9 Ways that BrightTALK Promotes Your Content
Method #1:
The Smart Recommendation Feed

What: When a professional watches a webinar on BrightTALK, a recommendation feed of other webinars appears on the right hand side of the player.

How it Works: This feed uses machine learning to recommend content based on both that professional’s past viewing habits and the viewing habits of similar professionals. It also takes into account the number of clicks a piece of content has received on the feed itself. Paid promotions will receive priority placement at the top of the feed.

How to Optimize: The machine learning algorithm scans the webinar’s title, description, and tags fields for keywords to determine how relevant this content is to a professional. It is critical that these three fields be loaded with good, searchable keywords and that the cover image is compelling enough to get professionals to click on it.
Method #2: The Smart Knowledge Feed

What: When a professional is logged in and visits the BrightTALK homepage, they are presented with a personalized feed of webinars based on past viewing habits.

How it Works: Similar to the smart recommendation feed, but it will apply heavier weight to that specific professional’s past viewing habits.

How to Optimize: The machine learning algorithm scans the webinar’s title, description, and tags fields for keywords to determine how relevant this content is to a professional. It is critical that these three fields be loaded with good, searchable keywords and that the cover image is compelling enough to get professionals to click on it.
Method #3: Weekly Update Email

What: Every Monday, BrightTALK professionals receive a weekly update email split into 4 sections: content coming up this week, content that just happened, content that has been recently scheduled, and content from sub-communities that professional is subscribed to.

How it Works: The first three sections look at what channels and communities the professional is subscribed to and recommend content based on that. The last section recommends the top performing content from that specific sub-community. Paid promotions receive priority placement in these weekly emails.

How to Optimize: The top performing channels will schedule and run content on a weekly basis to ensure they appear in each of the first three sections. If a webinar performs extremely well and it’s tagged into a primary sub-community, it may also appear in the fourth section.
Method #4:
Recommendations from your Network Email

What: Every Wednesday, BrightTALK professionals receive a weekly update email of on-demand content split into three sections: what professionals from their same company have viewed, new content from presenters that professional has engaged with before, and recommended content from a sub-community they are subscribed to.

How it Works: The email will rank webinars in their respective sections by engagement: the more registrants and views a piece of content receives, the higher it will rank. Paid promotions receive priority placement in these emails.

How to Optimize: A combination of continuing to promote on-demand content (to boost engagement) and consistently titling presenters will increase placement chances in each section of this email.
Method #5: Direct Email Promotion

What: For paid content lead programs, BrightTALK will promote individual webinars to a targeted audience query.

How it Works: This email uses an algorithm that looks at the title, description, and tags on the content and the filters on the paid program to intelligently target professionals.

How to Optimize: Work directly with the Customer Success Manager overseeing the program to generate high performing titles, descriptions, and tags. Compelling cover images will also increase the chances of converting a professional who opens the email.
Method #6: BrightTALK Search

What: While on the BrightTALK website, Professionals can use the built in search box to find additional content.

How it Works: The search engine uses a weighted algorithm that looks at both the titles, descriptions, and tags on content as well as the title, description, organization, and tags of the channel that content is hosted in.

How to Optimize: It is critical that all fields in the “Channel Details” section of a BrightTALK channel are filled in and contain the words and terms that need to be optimized. For individual pieces of content, follow previous best practices regarding using keywords in the titles, descriptions, and tags.
Method #7: Sub-Community Pages

What: Public webinars on BrightTALK can be tagged into sub-communities that Professionals can access via the “Browse Community” drop down menu on the BrightTALK website.

How it Works: This feed defaults to showing a chronological list of upcoming webinars in the sub-community. Professionals can also view non-upcoming content by clicking the “Live and recorded” button which will display content that is currently live or has recently completed.

How to Optimize: All content should be tagged into at least one sub-community to ensure placement on this page. For on-demand only content, ensure that the “Date & Time” are not set in the past.
Method #8: Follow-Up Emails

What: Shortly after a professional views content on BrightTALK, they will receive a follow-up email with a list of recommended webinars to watch.

How it Works: Similar to the Monday and Wednesday email, this algorithm takes into account the channels and communities a professional is subscribed to and makes relevant recommendations based on the most popular content.

How to Optimize: The more popular (registrations and views) a piece of content is, the more likely it is to appear in the follow-up email.
Method #9:
Google SEO

What: Content posted to BrightTALK is automatically optimized for SEO so that it can be found via Google search.

How it Works: Google scans the title and description of the webinar and pulls searchable keywords and terms from it.

How to Optimize: Similar to search optimizing any content for Google, it is important that is content is both shared on other sites besides BrightTALK (creating “backlinks”) and that is keyword rich to increase chances of being found in a search.