User Guide

Blurbsurfer.com

Version 1.0 Public

Last Updated on 1st January, 2020

About the Guide

Launched in 2013, BlurbSurfer allows billions of businesses to discover, watch, and share commercials. BlurbSurfer provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers, both large and small. This guide is designed to make readers understand how BlurbSurfer can be used as a marketing tool. It explains how you can create a video to promote your business and create greater awareness about the products and services you offer.

Audience

This guide is primarily going to help all those readers who are into marketing and advertising through videos, specifically those who aspire to make a career in Marketing.

Prerequisites

Before proceeding with this tutorial, you should have a good understanding of the fundamental concepts of marketing and advertising.

Copyright & Disclaimer

© Copyright 2013 - 2019 BlurbSurfer.com

All the content and graphics published in this e-book are the property of BlurbSurfer.com. The user of this guide is prohibited to reuse, retain, copy, distribute, or republish any contents or a part of the contents of this guide in any manner without the written consent of the publisher.

We strive to update the contents of our website and tutorials as timely and as precisely as possible, however, the contents may contain inaccuracies or errors. BlurbSurfer.com provides no guarantee regarding the accuracy, timeliness, or completeness of our website or its contents including this guide. If you discover any errors on our website or in this tutorial, please notify us at contact@blurbsurfer.com.

Table of Contents

About the Guide 1

Table of Contents 2

Introduction 4

The Homepage 5

Free Trial Sign up 7

Login 12

Uploading a Video 14

Editing the Settings of an Uploaded Video 19

Replacing an Uploaded Video 21

Accessing a Video's Performance Statistics 23

Managing Subscriptions and Deleting Videos 24

Reporting a Video 26

Liking a Video 29

Disliking a Video 29

Looping a Video 30

Sharing a Video 31

Adding a Video to Queue 32

Viewing a Video Queue 32

Removing a Video from Queue 33

Autoplaying Videos 34

Getting the Subscriber Count 35

Expanding Video Outreach 36

Password Change 39

Forgot Password 40

Account Payments 41

Payment History 41
The Shopping Channel 42
Language Settings 44
How Does Blurbsurfer.com Work? 45
About Blurbsurfer.com 46
Frequently Asked Questions 47
Contact Us 47
Privacy Policy 47
Terms & Conditions 47

Introduction

Global Video Hosting for Products, Services, and Particular Interests...

BlurbSurfer.com was created to provide a simple, affordable platform for anyone to use.

Viewers can search for videos on products, services, and particular interests enabling them to find exactly what they are seeking.

Anyone can post a video "Blurb" about their products, services and/or particular interests easily in mere minutes starting with our first month, first video free trial!

Pitch It. Post It. Peruse It.

Make a video of your product, service and/or particular interest.

Create an account and post it. Choose the category, tags, and location you want it to be found by.

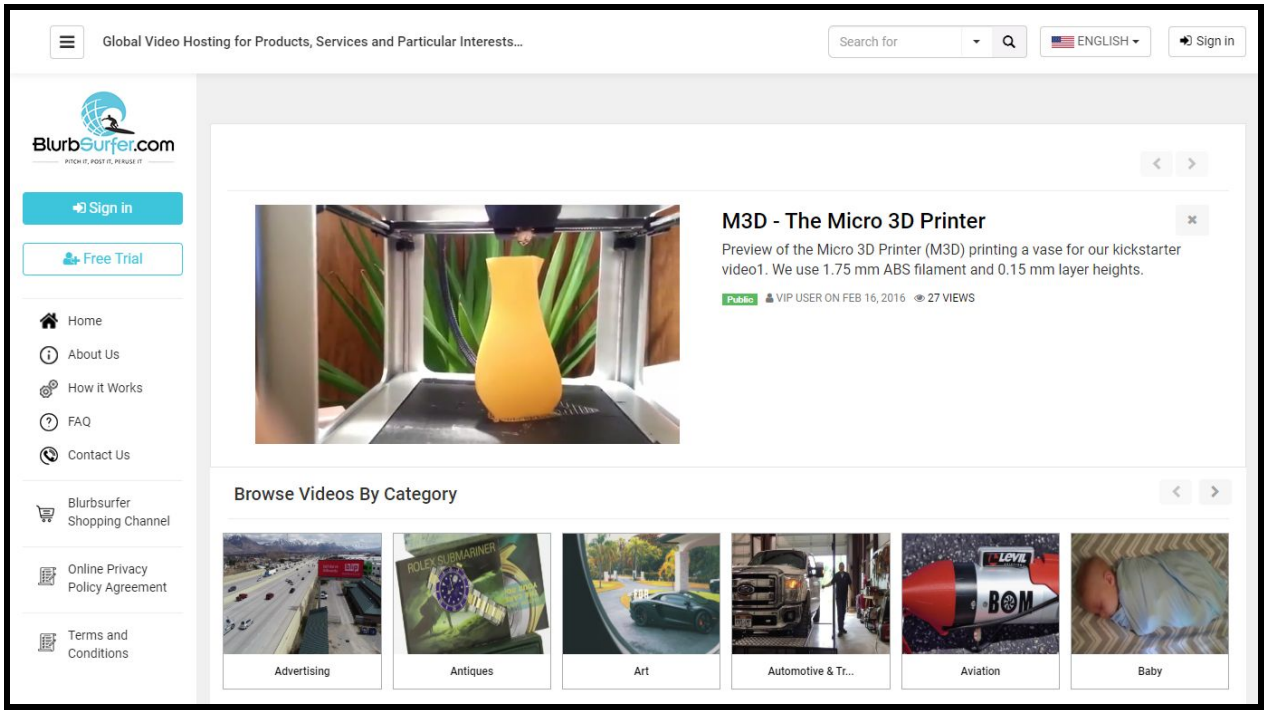
Choose two related pictures for next to your Blurb and provide descriptions. Choose the website/s you want viewers to connect to with one-click after watching your Blurb. Like and Share your Blurb with the world through email and social media. Let people know they can find and subscribe to you, on BlurbSurfer.com.

Do you advertise, with television, radio, and/or newspaper? Just say, "Go to BlurbSurfer.com. Search for and find us there to see and learn more!

The Homepage

BlurbSurfer.com offers ultimate video solutions for business and commercial use. Upload and share videos in the easiest way. It is incredibly affordable and packed with features to increase your business!

The following screenshot shows how a Blurbsurfer Homepage page looks like:



Salient Features of Blurbsurfer

- Absolutely Zero Ads
- Watch Everywhere Compatible With iPhone + iPad, Android
- Reach a Huge Audience
- Search Engine Visibility

The BlurbSurfer Advantage

From a business point-of-view, BlurbSurfer has introduced new techniques that many businesses aren't yet exploiting. The following BlurbSurfer guide will walk you through these opportunities for marketing on BlurbSurfer --

- Assess different ways you can use BlurbSurfer for marketing.
- Using BlurbSurfer to inform and educate your audience.
- Researching video content ideas
- Using BlurbSurfer to support conversion.
- Leveraging the BlurbSurfer community to promote your video.
- Increasing your reach and visibility.

Important Points to Note

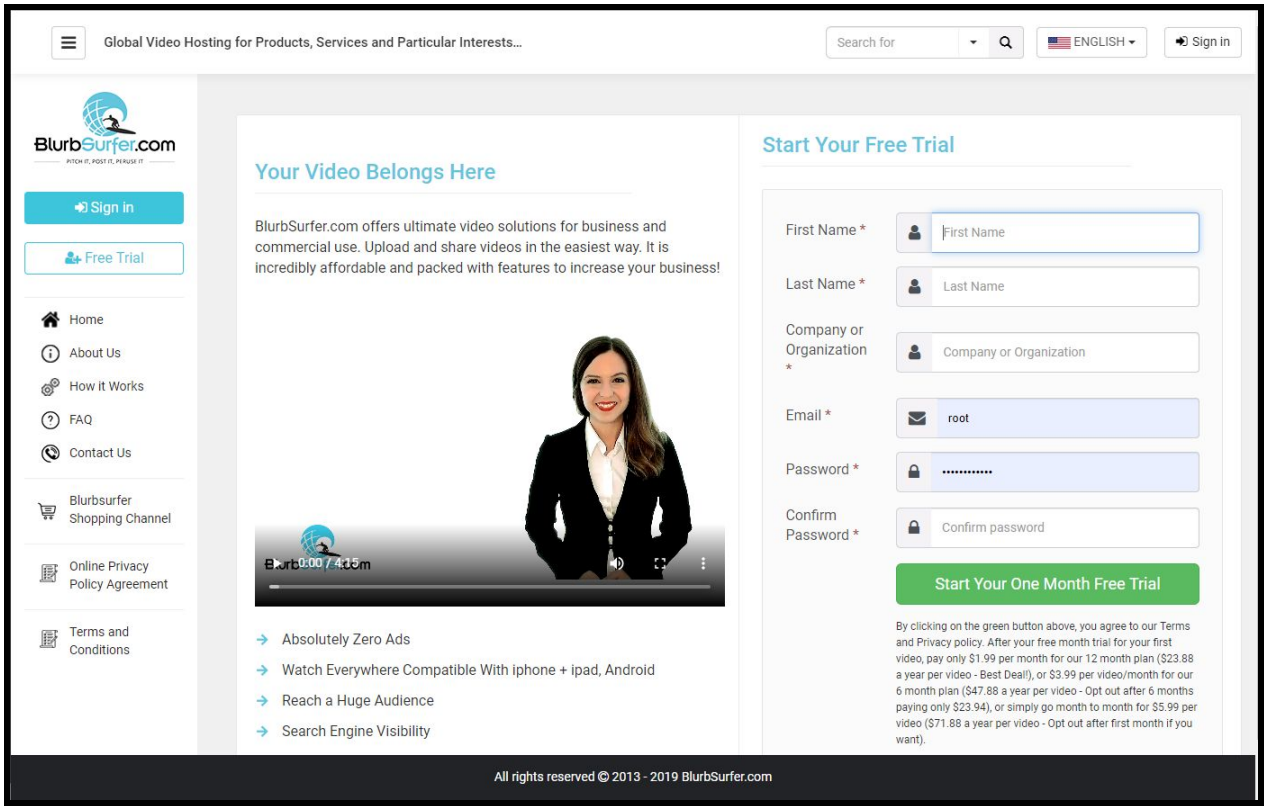
You can keep your focus on the following points to become a Blurbsufer rock-star:

- You need to capture the curiosity of video consumers by creating unconventional content.
- You'll need to ensure your video is discoverable.
- Always ensure that the video links back to your website and includes a call-to-action.
- Finally, make sure to be consistent with regular postings on BlurbSurfer.

Free Trial Sign up

Getting started is as easy as any other social network. From the homepage, click the "Free Trial" button on the left menu bar on the screen. From there, fill out your basic information — name, company, email address, password — and click "Start Your One Month Free Trial" at the bottom.

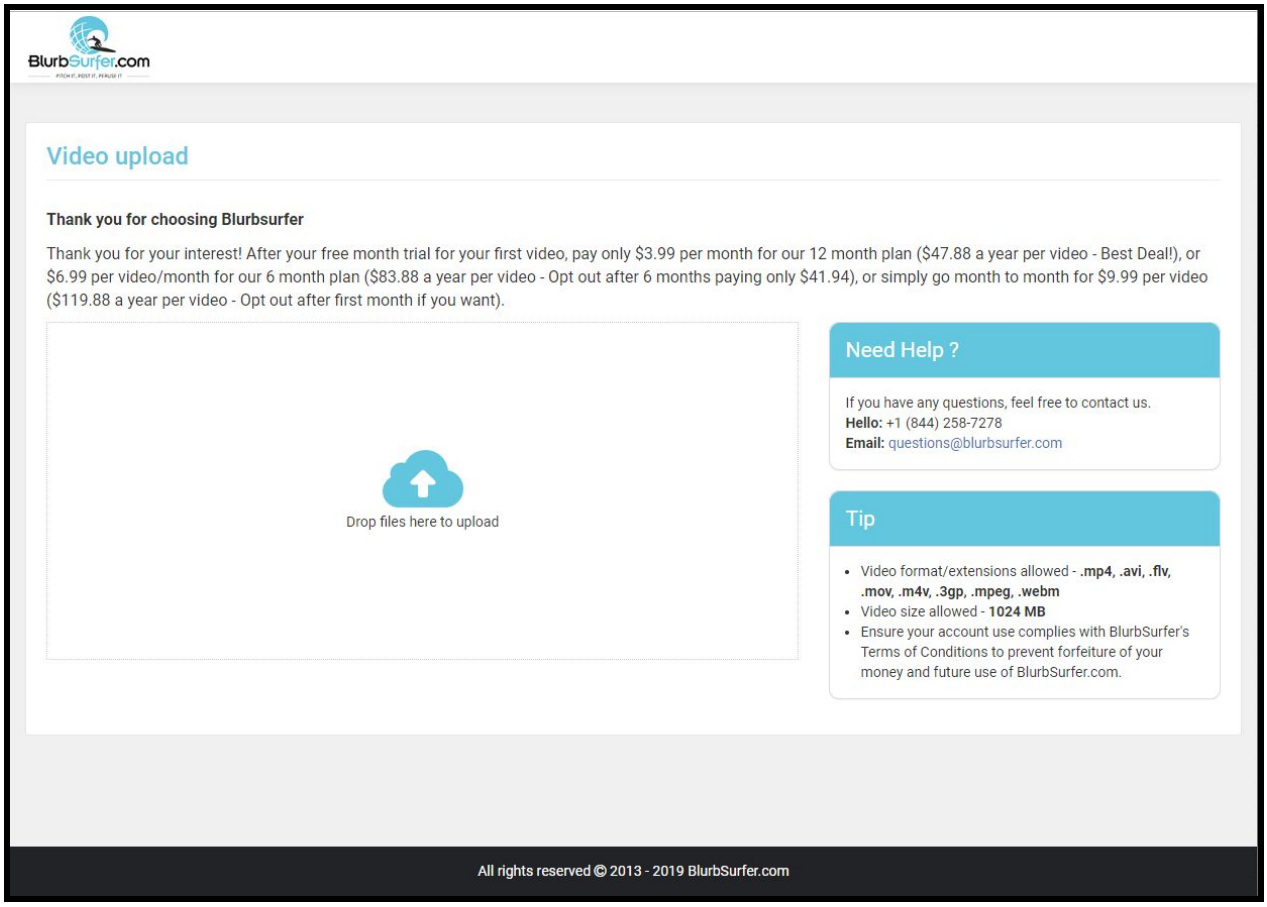
Step 1



Please note: After your free month trial for your first video, pay only $1.99 per month for our 12-month plan ($23.88 a year per video - Best Deal!), or $3.99 per video/month for our 6-month plan ($47.88 a year per video - Opt out after 6 months paying only $23.94), or simply go month to month for $5.99 per video ($71.88 a year per video - Opt out after first month if you want).

Step 2

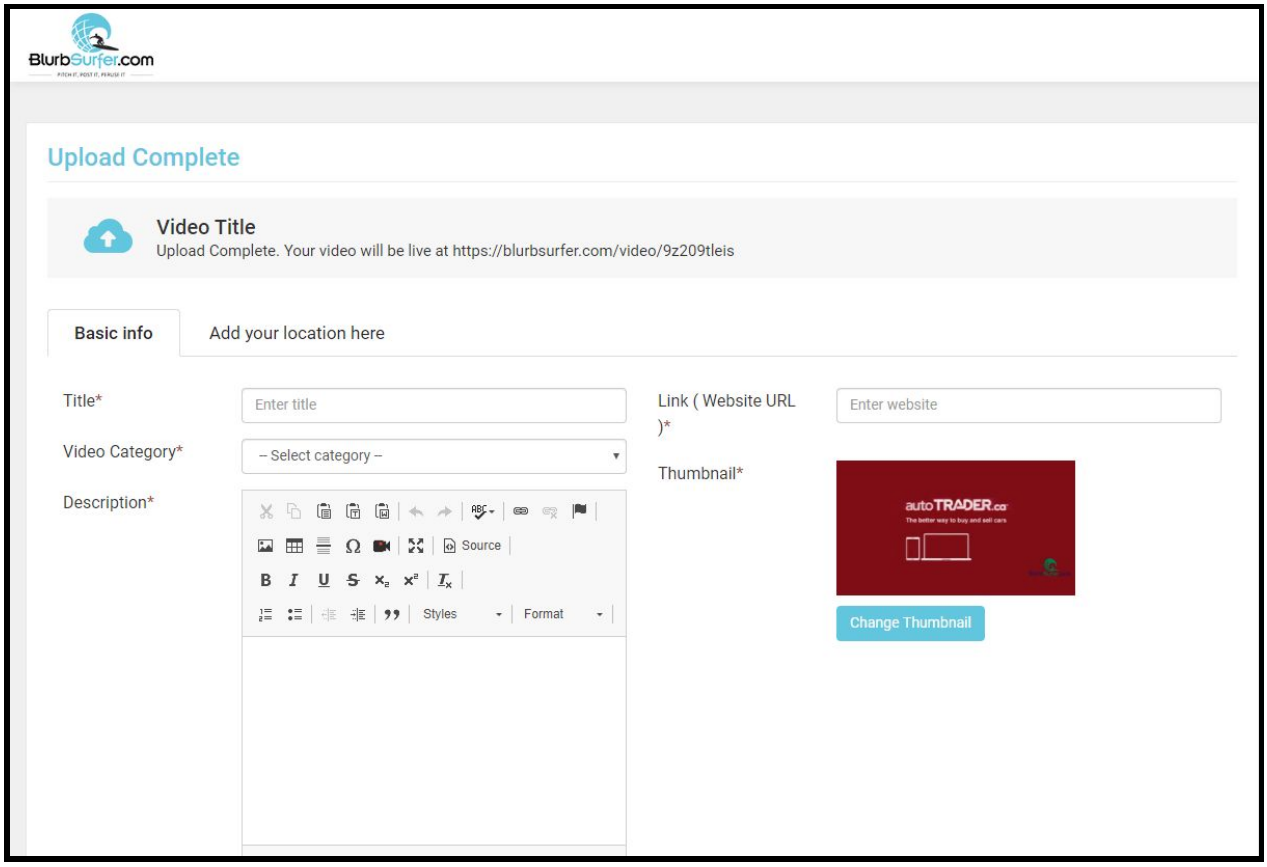
The user can just drag and drop the selected video into the designated area on the screen or he/she can click on the upload icon and select the video from device storage.



Specific instructions have been mentioned on the screen explaining the types of videos that can be uploaded to the platform.

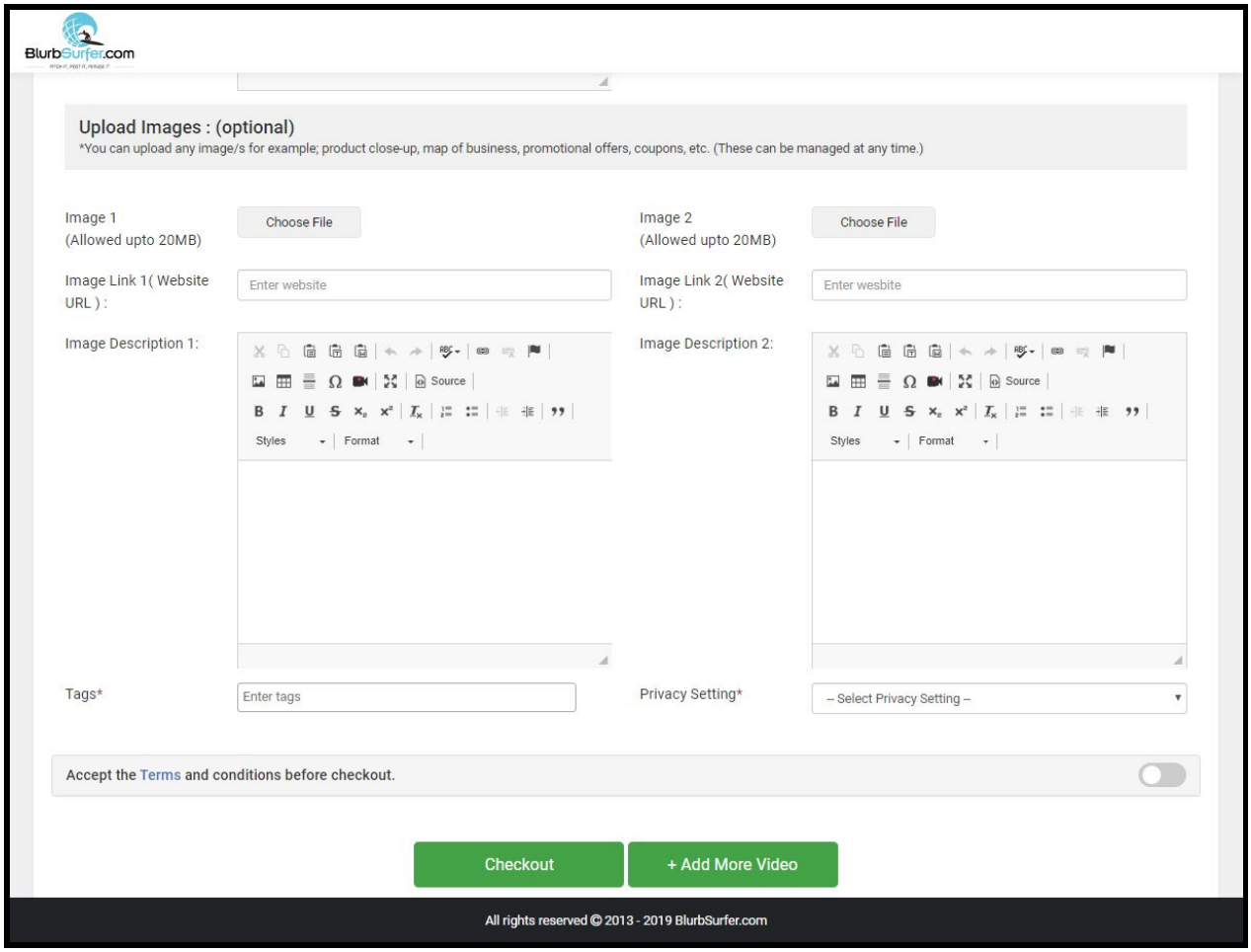
Step 3

Once the video has been uploaded successfully, you will be required to enter certain basic information about the video such as the Title, Video Description, Website Link, etc.



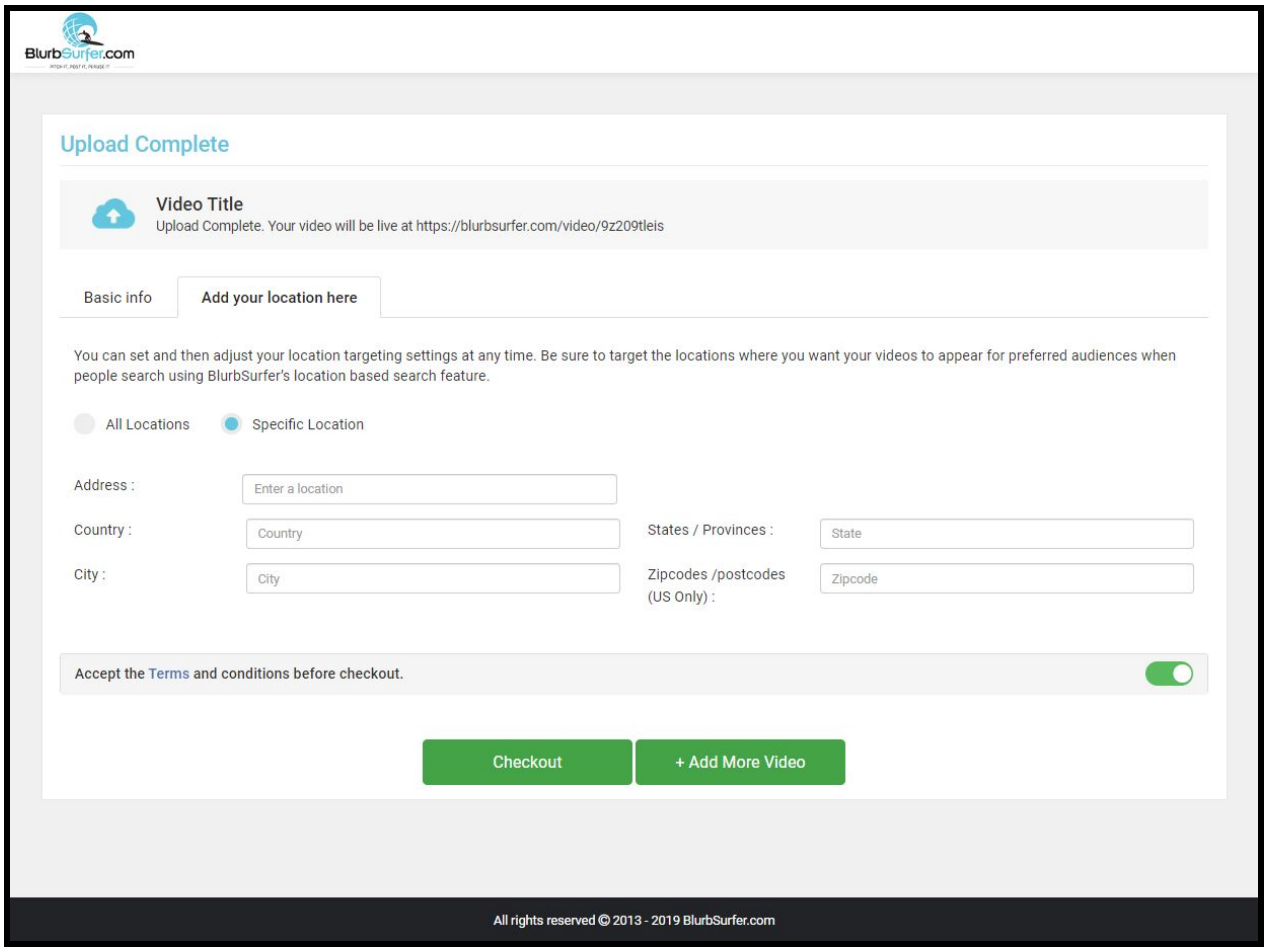
Step 4

You can choose to upload supporting images to the video in the next sub-section of the form. These images can help describe your product/services in a better manner (for eg: Product specification illustrations, etc.)



Step 5

The next section of the form - ‘Add your location here’ will allow you to target your add to an audience of your choice. If you would like your image to be available globally, then simply select the ‘All Location’ radio button, you can select the ‘Specific Location’ option and enter the relevant details according to your targeting criteria, once that is completed and saved, the video will be available for viewing in only that specific address.

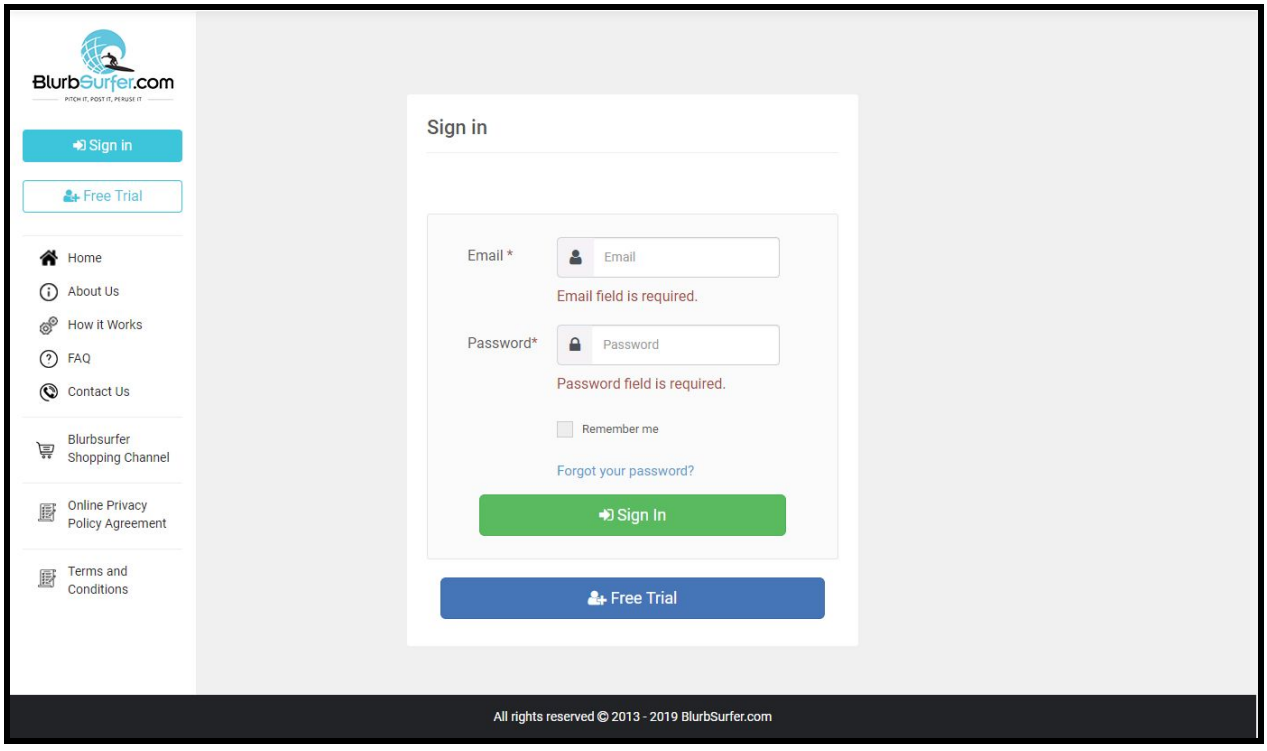


Once everything has been filled, click on the checkout button to finish uploading your video. After you click on the checkout button, you will be redirected to the user dashboard.

Login

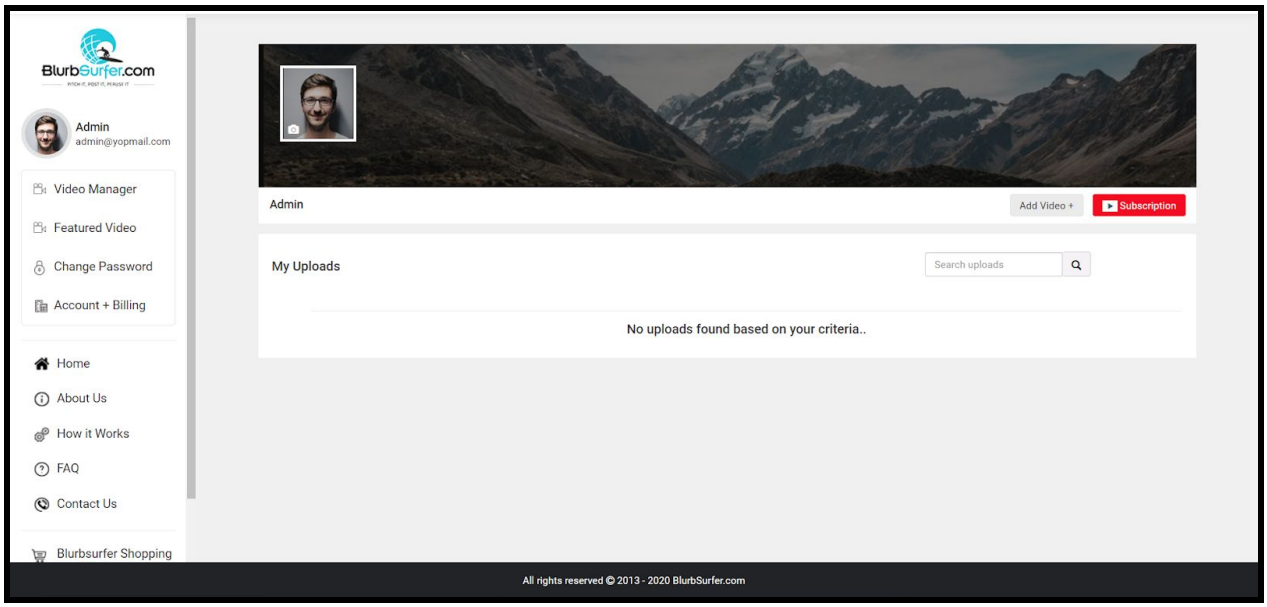
If you already have a BlurbSurfer account, Go to BlurbSurfer.com and click the Sign in button. The Sign-in button is located at the top-right of the page.

Enter your email address and password. You must enter a valid email address to login. In case you will be accessing your account on a more frequent basis then, you can enable the 'Remember Me' checkbox which will save your login credentials for the site thereby enabling a smoother and faster login process.



Once logged in you will be greeted with your very own User Dashboard and a Menu consisting of the following features located on the left of the screen:

- Video Manager
- Featured Video
- Change Password
- Account + Billing



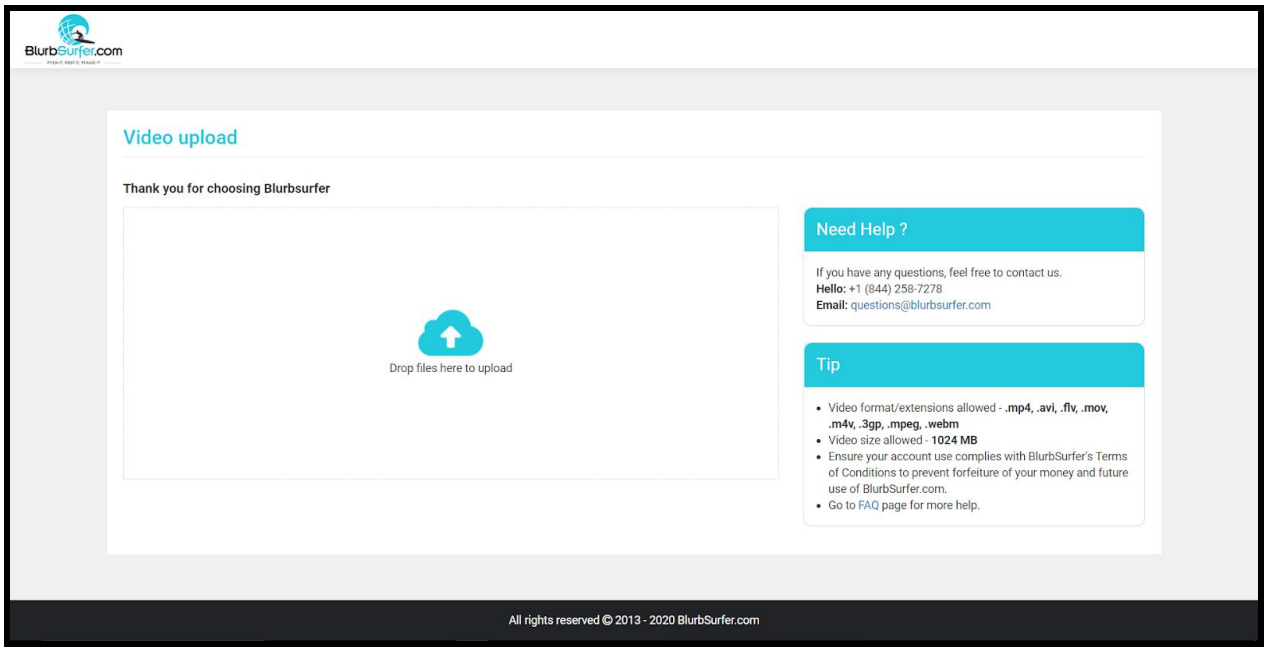
Uploading a Video

Step 1

To upload a video, simply click on the ‘Add Video+’ button located on the right side of the screen, below the cover image of the user. The ‘Add Video+’ option is located within the ‘Video Manager’ menu option that is present on the left of the screen (as displayed in the above image).

Step 2

The user can just drag and drop the selected video into the designated area on the screen or he/she can click on the upload icon and select the video from device storage.

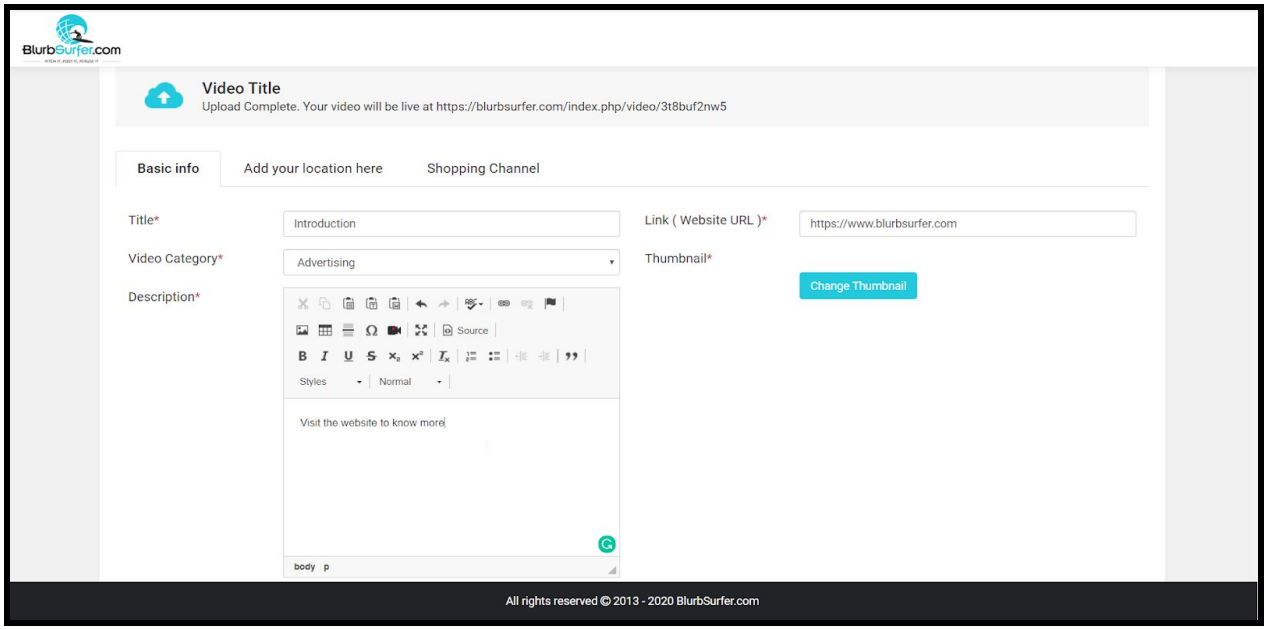


Please Note:

- Video format/extensions allowed - .mp4, .avi, .flv, .mov, .m4v, .3gp, .mpeg, .webm
- Video size allowed - 1024 MB
- Ensure your account use complies with BlurbSurfer's Terms of Conditions to prevent forfeiture of your money and future use of BlurbSurfer.com.
- Go to the FAQ page for more help or you can email your queries to questions@blurbsurfer.com or call on +1 (844) 258-7278 to get your queries resolved.

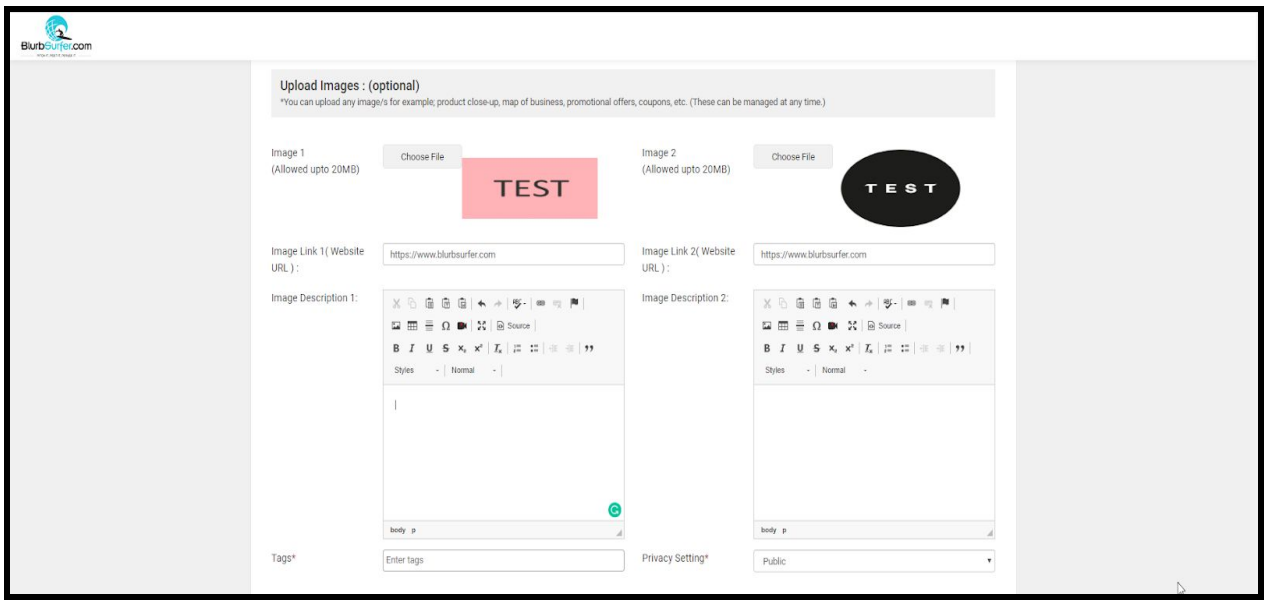
Step 3

Once the video has been uploaded successfully, you will be required to enter certain basic information about the video such as the Title, Video Description, Website Link, etc.



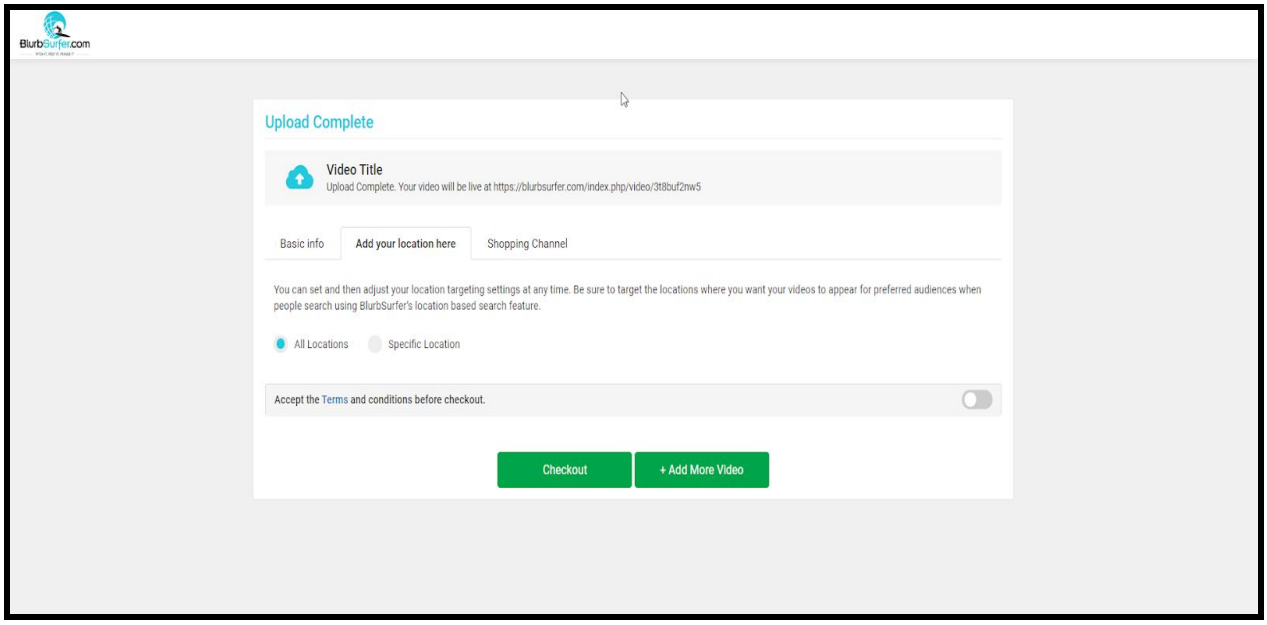
Step 4

You can choose to upload supporting images to the video in the next sub-section of the form.



Step 5

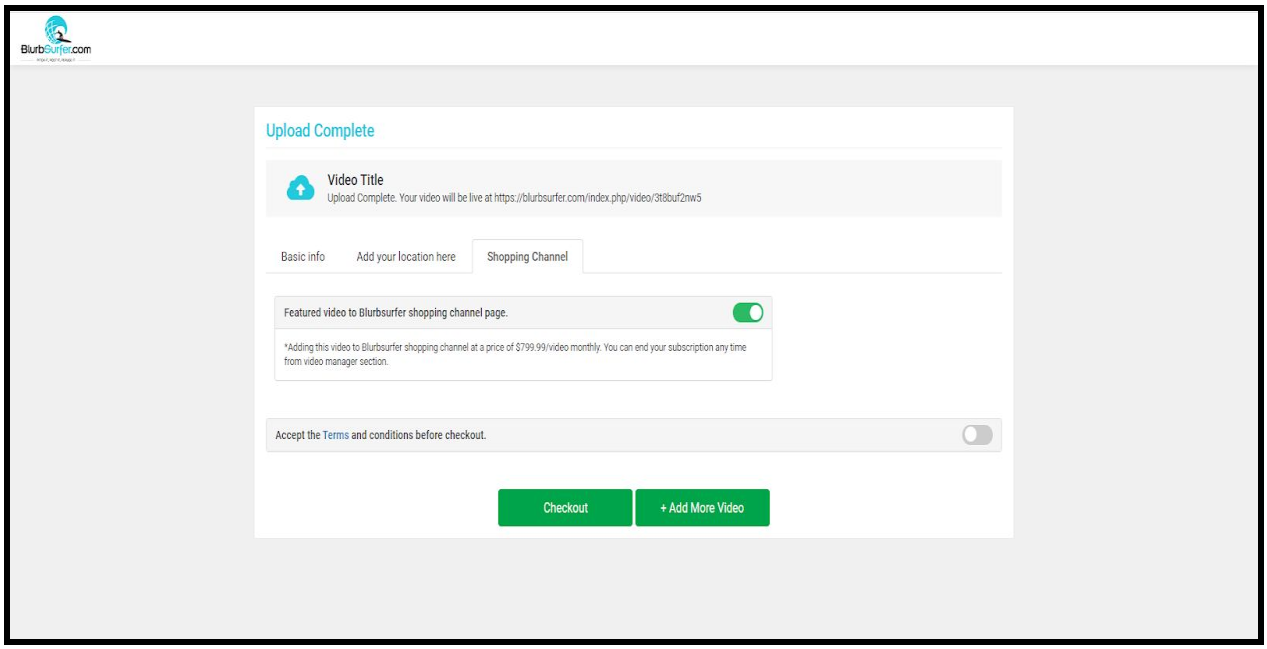
The next section of the form - 'Add your location here' will allow you to set geographical areas where you would like your images to appear. It allows you to target your images to a specific audience. If you would like your image to be available globally, then simply select the 'All Location' radio button.



Please Note: The Zipcode / Postcode targeting option is only available for the United States of America.

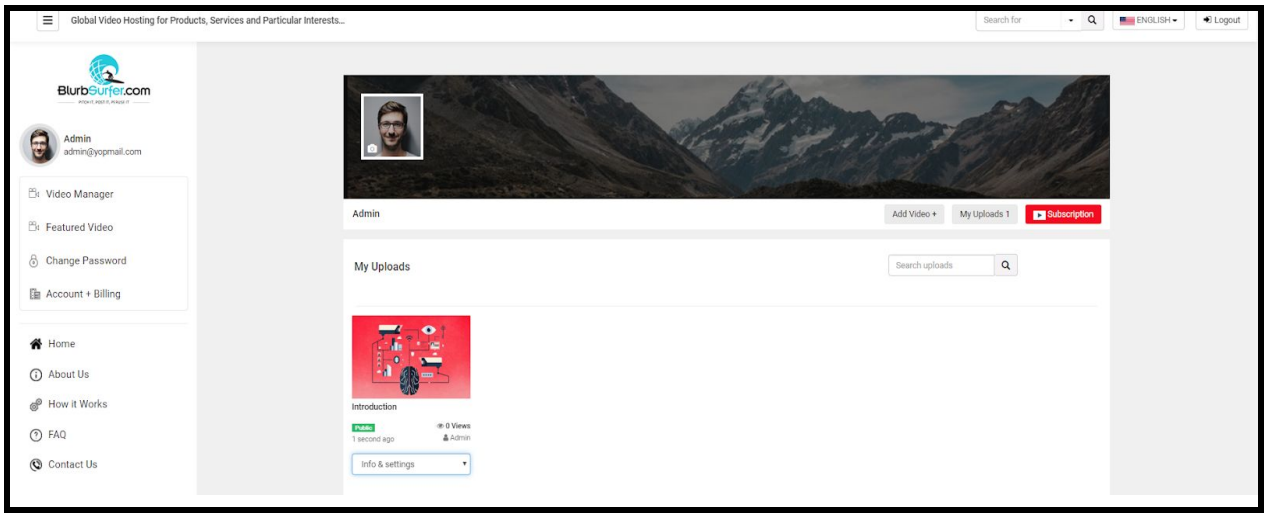
Step 6

The final section is the Shopping Dashboard. You can choose to display your video on the Blurbsurfer shopping page. The video will be added to the Blurbsurfer shopping channel at a monthly price of $799.99/video. You can end your subscription any time from the video manager menu option.



Step 7

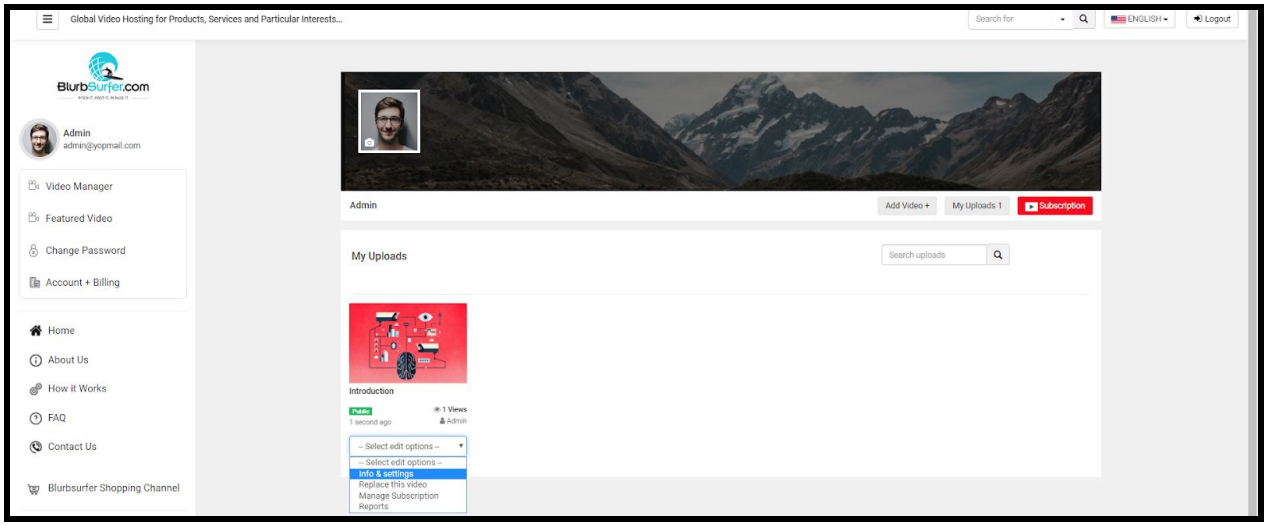
Please ensure that the terms and conditions have been accepted before checkout. You will not be allowed to upload your video without accepting the same.



Editing the Settings of an Uploaded Video

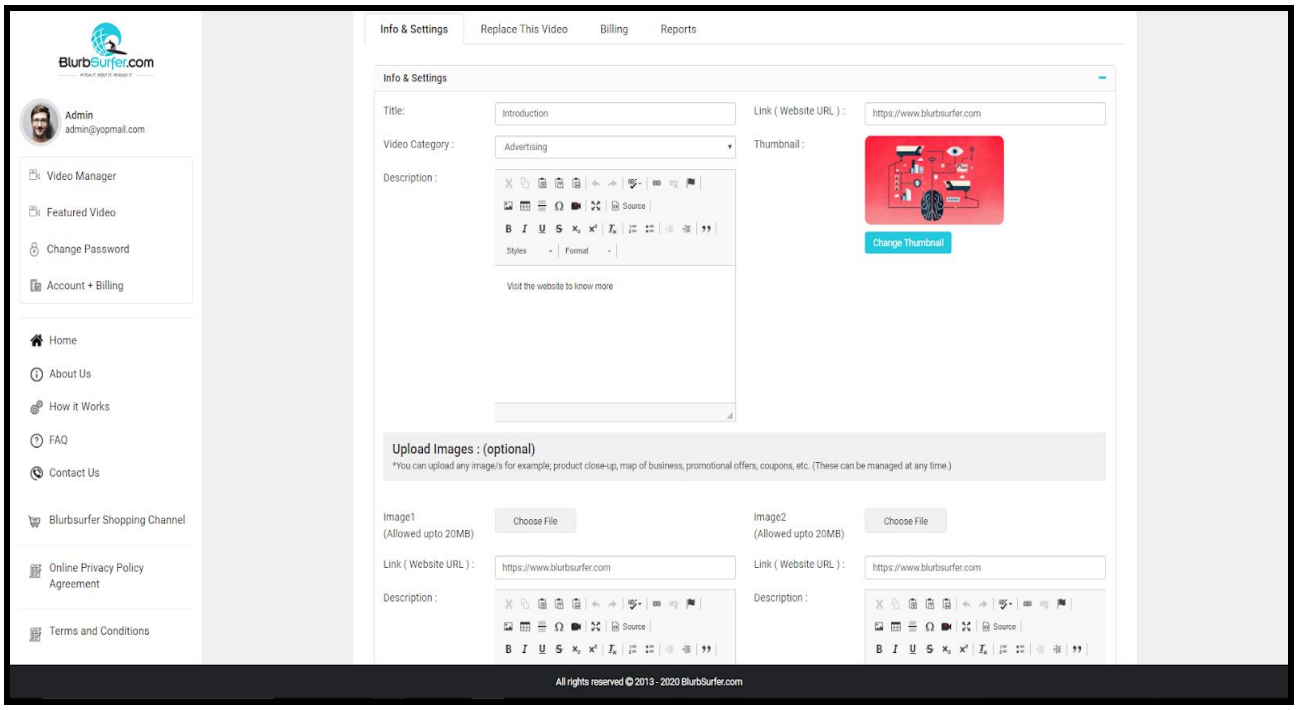
Step 1

Once a video has been successfully uploaded, It will appear in the Video Manager section. Select the ‘Info & Settings’ option from the ‘Select Edit Options’ dropdown located below the uploaded video.



Step 2

This form is an exact replication of the Upload Video form. You can choose which areas need to be updated. Click on the ‘Save Changes’ button located at the bottom of the page once all changes have been made.

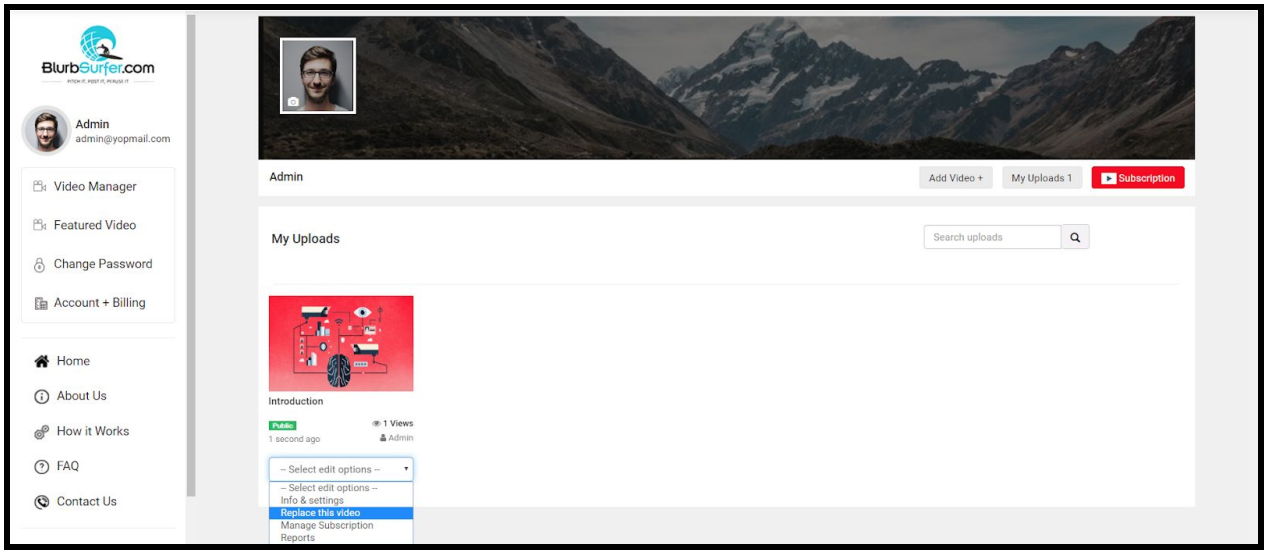


Please Note: Location targeting settings can be changed from this page as well

Replacing an Uploaded Video

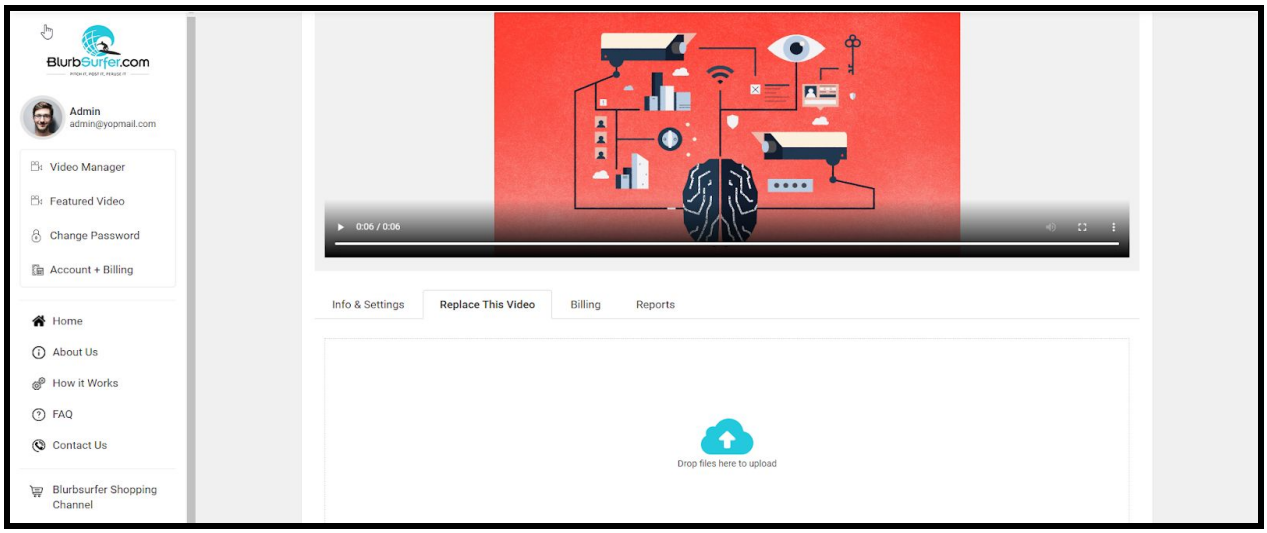
Step 1

Select the ‘Replace this video’ option from the ‘Select Edit Options’ dropdown located below the uploaded video.



Step 2

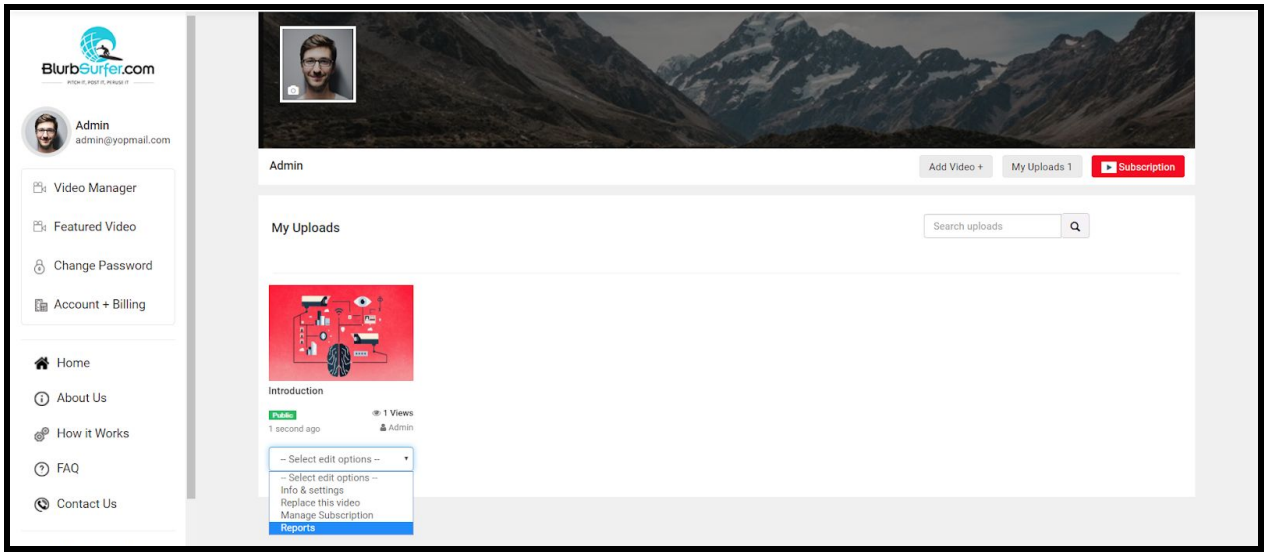
You can either drag and drop the video to be uploaded in the designated area or you can click on the upload icon and select the video to be uploaded from its respective folder. Once successfully replaced a pop-up will be displayed on the page acknowledging the same.



Accessing a Video's Performance Statistics

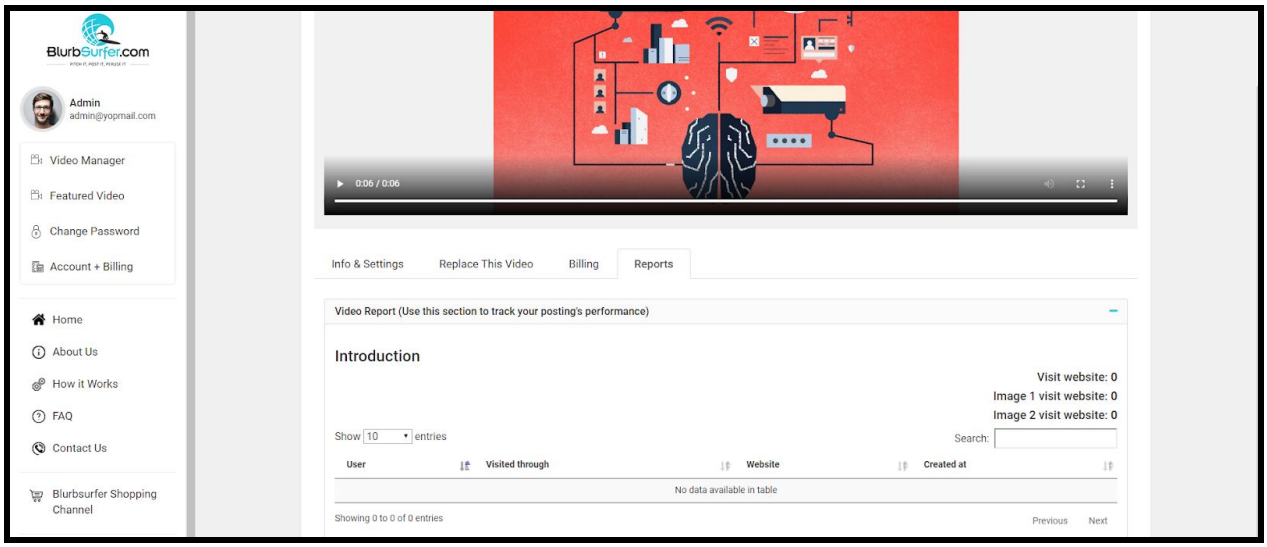
Step 1

Select the 'Reports' option from the 'Select Edit Options' dropdown located below the uploaded video.



Step 2

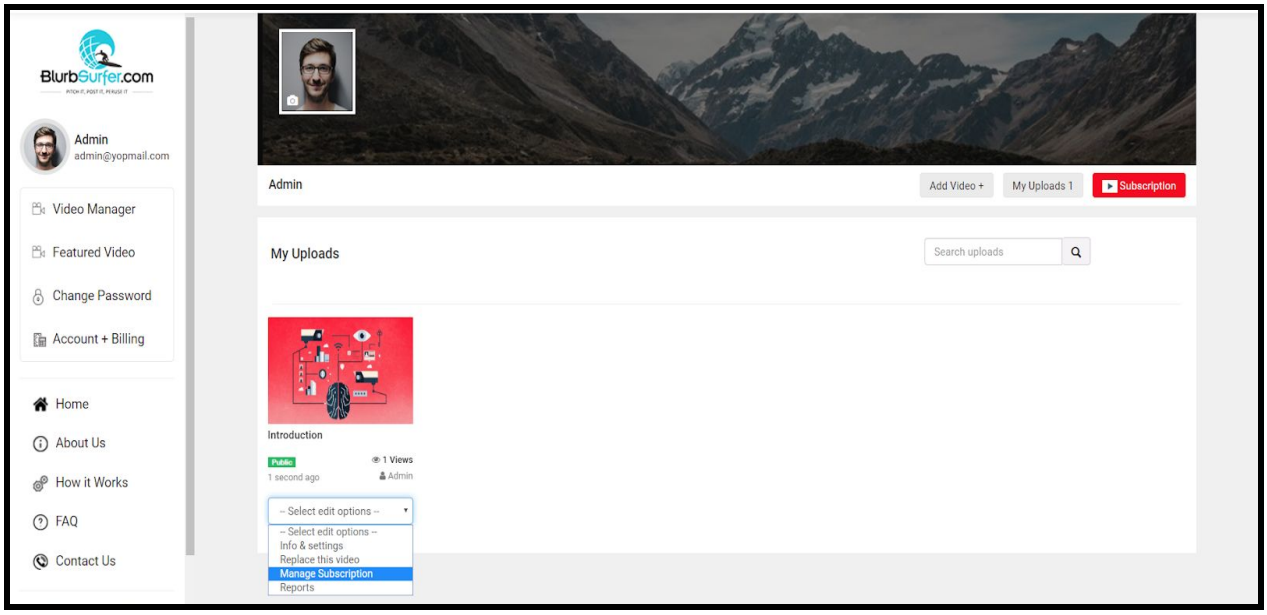
You will be provided with the following screen which will display the exact performance statistics of the post in question.



Managing Subscriptions and Deleting Videos

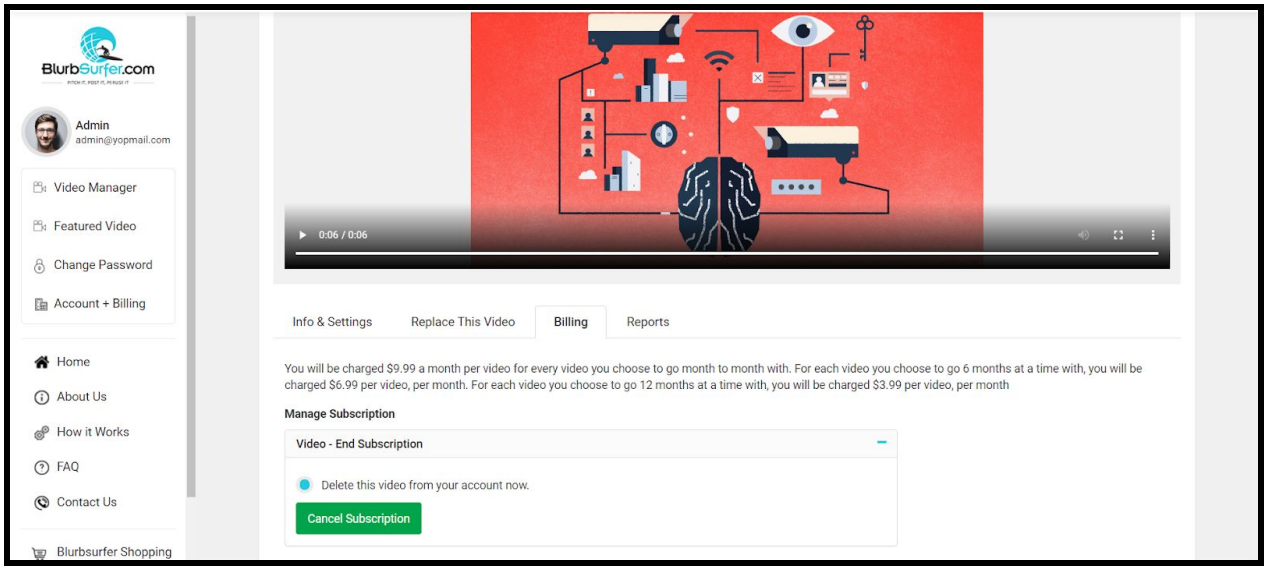
Step 1

Select the ‘Manage Subscriptions’ option from the ‘Select Edit Options’ dropdown located below the uploaded video.



Step 2

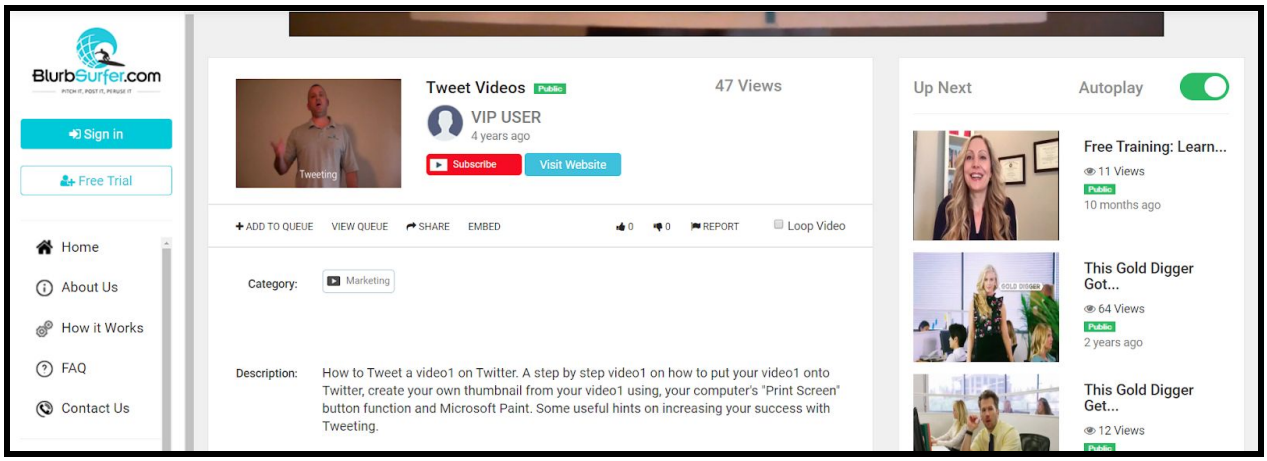
Click on the expand ‘ + ’ button of the Video-End Subscription option and select the ‘Delete this video from your account now’ radio button. Finally, click on the Cancel Subscription button. The video will be deleted from your account/dashboard.



Reporting a Video

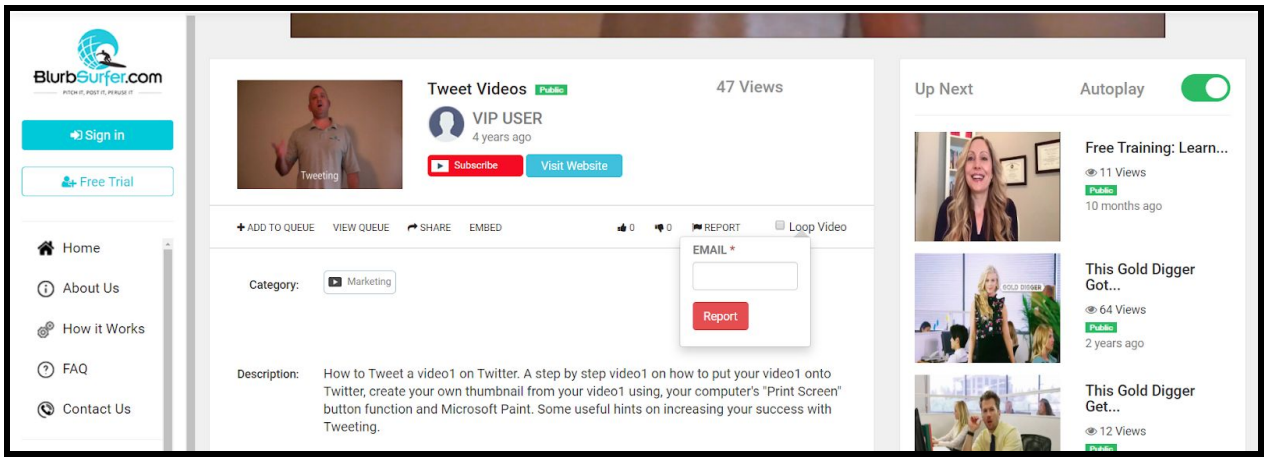
Step 1

To report a video click on the report button present below the video



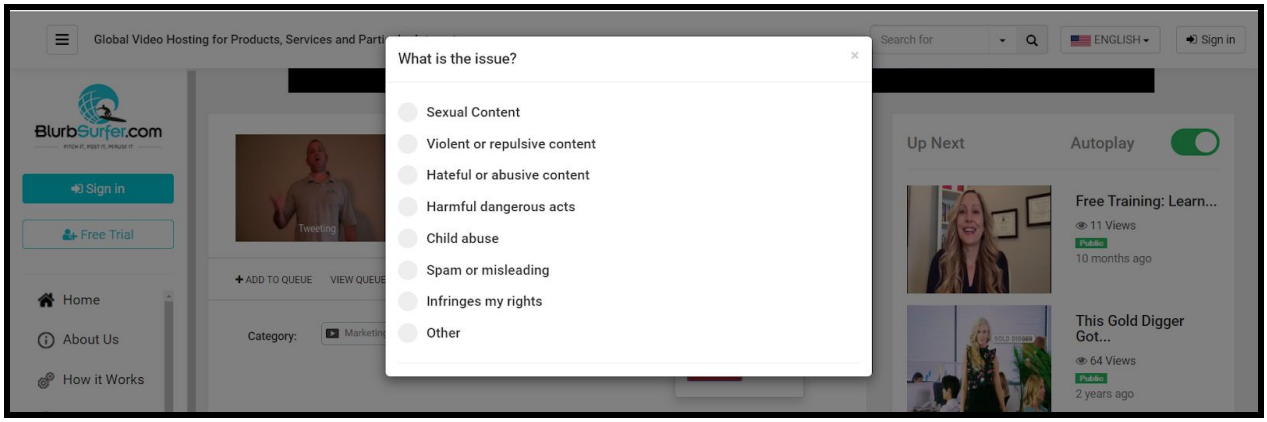
Step 2

The screen will prompt you to enter your email address. Once that is done, click on the Report button.



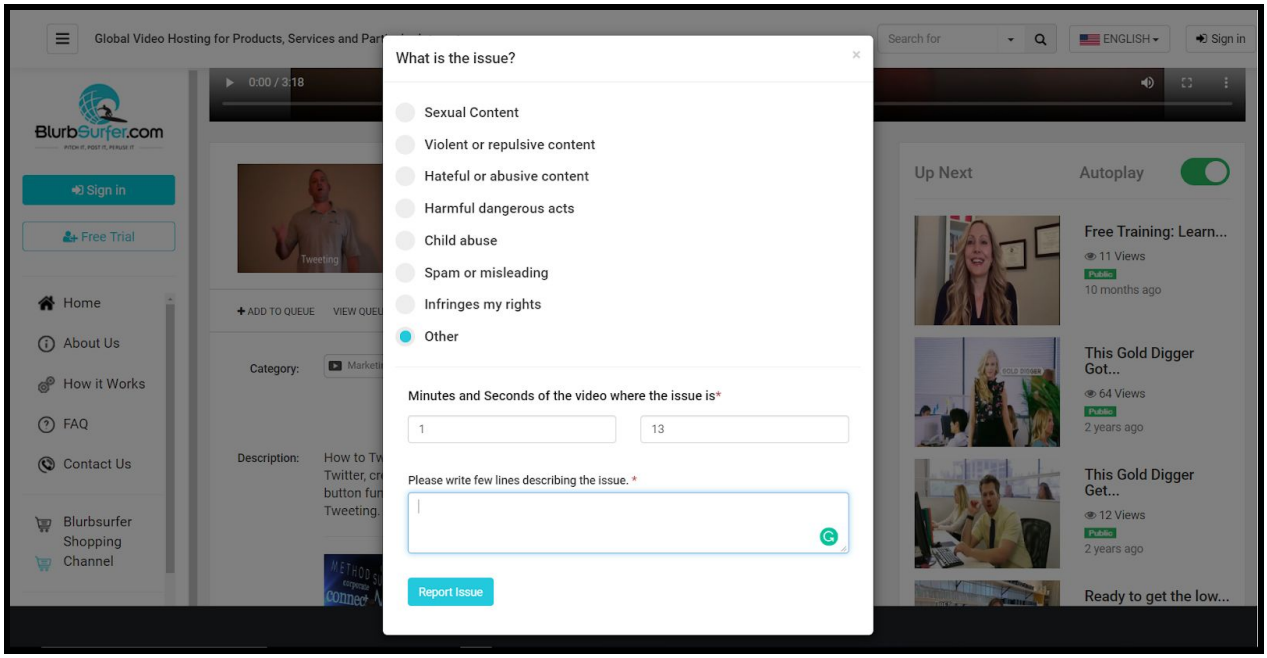
Step 3

After entering your email address, a form will be displayed on the screen asking you to specify the reason for reporting the video.



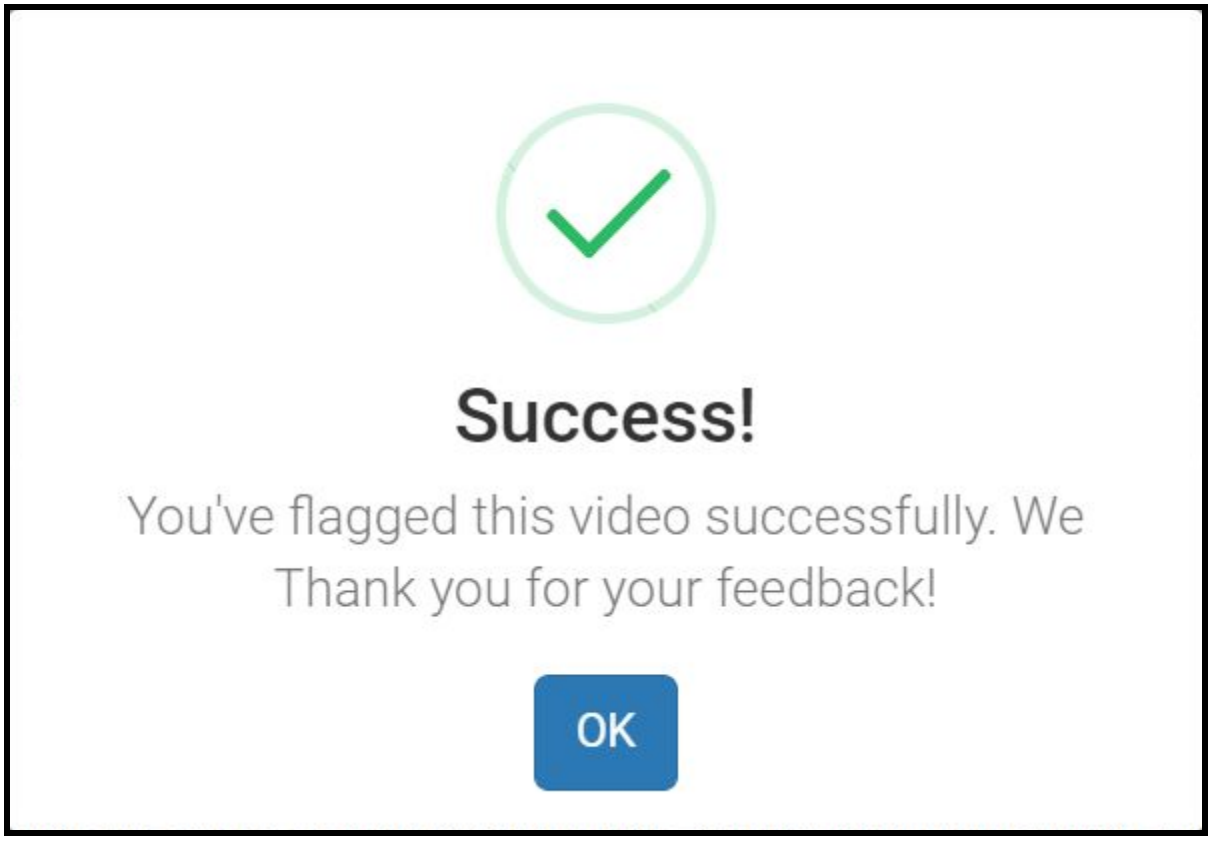
Step 4

Once you've selected the video, the website will ask you to specify the exact moment at which the offensive act took place. It will also ask you to describe the issue in a few lines.



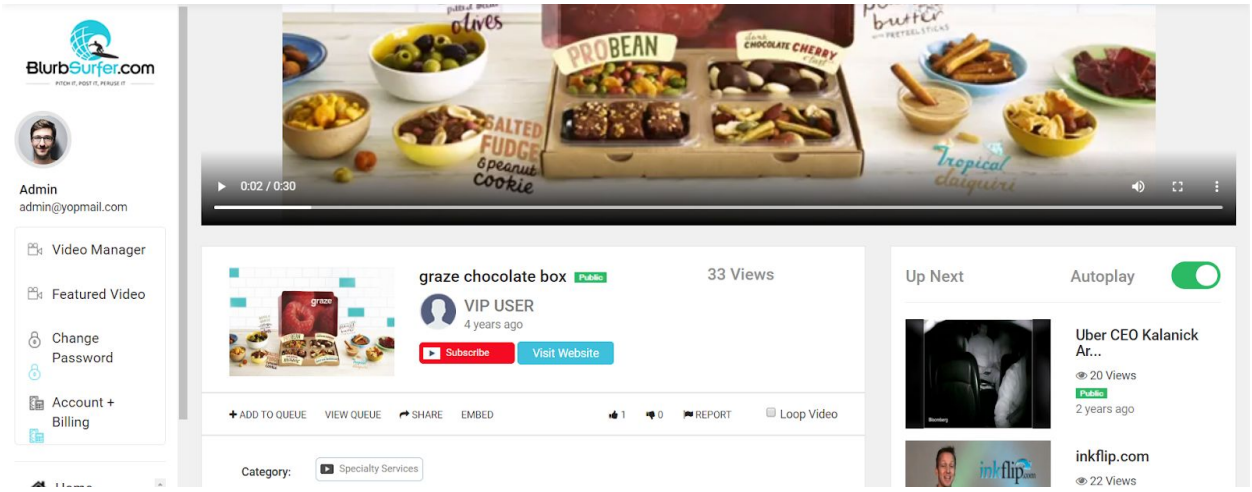
Step 5

After all the information has been entered, click on the ‘Report Issue’ button. Once, the report has been submitted, a success message will be displayed on the screen as shown below.



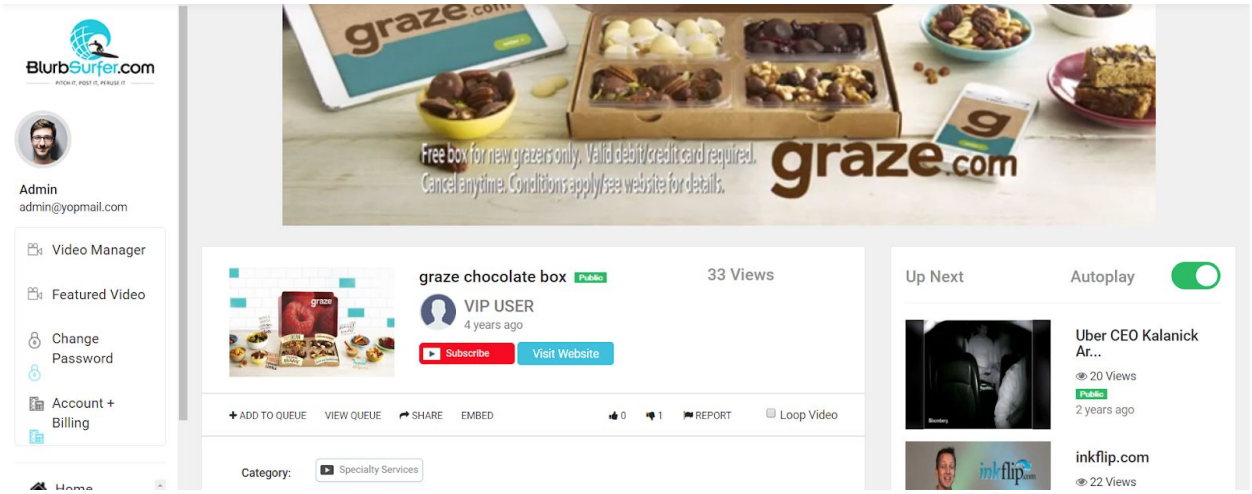
Liking a Video

To like a video, simply click on the thumbs up button present at the bottom of every video. If in case you are not logged in, then the system will display a pop-up box asking you to log in before recording your response



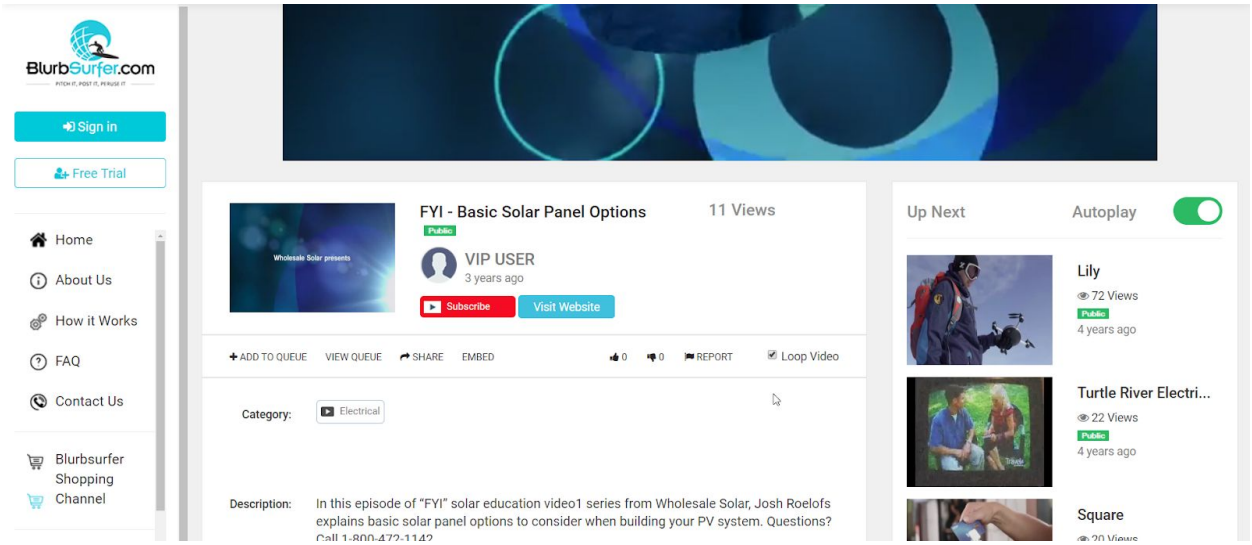
Disliking a Video

To dislike a video, simply click on the thumbs down button present at the bottom of every video. If in case you are not logged in, then the system will display a pop-up box asking you to log in before recording your response



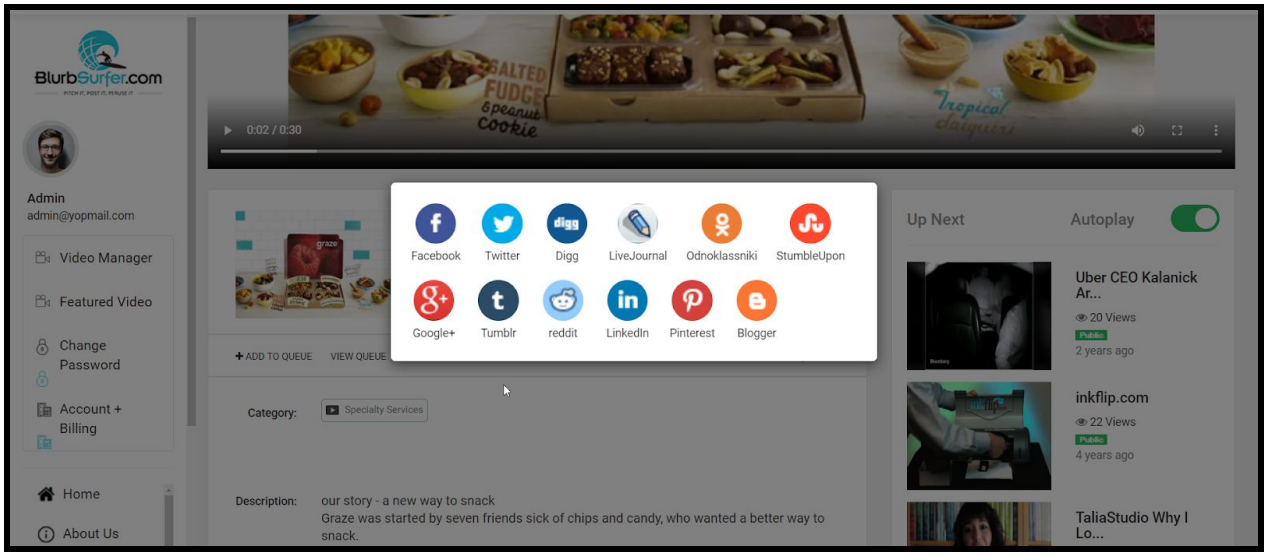
Looping a Video

In order to loop a video, all you have to do is select the ‘Loop Video’ option that is present at the bottom of every video. this option will ensure that the same video plays again once it’s completed.



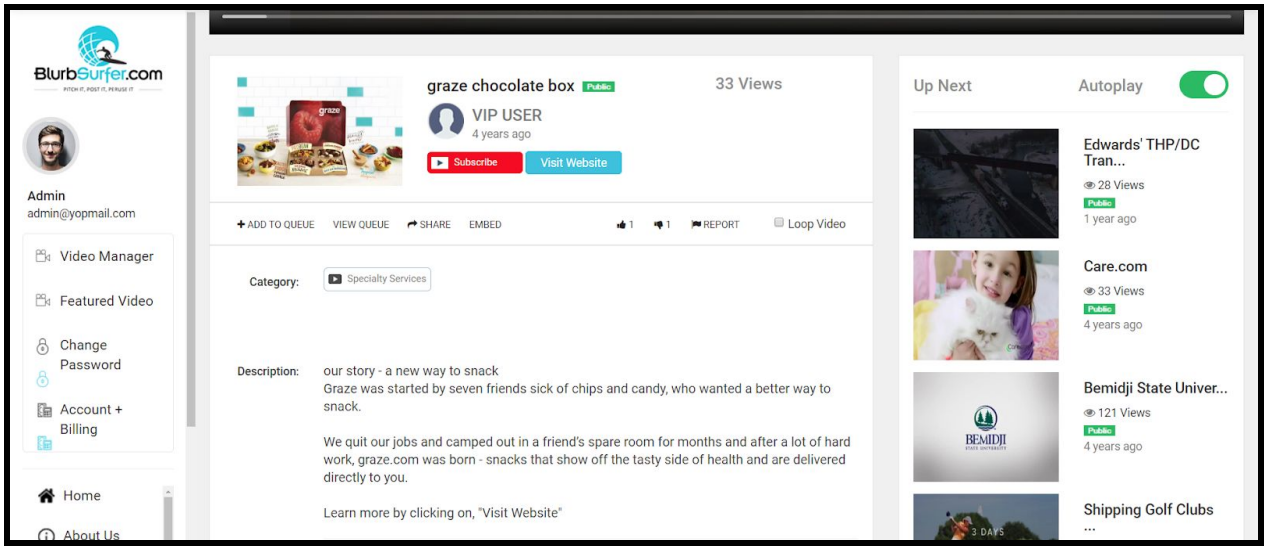
Sharing a Video

To share a video, click on the Share button present at the bottom of the video. This will open up a list of applications to which you can share the video. Select the application of your choice and proceed with sharing the content.



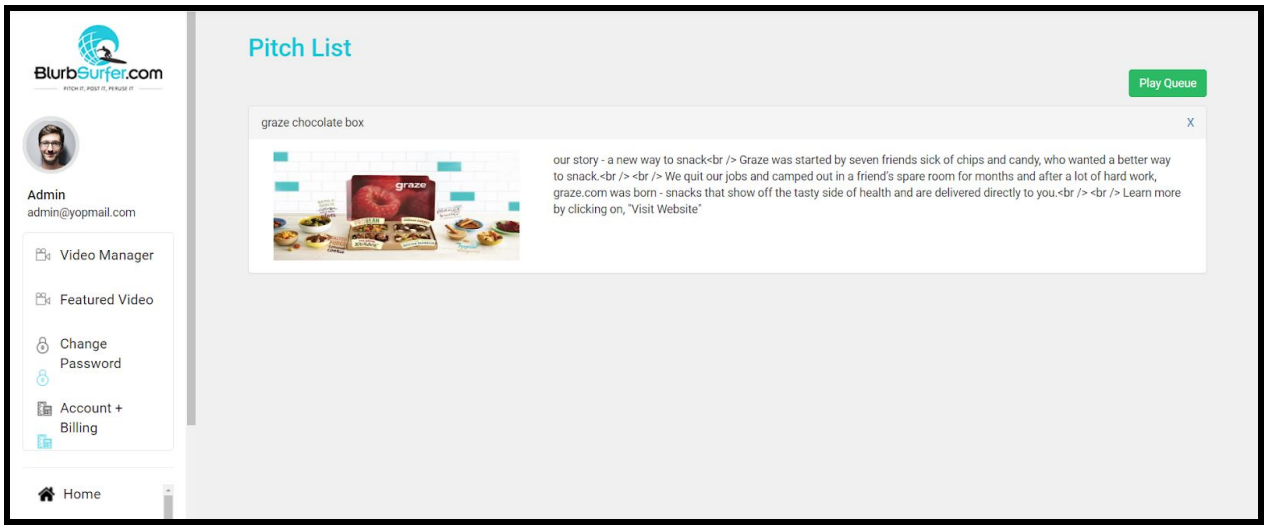
Adding a Video to Queue

To add a video to queue, click on the add to queue button present at the bottom of every video. This will place the videos in a list and play them accordingly on the screen.



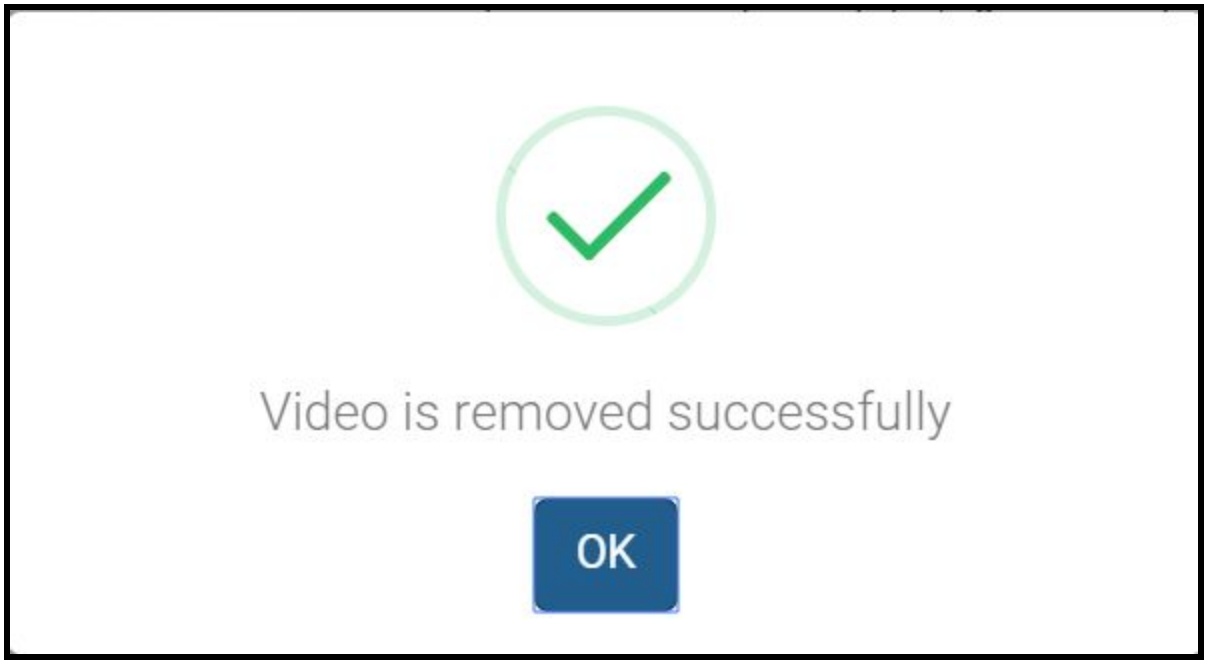
Viewing a Video Queue

To view a video queue, click on the View Queue button, it will redirect you to a page that will display a list of all the videos in queue. Refer to the image below. This page also has a play queue button that will enable you to play all the videos in the list



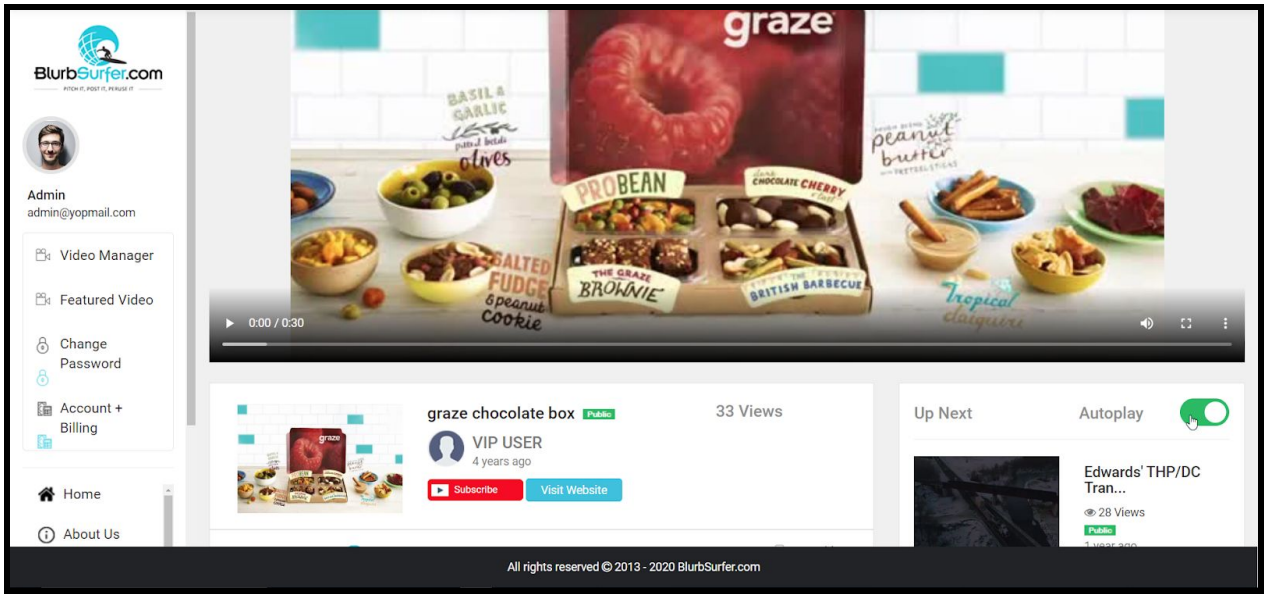
Removing a Video from Queue

To remove a video from the queue, go to the View Queue page and click on the ‘X’ button that is located on the top-right side of each video. Once that is clicked, the following message will be displayed.



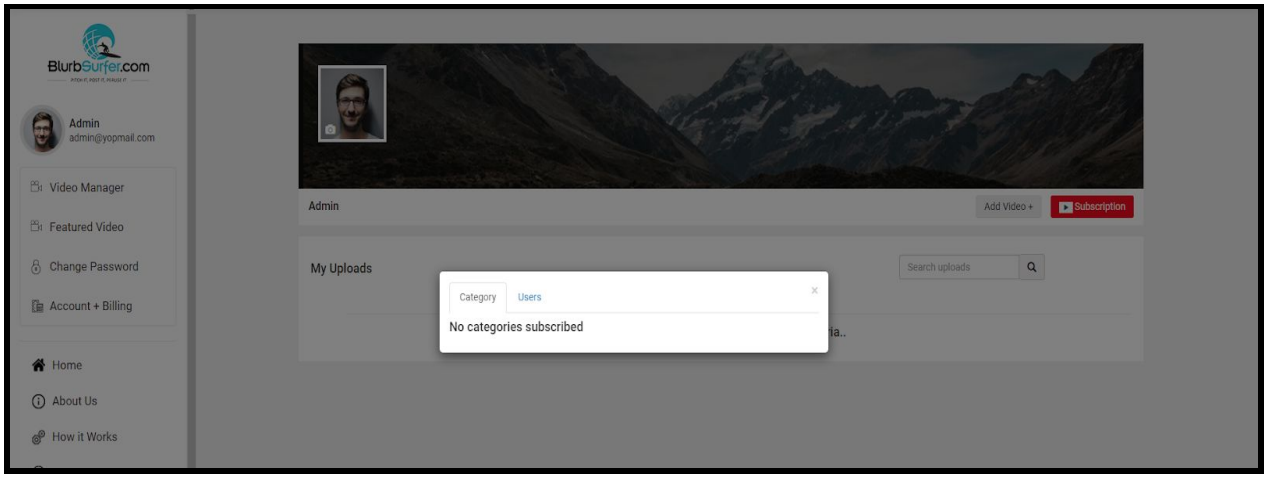
Autoplaying Videos

To automatically play videos without a queue, click on the autoplay button located on the bottom-right section of the screen below each video. The switch can be toggled between on and off to enable/disable autoplay.



Getting the Subscriber Count

To get your subscriber count, click on the ‘Video Manager’ menu option located on the left of the screen and then click on the red ‘Subscription’ button located below the video. The following screen will be displayed as the end result.



Through this option, you can obtain the number of users that have subscribed to your website.

Expanding Video Outreach

Step 1

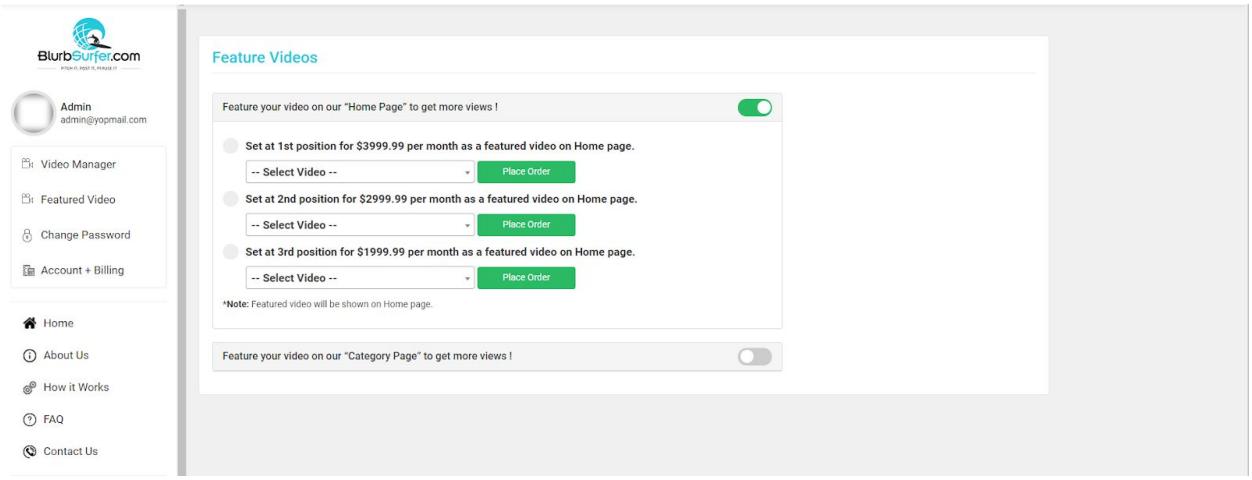
Click on the ‘Featured Video’ menu option that is present on the left of the screen. You will be presented with the below two options:

- Feature your video on our “Home Page” to get more views!
- Feature your video on our “Category Page” to get more views!

Both the provided options will be disabled by default.

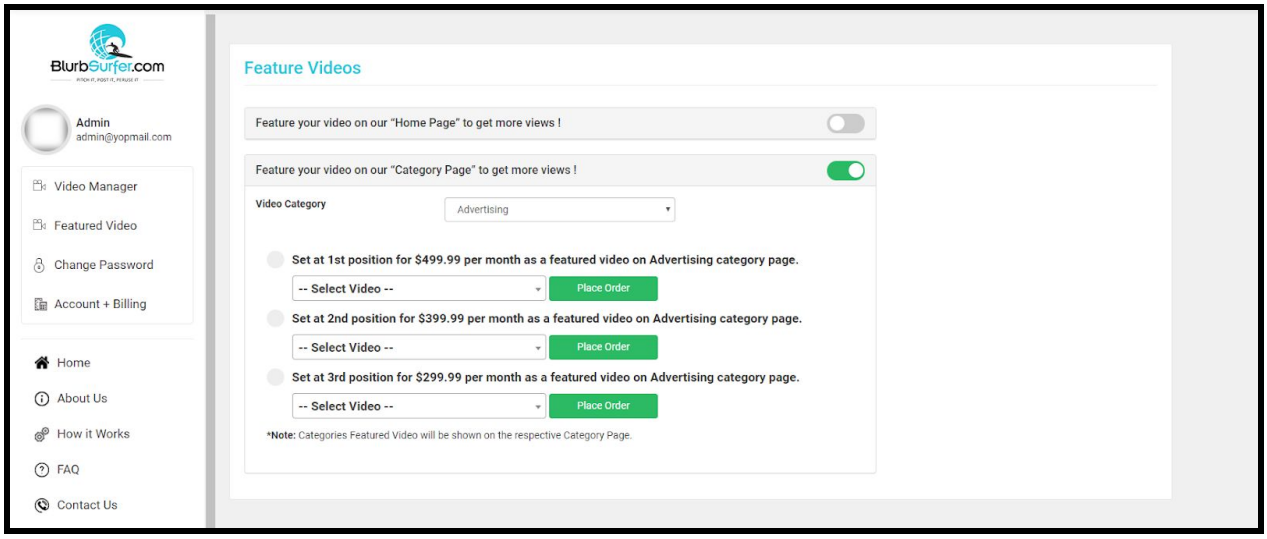
Step 2

The ‘Feature your video on our “Home Page” to get more views!’ option will enable you to place your video on BlurbSurfer’s homepage within every user’s line of sight. As this is a chargeable service, once this option is enabled, you will be provided with a list of special prices for various positions wherein you can select the position where you want your video to be placed. You will be allowed to place an order for the first, second and third placement respectively.



Step 3

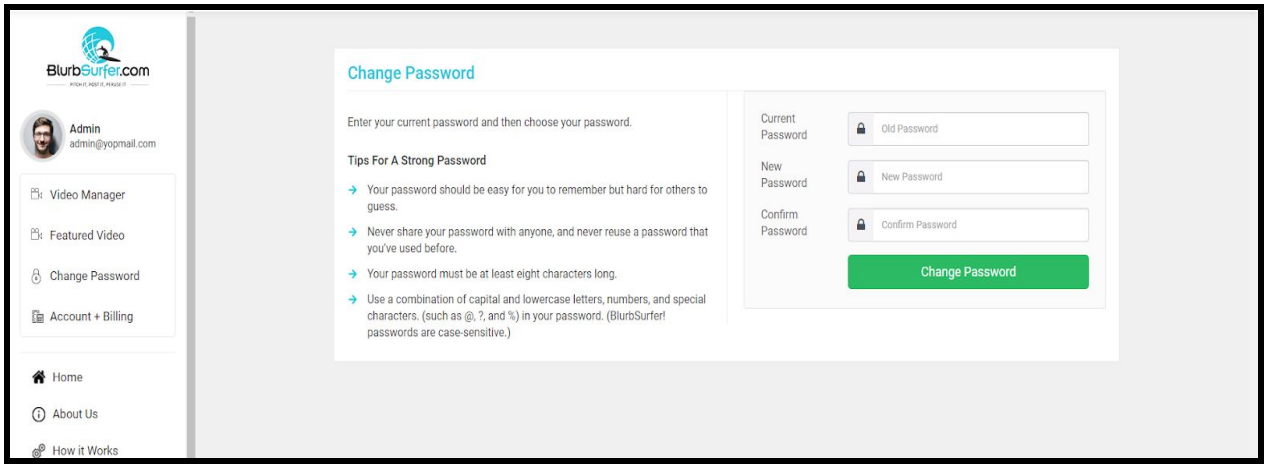
The ‘Feature your video on our “Category Page” to get more views !’ option will enable you to place your video on Blurbsurfer’s category page. The video will be displayed in prime position when its respective category will be browsed through. Again, as this is a chargeable service, you will be required to select the category that your video belongs to, followed by which you will be provided with a list of special prices for various positions wherein you can select the position where you want your video to be placed in its category. Similar to the previous step, You will be allowed to place an order for the first, second and third placement respectively.



Please Note: The options - ‘Feature your video on our “Home Page” to get more views!’ & ‘Feature your video on our “Category Page” to get more views!’ are not mutually exclusive.

Password Change

If you want to change your password, click on the ‘Change Password’ menu option that is located on the left side of the screen. Once clicked, you will be redirected to a page wherein you will be asked to enter your Current Password and New Password.



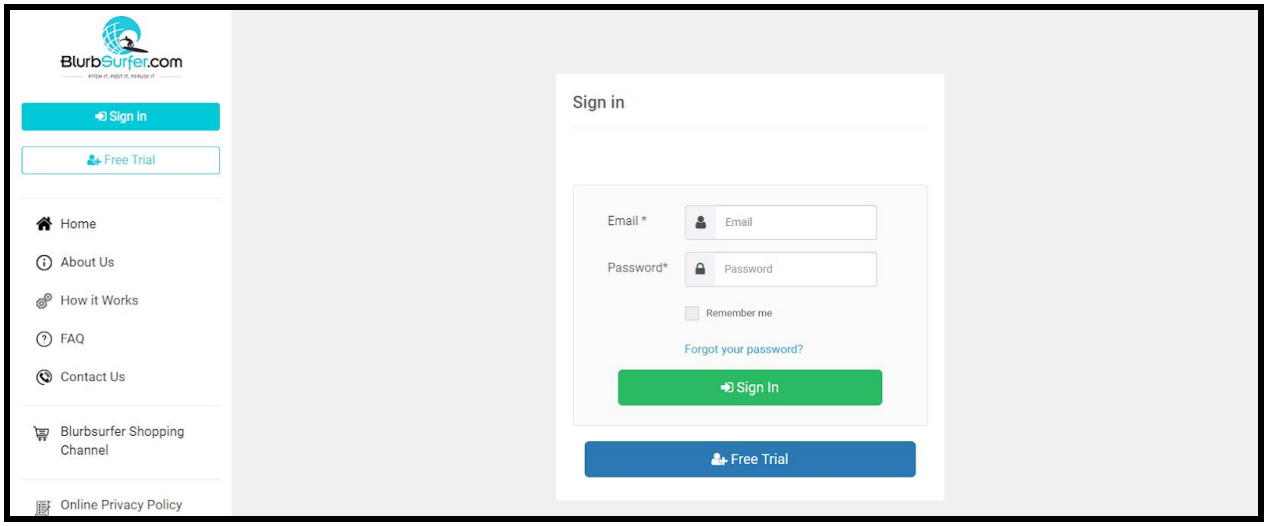
Please Note: Tips For A Strong Password

- Your password should be easy for you to remember but hard for others to guess.
- Never share your password with anyone, and never reuse a password that you’ve used before.
- Your password must be at least eight characters long.
- Use a combination of capital and lowercase letters, numbers, and special characters. (such as @, ?, and %) in your password. (BlurbSurfer! passwords are case-sensitive.)

Forgot Password

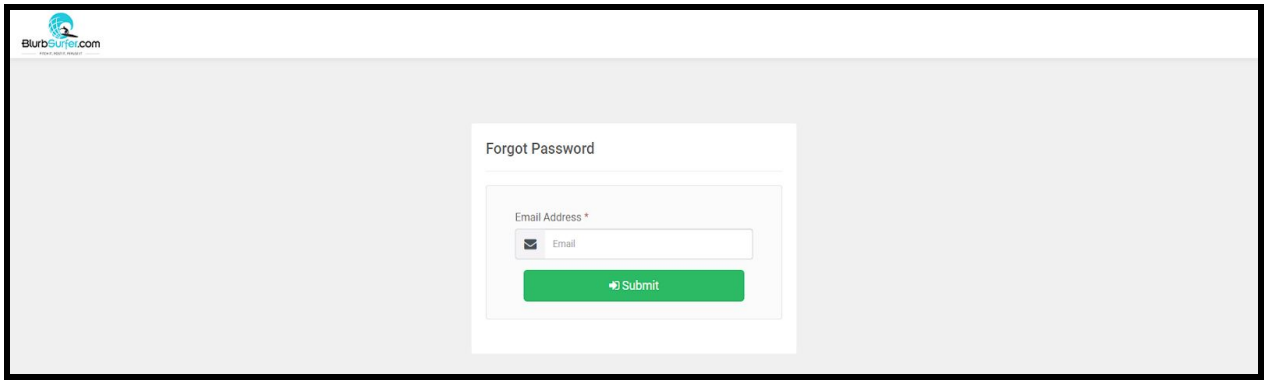
Step 1

If you have forgotten the password to your account, click on the ‘Forgot your Password?’ link present on the Login page



Step 2

The next screen would require you to enter your registered email address on which an email would be sent containing a password reset link.

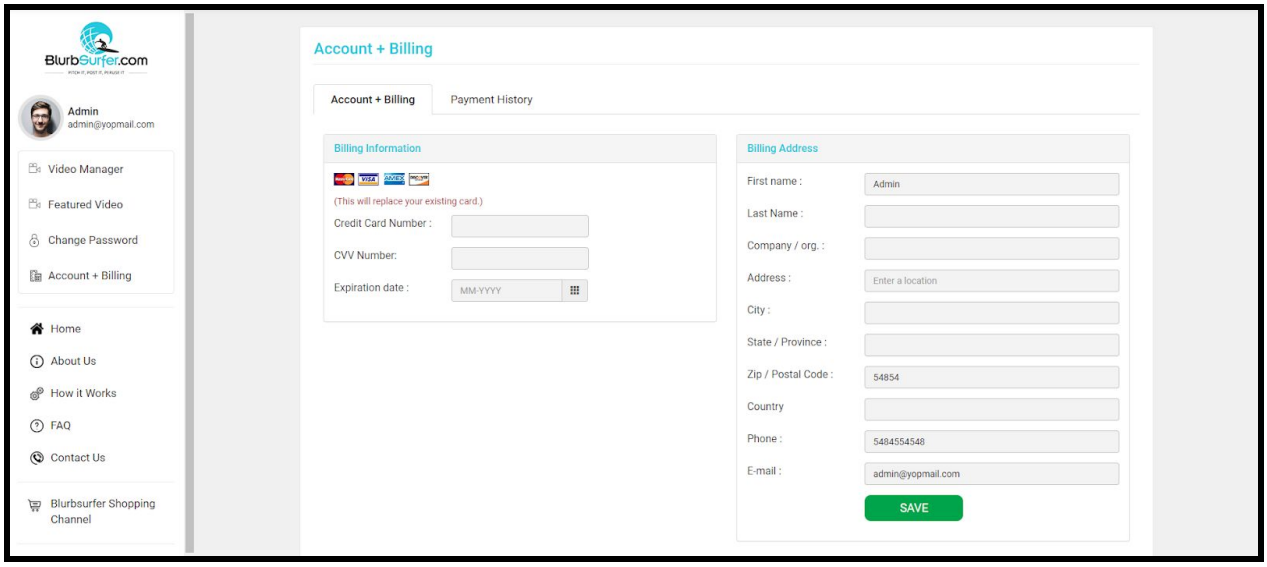


Step 3

Clicking on the password reset link in your email will redirect you to a web page, wherein you will have to enter your new password.

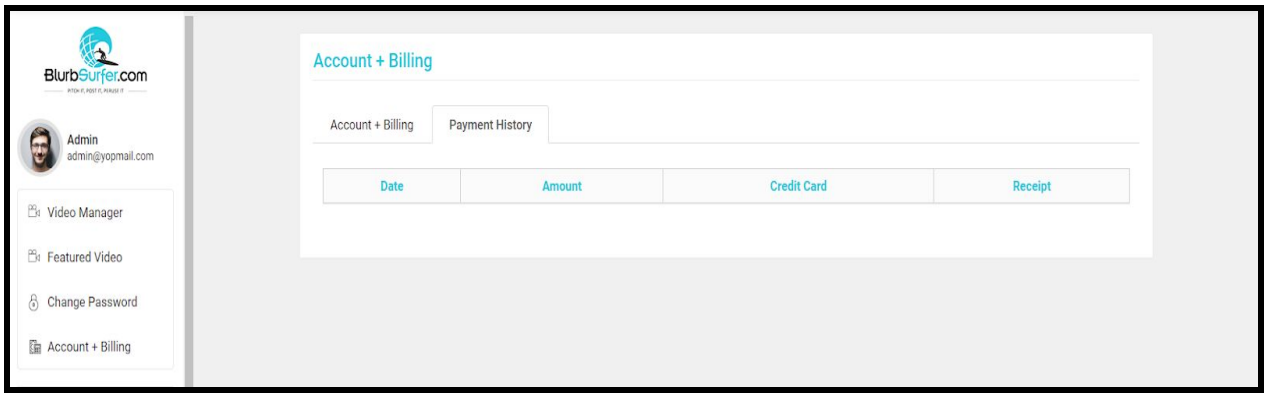
Account Payments

To make payments, click on the Account+Billing option present in the users' menu items located on the left of the screen. You will be redirected to the following screen. Once the screen loads, you will be prompted to enter your card details as well as your billing address details.



Payment History

To access your payment history, click on the 'Account+Billing' option present in the users' menu items located on the left of the screen. Once clicked, you will be redirected to the screen shown above. Once the screen loads, click on the 'Payment History' button.

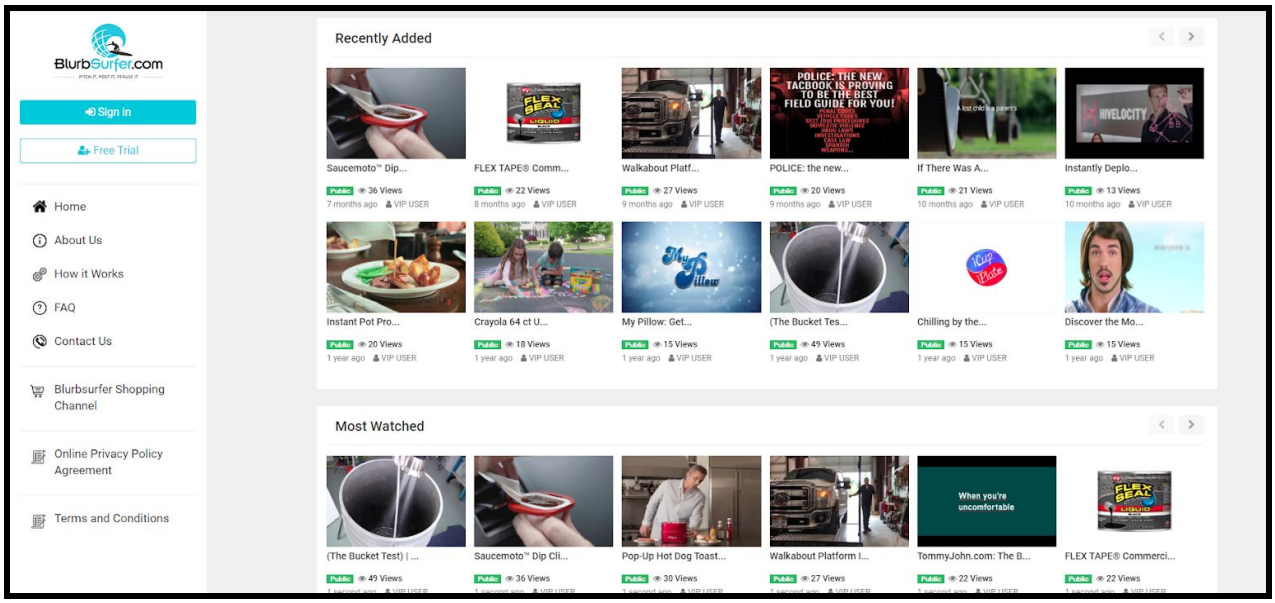


The Shopping Channel

Blurbsurfer is a Global Video Hosting website for Products, Services, and Particular Interests. All the videos uploaded to the platform are not displayed on the shopping channel. Here, videos are added/displayed on this page only after you provide explicit permission for it to do so (Refer: Uploading a video, Step 6). If in case you are so intrigued by a certain product and you find the need to try it out asap, you will find the website links to purchase those products/services in the shopping channel page.

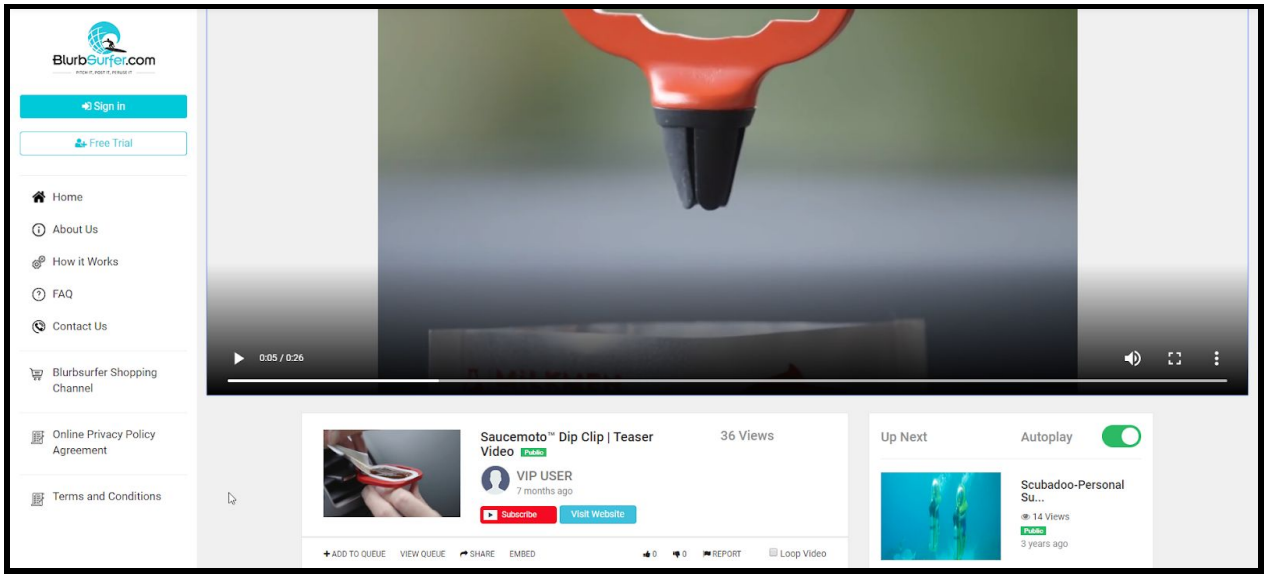
Step 1

To access the Shopping channel, click on the Blurbsurfer Shopping Channel menu item located on the left of the screen. Once that is clicked, you will be redirected to the below-displayed page. Once the page loads, you will be provided with two categories- Recently added and Most Watched.



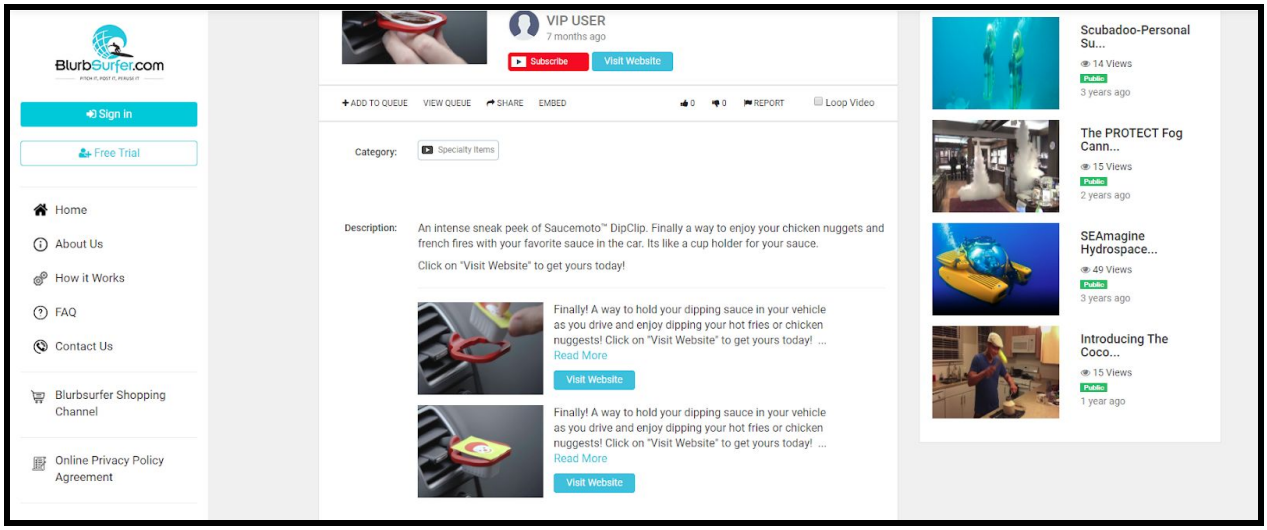
Step 2

Select the video that you want to watch. You will be redirected to the following page.



Step 3

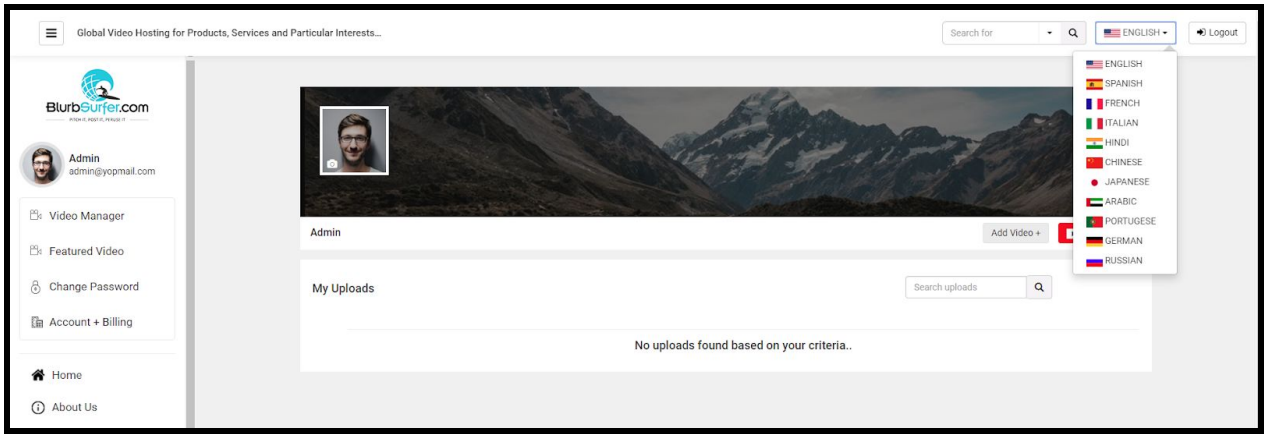
Once you have watched the video, scroll down to the description section on the Webpage. There may be two images present with a description regarding the product/service. These images may be present depending upon the uploaders' preference. Click on the 'Visit Website' button located next to each image in the description section or you can click on the 'Visit Website' button located next to the subscribe button located at the bottom of the main video. The link will take you to the product/service's website where you will be able to purchase it.



Language Settings

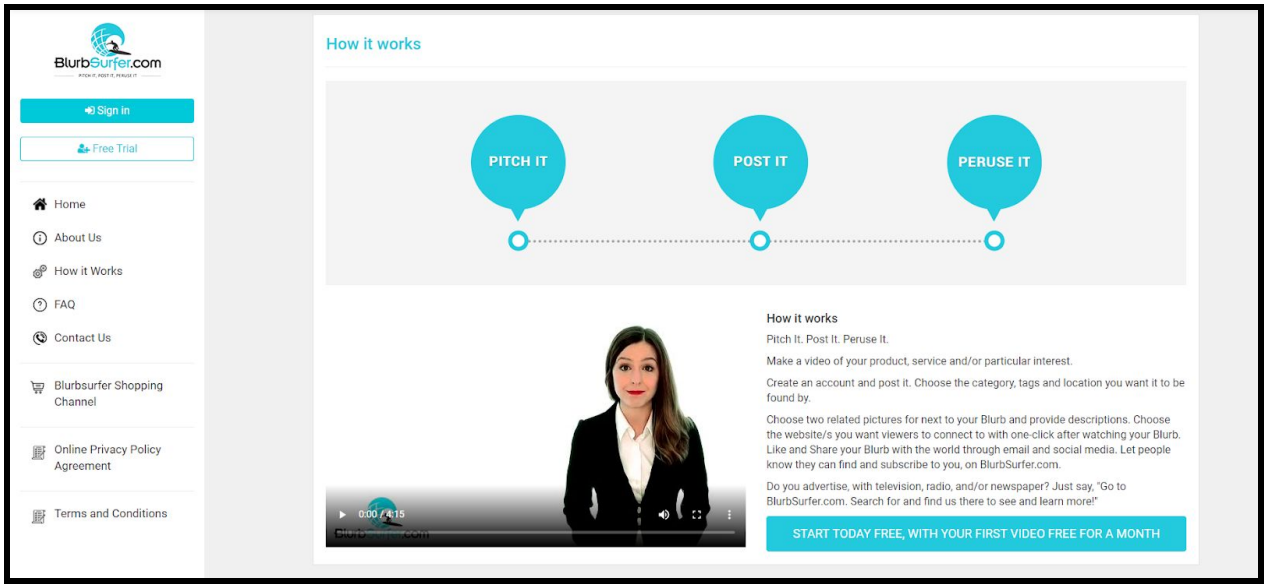
To change the language of the platform click on the Language dropdown located at the top-right position of the screen. By default, the language selected is English however you can change it to a language that you are more comfortable with. The platform supports the following languages:

- English
- Spanish
- French
- Italian
- Hindi
- Chinese
- Japanese
- Arabic
- Portuguese
- German
- Russian



How Does Blurbsurfer.com Work?

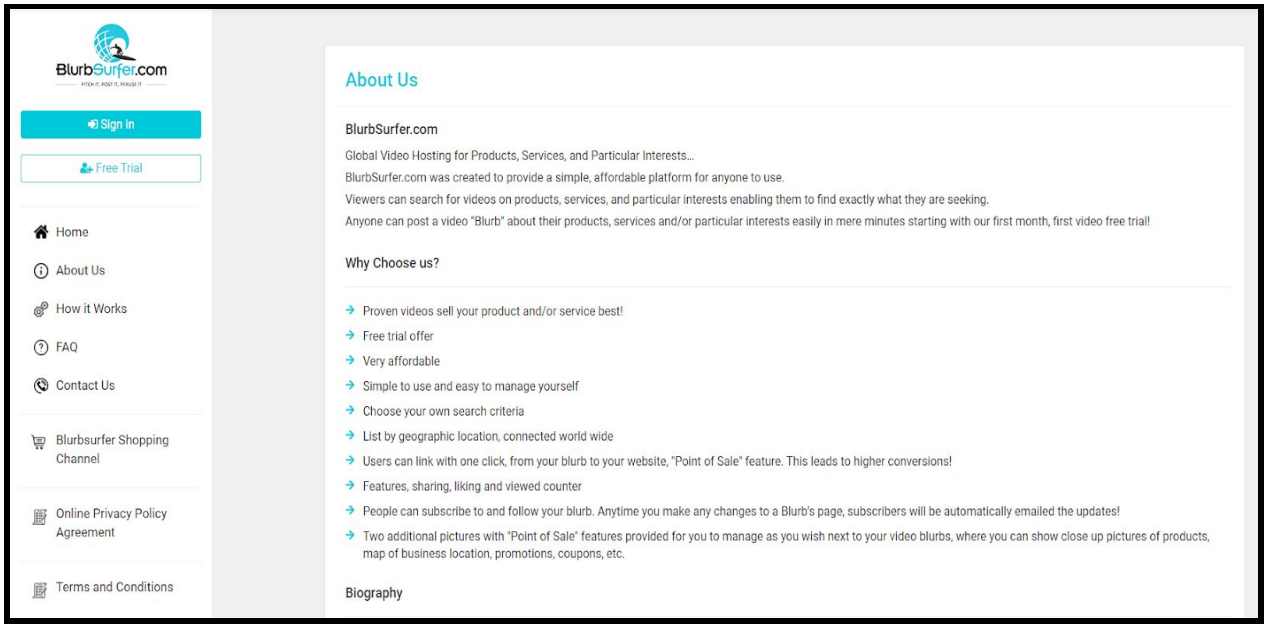
Are you intrigued about the inner workings of Blurbsurfer.com? You can obtain more information about Blurbsurfer.com by clicking on the ‘How It Works’ menu option present on the left of the screen. The following page will be presented to you.



https://blurbsurfer.com/how-it-works

About Blurbsurfer.com

Is this your first visit to Blurbsurfer.com? Has the website caught your eye? Do you now need to know more about the company? If your answer to the earlier questions is Yes, then simply click on the ‘About Us Menu’ options located on the left of the screen, the following page will be presented to you when the About Us menu option is clicked.



https://blurbsurfer.com/about-us

Frequently Asked Questions

To access FAQs regarding Blubsurfer.com, visit https://blurbsurfer.com/faq.

Contact Us

Do you have a question, comment or concern? Or would you like to help us keep our site safe by reporting non-compliant content? Please let us know today via https://blurbsurfer.com/contact-us, so we can better serve you.

Privacy Policy

To know more about what data we collect and how we use it, visit https://blurbsurfer.com/online-privacy-policy-agreement.

Terms & Conditions

Visit the link: https://blurbsurfer.com/terms-and-conditions, to know more.