

Web Conferencing for Marketing Departments

Web conferencing can assist a marketing department in many ways from lead generation and content creation to the distribution and tracking of that content. Learn More!

- **Lead Generation**

Conduct web seminars on relevant business topics and invite interested participants from the relevant sector. Share documents and websites with the ReadyTalk web service. Follow up with the participants after the conference to judge interest.

- **Content Creation**

Record you call using ReadyTalk's integrated recording service which allows you to capture both audio and web content.

- **Content Distribution**

Using ReadyTalk's full featured recording service so you can distribute your recording through email, by posting it on your website or by adding it to your RSS feed which is created and maintained by ReadyTalk free of charge. Use your feed to update your clients, notify employees of new processes or to engage your audience in a dialogue.

- **Campaign Tracking**

ReadyTalk's podcasting and recording service comes with tracking and reporting tools that let you get the most out of your marketing campaigns. Find out who opened your recording, who listened and when they listened. So much of sales is timing and with these features you can be sure to contact your prospect at the most opportune time!

Activity / Feature	Recording Features	Web Features	Podcasting Service
Lead Generation	✓	✓	✓
Content Creation	✓	✓	
Content Distribution	✓		✓
Campaign Tracking	✓		✓
Thought Leadership		✓	
Impressions/Exposure	✓	✓	✓

From a sales growth perspective, utilizing the recording feature allowed us to bring our message right to the client with minimal cost while increasing revenue. With the tracking feature, we have a better understanding of who is serious about buying.

-Patrick Pounders, VP Sales, Executive Tans

- **Thought Leadership**

Conduct web seminars on topics in your area of expertise. Invite participants for free and establish your company as a thought leader in the industry. Consistent quality content will draw prospects to you and speed them through the sales cycle.

- **Impression/Exposure**

Generate significant exposure from your persistent content by taking advantage of ReadyTalk's content distribution tools. Post your recordings on industry sites and forums. Podcast your content and let people subscribe to your feed for instant updates to your content. ReadyTalk's content tools make it easy for you to distribute your content freely onto the web.