** button.



A new window will appear. Choose either the **record video** or **record audio** button.

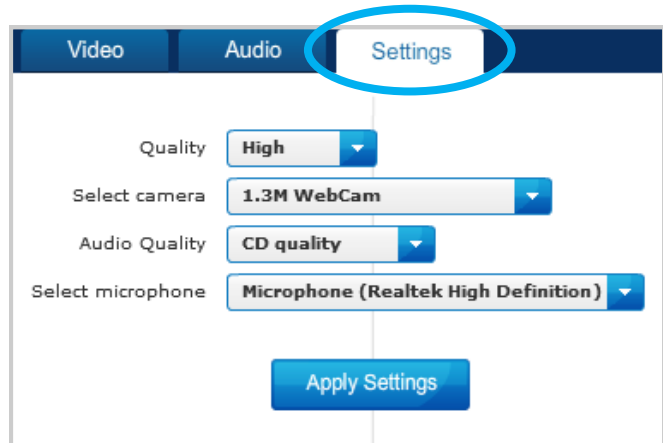


You must click to **allow** GetResponse to access your webcam and microphone.

## 2.4 Choose your recording devices

Click the **settings** tab. Choose the recording **quality** for the video and audio, as this may depend on the speed of your internet connection.

If your computer has multiple **webcam** and **microphone** devices, select which ones you prefer and click the **apply settings** button.

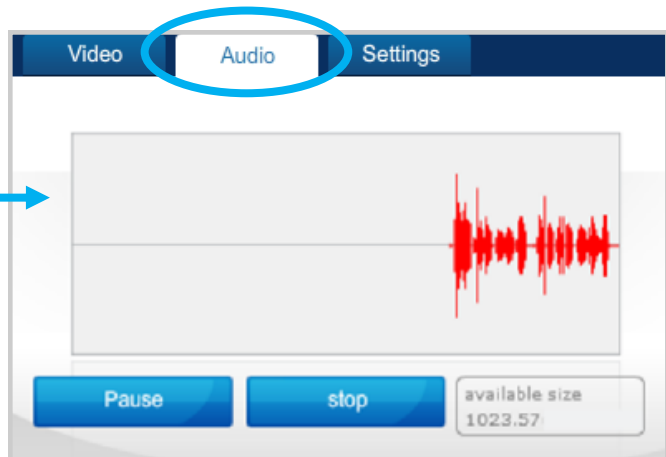


## 2.5 Make your new recording

Click either the **video** or **audio** tab and then click the **record** button.



After a three second countdown you may begin recording. Click **pause** at any time to hold the recording. Click **stop** when you are finished recording.



Click **play** to review the recording and **record** if you wish to start over. If the recording is ok, click **next step**.



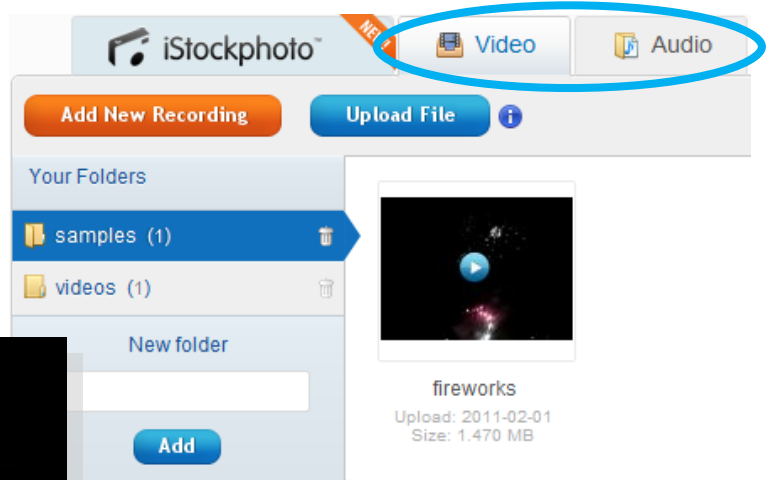
Enter a name for the recording and click **save**.



## 2.6 Preview your recordings

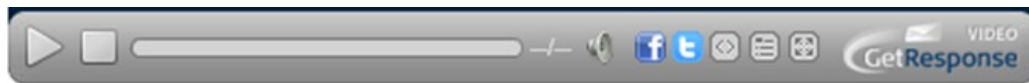
Click either the **video** or **audio** tab and select a folder.

To **preview** a recording click the thumbnail.



The recording will be displayed in the GetResponse multimedia **player**.

The toolbar has buttons to play, pause, stop and adjust volume of the recording.



## 2.7 Share your recordings

The GetResponse player has buttons to help both you and your viewers **share** video and audio recordings online.



Share videos on **Twitter** and **Facebook** by customizing a message to accompany the link.

Copy the **URL** address to display the video, or copy the **HTML** code to integrate within a **website**.

**I. Share video on Twitter**

Username  Password

Hey everyone, check out my latest video!  
[http://www.getresponse.com/display\\_recording.html?file=28216](http://www.getresponse.com/display_recording.html?file=28216)

Share Letters Left: 39

**II. Share video on Facebook**

Share

**III. Copy & share video URL**

[http://www.getresponse.com/display\\_recording.html?file=28216](http://www.getresponse.com/display_recording.html?file=28216)

Copy

**IV. Paste video on your website**

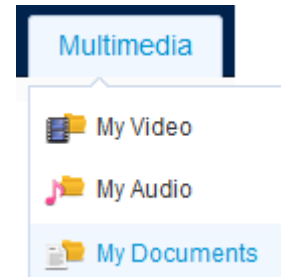
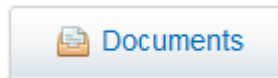
```
<div><object id="embed_gr_player" width="480" height="395"><param name="movie" value="http://www.getresponse.com/images/cor
```

Copy

## 3. Manage Documents

### 3.1 View the multimedia studio

To get started, go to **multimedia** in the menu-bar and choose **documents**.

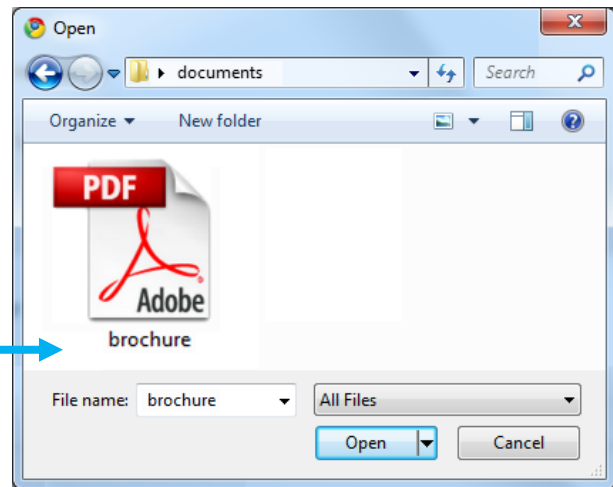


### 3.2 Upload documents

Upload any documents you want to include with your follow-up and newsletter messages.

Contacts can view the documents by clicking hyperlinks in the message rather than a traditional file attachment.

To upload a new document choose a folder and click the **upload file** button.

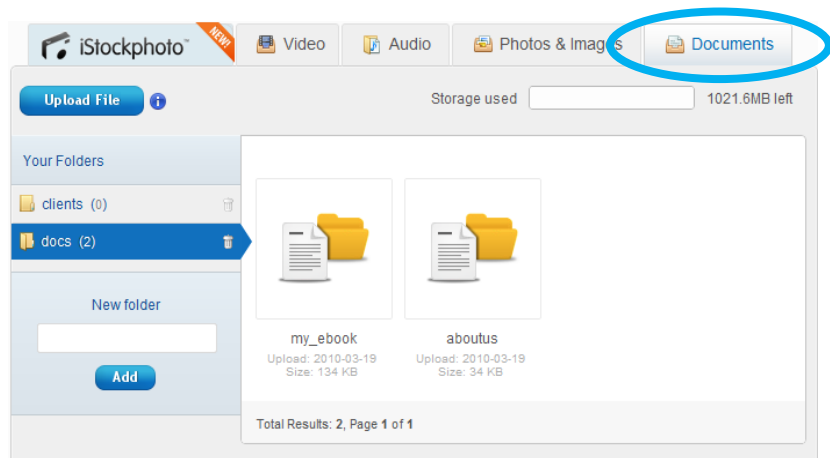


Several file types can be uploaded including *txt*, *pdf*, *doc* and *xls*.

### 3.3 Browse your documents

From the **documents** tab a list of your existing documents is displayed. Click a document thumbnail to **download** a copy to your computer.

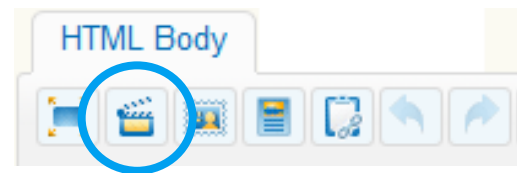
The documents can be sorted into personal folders. Add a new **folder** at any time by entering a name and clicking **add**.



## 4. Add Multimedia to Messages

### 4.1 View the multimedia library

When editing an HTML message, place your cursor where you would like the video, audio, photo or document to appear, and click the multimedia button in the toolbar.

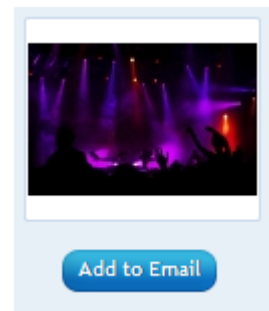
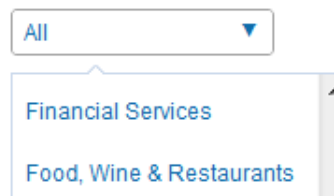


### 4.2 Find a stock image

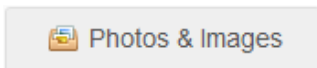


From the **iStockphoto** tab, begin by choosing an industry **category**.

Click an image to see a preview, and click the **add to email** button to place it in the message.



### 4.3 Add an image



From the **photos & images** tab, begin by choosing a **folder**.

Click an image to see a preview, and click the **add to email** button to place it in the message.

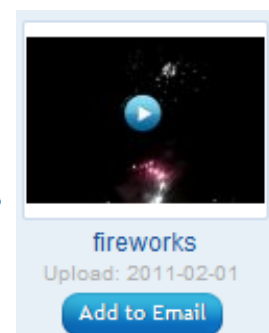
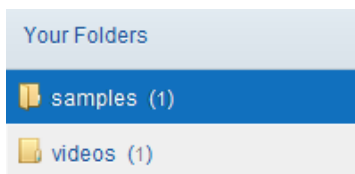


### 4.4 Add a video or audio recording



From the **video** or **audio** tab, begin by choosing a folder.

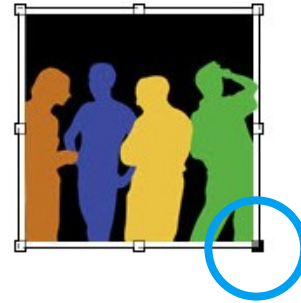
Click a thumbnail to see a preview, and click the **add to email** button to place it in the message.



#### 4.5 Resize multimedia

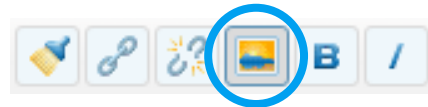
After an image or a video has been added to your message, it may be too large to fit within your contents.

To **resize**, simply select the image and drag the anchor points in the corner until it is the appropriate size.

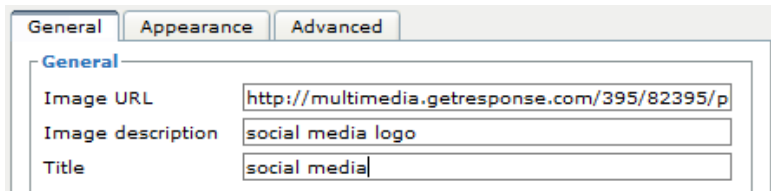


#### 4.6 Adjust image properties

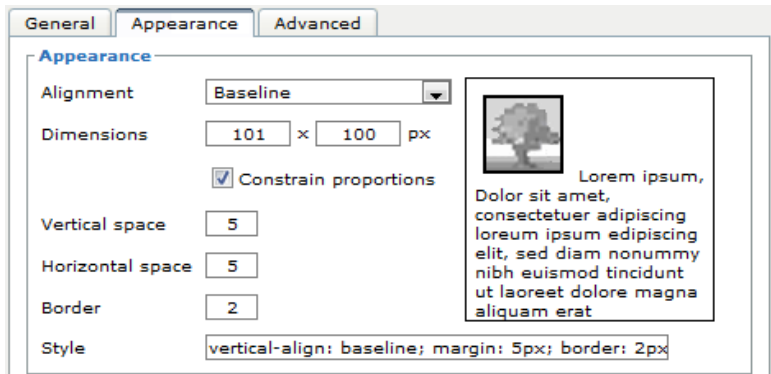
To adjust the **properties** for an image, select it and then click the **edit image** button in the toolbar.



From the **general** properties tab you can adjust the alt-image description and title that appear when images are blocked in an email client.



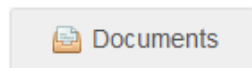
From the **appearance** tab you can choose how text will wrap around the image and set specific dimensions.



You can also choose how much vertical and horizontal space to leave around the image, and add a border.

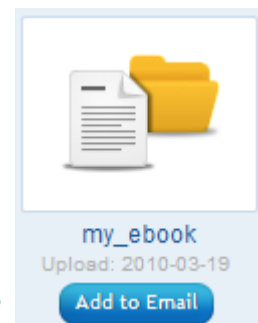
#### 4.7 Add a document

Place your cursor where you would like to create the document link and click the **multimedia** button in the toolbar.



From the **documents** tab, begin by choosing a folder.

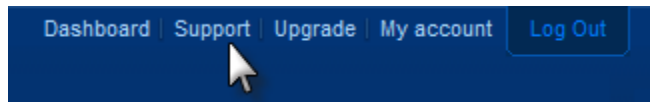
Locate the document and click the **add to email** button to place a link in the message.



## 5. Help and information

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Start by clicking the **Support** link at the top of the page.



### Free Phone, Email and Live Chat support

We're on hand 6 days a week to help you maximize GetResponse – so you can maximize your profits. Get in touch via phone, email, or live chat. It's always friendly and always free!

Call us now at: **1-877-EMAIL-GR** (362-4547)



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