

Title:

WEBconference applications for marketing

Word Count:

246

Summary:

Communications for marketing should play an essential role not only from a promotional point of view but also from the point of view of the generation of qualified prospects for their sales team.

Keywords:

web presentation, webcast, teleconference, webinar, internet video conference, audioconference, webconference, web conference, emeeting, skype, software, training, sales, meeting, video conferencing, e-learning, customer loyalty

Article Body:**Problem**

The key people are committed to organizing brainstorming sessions and focus groups, and in conceiving and validating concepts. Press conferences, sometimes lasting several weeks, are also held during product launches. For the fruition of these efforts, the prospects have to be carefully identified as qualified. Otherwise, these efforts will be futile, and the team will have to begin again without being able to capitalize their exchanges and use them repeatedly.

Solution

The marketing team announces on their WEB site the online presentations (WEBinar), for which the visitors have to register in advance. The brainstorming sessions among colleagues, the focus groups, press conferences, and product launching are done long distance during webconferences. In addition, these events are completely recorded, both voice and images, and then copied by different means and placed on the WEB site, the local network, and on CD or DVD in order to be reused or replayed for new prospects, employees, and partners.

Results

The added advantage of WEBinars is that the participants are identified as qualified beforehand. It's only later on that they are considered as prospects for the sales team - this produces better "closing" performance from the team. The time devoted to events is significantly reduced. The response rate of the prospects is faster. The audio-visual archives integrated through the years

represent priceless collateral material that can support sales. In addition, we have the power of multimedia to the performance of polymedia, on different kinds of supports, regardless of the time.