

# Marketing World FTP upload

## FTP Import – From standalone FTP program to Marketing World:

FTP bulk upload can be a help for Agencies or other users that upload many items or very large files into Marketing World.

**FTP bulk upload consists of 2 processes.**

1. You upload the desired files to an FTP program on your own Computer and connect this FTP program to the address and user that you have received from Lindblad Communication.
2. You import Items from your FTP folder in your own FTP program, into Marketing World - from Marketing World admin- panel.

Please see this visual guide for the whole process.

**You need a standalone FTP program to upload your files in - and then these files can be batch imported into MW.**

The recommended solution is getting an ftp-client – (we recommend “FileZilla”) and ask us ([support@lindbladcom.dk](mailto:support@lindbladcom.dk)) to create user credentials FTP for Marketing World.

You can download one FTP client here: <https://filezilla-project.org/> (Choose the recommended for Windows and install). This is the client Lindblad use. It is free and easy to use and it works every time.



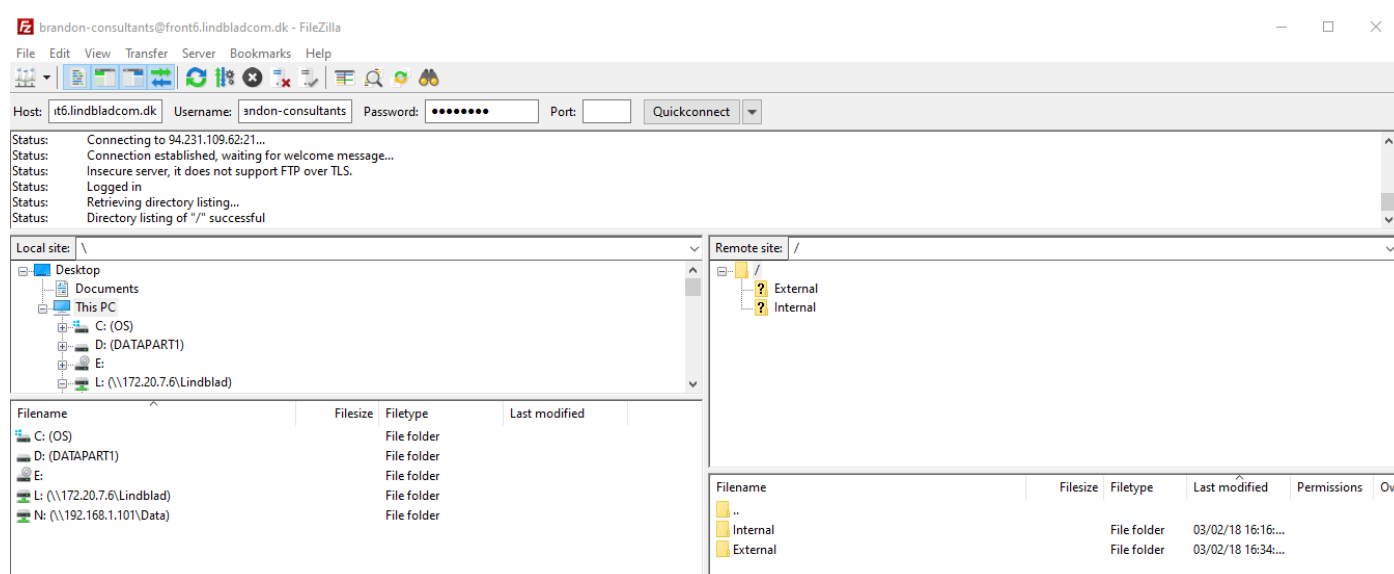
Once you have installed the program (it is installed like any other windows-program - double click the file that you downloaded), you simply type in the supplied user credentials in the three text fields in the upper left side of the screen. Leave the fourth one ('port') blank and press 'Quickconnect'.

The folders located on the server will now be visible on the right side of the screen. (This folder will show up empty) On the left side of the screen, you can browse to your local files and then drag and drop the files you want to upload to the right side of the screen.

If your IT department frowns upon the FTP browser that we are suggesting, they may have another preference.

If you for some reason are not allowed to install a stand-alone ftp-client, you may still be able to have the Agency uploading items and they would need an FTP user at Marketing World.

Here below a screen from the FTP program:




## FTP Import – what to do from Marketing World:

1. Go to the menu in the button and choose "MarketingZone FTP import":


ConvaTec MarketPort ★ 7 Search Q Advanced Q

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ritical Care

### Latest Items



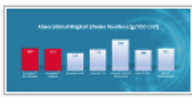
Thumbnail Esteem ventana  
Screenshot for Web

6 Nov 2020




Thumbnail moldeable  
Screenshot for Web

6 Nov 2020




Absorptionsfähigkeit ConvaMax freies Quellen  
Graphic element Web

6 Nov 2020



Portada folleto Aquacel Extra Gold  
Image Web

6 Nov 2020





Esteem Synergy Plus ConvaTec Deutschland  
Graphic element Web

5 Nov 2020

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MarketingZone FTP Import

Create Media Item ▲ Admin ▲ helle ▲ Content:  en-GB ▲ UI:  en-GB ▲

2. Create a new Import:

Item Imports from FTP		
 		
Import Job Title	Date	Imported By
CTEC-InstructionalVideo-Global-FINAL-1 (HD HiRes) - Giorgio Zazzarelli	28/09/2020 15:43 (CEST)	Lindblad

### 3. Choose the folder you want to import items *from*:

Settings
Global Media Item
Internal Description
Categories
Roles
Keywords

Select Import Folder

marketport.ftproot (0 file(s))

Administrator (0 file(s))
BethanHughes (0 file(s))
Bouvier-Kelly (0 file(s))
brandon-consultants (0 file(s))

External (0 file(s))
Internal (0 file(s))

Flightpath (0 file(s))
GravityLondon (0 file(s))
KarenHand (0 file(s))
Lindblad (0 file(s))

Avelle Brochures (0 file(s))
Misc (1 file(s))
\_ConvaTec Training (9 file(s))

NicholasFoulger (0 file(s))
NicoleAndrew (0 file(s))

body image (0 file(s))

ReallImageDesign (0 file(s))
Stephanie-Beddoes (0 file(s))

Import Job Title

Automatically skip file if it already exists
☒

Transcode video files for web
☐

Delete files after import
☒

Original file name to

Title <mz-title>

4. Choose from the dropdown "Original file name to"

Fusion (0 file(s))

**Lindblad (1 file(s))**

Madhouse (0 file(s))

MedicalCommunications (0 file(s))

MPI (0 file(s))

NicoleAndrew (0 file(s))

Pulse-Productions (0 file(s))

ReallImageDesign (0 file(s))

Tandem (0 file(s))

Transcode video files for web☐

Delete files after import☒

Original file name to

Title <mz-title>

Cedar # <mz-cedar-number>

Part no. <mz-part-no>

Description <mz-description>

Old MZ Id <mz-old-marketingzone-id>

Internal Description <mz-internal-description>

Location <mz-location>

Photographer <mz-photographer>

Initials <mz-initials>

Convatec Inc.

Choose Title or CEDER # OR one of the other options, just remember that only 1 option is possible, **ALL other descriptions will be the same for all imported items!**

5. Once you filled out all needed information for all tabs (same way as creating an item, see **description in userguide**), you are ready to import files.

Press the green Import icon:

FTP Media Import

Object Type

Global Media Item <marketingzone-mediaitem-global>

Content Language

English (United Kingdom) <en-GB>

Category Set

MarketingZone Categories <mz-categories>

Keyword Set

MarketingZone Keywords <mz-keywords>

←

**📁**

Settings

**Global Media Item**

Internal Description

**Categories**

**Roles**

**Keywords**

🔍


🔍

MarketingZone: Media Item - Create and Edit

MarketingZone: Media Item - Publish items

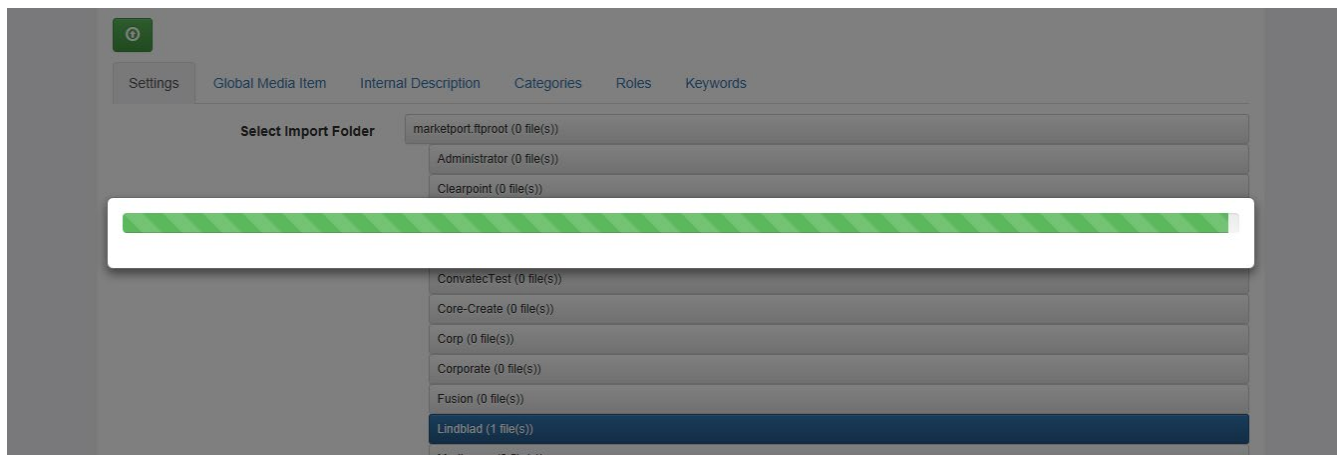
MarketingZone: Media Item - View and Download

MarketingZone: Media Item - View only

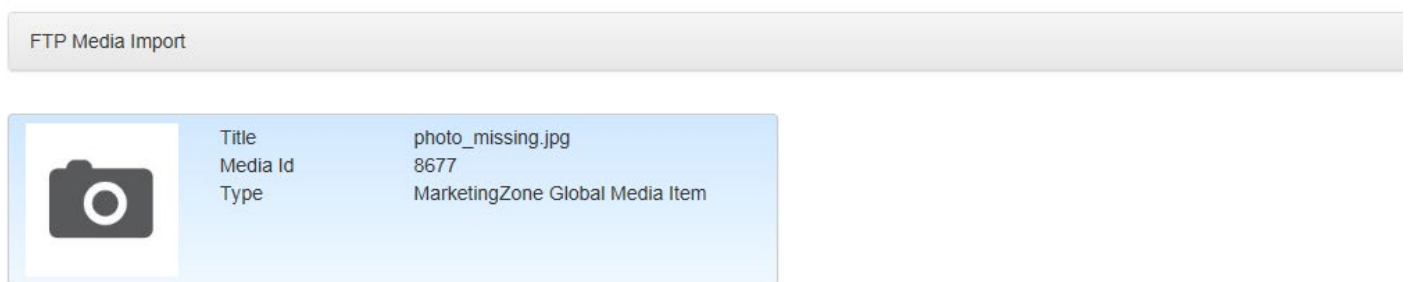
 lindblad  
communication

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6. You will see the green line whilst the import is working....



7. When the import is finished, the items will show up blue, like this:



8. Now you can edit each item OR (if you are an Agency) just leave them for the ConvaTec administrator to edit and launch....

## 9. Advanced search for unpublished items:

The only way to search for "unpublished" items is in the "advanced Search" (Click in the upper right corner)  
Tick only (2) "Unpublished items" and then search from date to date (1) or by item ID eg. 8669

ConvaTec

Ostomy Wound Continence & Critical Care Infusion Devices Corporate Global Product Catalogue Media

Search (0)

Search

Items (4)

Search

Add Keyword

From 12/10/2015 To

☐ Published ☒ Unpublished ☐ Archived

Markets (0/8)

☐ USA ☐ Canada ☐ EMEA ☐ Japan  
☐ NoPac ☐ SoPac ☐ Emerging Markets ☐ Latin America

Types of Material (0/67)

Campaigns

☐ Campaign materials

## Search result – items are blue if unpublished...

ConvaTec

Ostomy Wound Continence & Critical Care Infusion Devices Corporate Global Product Catalogue Media

Search (0)

Search

Items (4)

Filter current items

Type ID Title Date

All Documentation Marketing Materials

FLEXI-SEAL SIGNAL- Six Reasons 4pgr  
Media Id: 8669  
Brochures



AbViser WO-Transducer\_YoTube-Compressed.mp4  
Media Id: 8667  
GMSC Logistics

AbViser W-Transducer\_YoTube-Compressed.mp4  
Media Id: 8666  
GMSC Logistics

PERCEPTIONS OF WOUND BIOFILM BY WOUND CARE CLINICIANS  
Media Id: 8674  
Posters


You can always find your previously imported job, by searching the list here:

Stand on the desired import job - when it is blue you can click on "details"

Item Imports from FTP		
 		
Import Job Title	Date	Imported By
CTEC-Instructional-Video_GLOBAL_FINAL-4 (HD Hi-Res) - Giorgio Zazzarelli	28/09/2020 15:43 (CEST)	Lindblad
2 videos - Wound Hygiene Biofilm - for Giorgio Zazzarelli	08/06/2020 11:09 (CEST)	Lindblad
4 videos - Wound Hygiene Biofilm - for Giorgio Zazzarelli	04/06/2020 11:37 (CEST)	Lindblad
Carousel images for HCP me+ two-step form	25/05/2020 14:15 (CEST)	Lindblad

The results are displayed as follows (here below items are published):

FTP Media Import



**Import Job Title**

Carousel images for HCP me+ two-step form

**Date**

25/05/2020 14:15 (CEST)

**Imported By**

Lindblad

**Content Language**

English (United Kingdom)

Importing file 'D:\Web\convatec\marketport.ftproot\Lindblad\Misc\answers-new.jpg' ... OK

Importing file 'D:\Web\convatec\marketport.ftproot\Lindblad\Misc\background-answers-d.jpg' ... OK

Importing file 'D:\Web\convatec\marketport.ftproot\Lindblad\Misc\background-care-d.jpg' ... OK

Importing file 'D:\Web\convatec\marketport.ftproot\Lindblad\Misc\background-community-d.jpg' ... OK


Importing file 'D:\Web\convatec\marketport.ftproot\Lindblad\Misc\background-intro-d.jpg' ... OK


Importing file 'D:\Web\convatec\marketport.ftproot\Lindblad\Misc\background-style-d.jpg' ... OK

Importing file 'D:\Web\convatec\marketport.ftproot\Lindblad\Misc\icon-community.svg' ... OK


Importing file 'D:\Web\convatec\marketport.ftproot\Lindblad\Misc\icon-style.svg' ... OK


Importing file 'D:\Web\convatec\marketport.ftproot\Lindblad\Misc\we are here-new.jpg' ... OK

 en-GB





**answers-new.jpg**  
Media Id: 19213  
<Global Media Item>

 en-GB





**background-answers-d.jpg**  
Media Id: 19214  
<Global Media Item>

 en-GB





**background-care-d.jpg**  
Media Id: 19215  
<Global Media Item>

 en-GB





**background-community-d.jpg**  
Media Id: 19216  
<Global Media Item>

 en-GB



**background-intro-d.jpg**

 en-GB



**background-style-d.jpg**