

MULTI-CHANNEL MANAGEMENT AND CONTENT DISTRIBUTION

EASILY MANAGE MULTIPLE ACCOUNTS FROM ONE PLATFORM

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Multi-Channel Management and Content Distribution features enable a master channel to manage and push content to sub-channels. These complementary features help organisations and ZiMovi partners with multiple channels to administer and manage them and their associated content from a single login. It also enables the master channel to roll-up the analytics from the sub-channels to get a complete view of the analytics.

A multi-channel setup can also benefit from the content distribution feature to push video content to a number of sub-channels in a single operation. Instead of having to upload the same video individually to each sub-channel then wait for it to encode before it becomes active, the master channel administrator can use the Clone (Outbound) feature to simultaneously copy a video to 'n' sub-channels where it is immediately published.

“We wanted all the videos in one place along with more stats on what people were watching, enabling us to offer more analysis to the clients. ZiMovi has given me the ability to show our clients what we can achieve if they let us manage the video content. The guys are always on hand if we have a problem or a question.”

Stuart Warrington, CEO, Superla.TV

The Multi-Channel Management feature is available in these ZiMovi subscriptions:

- Accelerate
- Amplify

The Content Distribution feature is available in these ZiMovi subscriptions:

- Grow
- Accelerate
- Amplify

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Benefits

The benefits of Multi-Channel Management include:

- Manage multiple channels – for example brands, companies or departments that all sit beneath your parent channel
- Increased visibility – view channel statistics and insights from one single source
- Easy access – switch between multiple accounts quickly and easily when working across multiple companies
- Value add – offer analytics reports and advice based on individual channels as an additional service

The benefits of Content Distribution include:

- Speed – push your content and message to market quickly through all your channels
- Control – control your sub-channel content by pushing to all channels in one click
- Monitor – measure your sub-channels activity and success
- Automation – sharing content to your sub-channels automates the distribution process creating more streamlined process

Use Cases

- Digital/Creative & Marketing Agency - managing multiple brands and companies from one central dashboard
- Zimovi partner – enables remote administration of multiple channels, ideal for those that work in agencies or undertake consultancy work
- Content creator – use a channel as part of the video production process to allow for client feedback and comments
- Website video management – allows a master channel administrator to manage the content of sub-channel playlists therefore controlling what appears in playlists embedded on web sites

Watch our Multi-channel Management [training video here.](#)