



# ReadyTalk Recording & Archiving

RECORDING & ARCHIVING



Developing quality content for marketing, sales and training programs takes time, energy and money. Recordings are a cost-effective way to leverage this valuable content to reach new audiences and significantly improve ROI. ReadyTalk makes it easy by providing the best recording and playback capabilities in the industry.

## Easy Recording

With ReadyTalk, there is no set-up fee or special software required. Just click 'record' with the in-meeting conference controls or use your touch-tone phone. It's that simple to record an audio-only conference or an integrated web and audio conference.

## Industry-Standard File Formats

Prefer to host ReadyTalk recordings on your own servers? It's easy to download ReadyTalk recordings in a variety of industry-standard file formats (.mp3, Flash, .wav, or high-resolution.mp4) so you can edit and share them as you wish.

## Affordable Archiving

Get more from your content when you let ReadyTalk host your conference recordings. ReadyTalk Archiving delivers unlimited playbacks plus a wealth of additional features such as playback registration, automated podcasting, easy sharing to Facebook and Twitter, and more.

## Embeddable Media Player

The ReadyTalk Media Player makes it easy to leverage recorded content while delivering a sophisticated playback experience. Share the playback link or embed recordings directly into blogs, social media sites or your company website. With a single click, viewers see your content without leaving your site. Sharing your recorded content and creating a conversation with your audience has never been easier.

## Learn More

Contact the ReadyTalk Sales Team at [sales@readytalk.com](mailto:sales@readytalk.com) or 800.843.9166 to learn how ReadyTalk can help you get more from recorded content after your conference.

## Ideas for Leveraging Your Recorded Content

- Drive lead generation with an on-demand webinar
- Enrich your website with a recorded company or product overview
- Build a library of online training modules
- Train your sales team with recorded demos
- Expand your reach by embedding a recording on Facebook
- Engage your audience by adding recorded content to your blog posts
- Generate excitement by embedding a demo in your press release
- Share the playback link to Twitter followers
- Enhance your online help with recorded tutorials
- Communicate with customers, employees and partners in new ways
- Measure the effectiveness of your recording by tracking how long each participant watches
- Build custom sales demos, training modules and lead generation tools by embedding recordings in SurveyGizmo

## About ReadyTalk

ReadyTalk is committed to helping customers conduct successful audio and web conferences of all sizes – from small, ad hoc meetings to large, formal events. Visit [www.readytalk.com](http://www.readytalk.com) to learn more about our full range of technology and services including:

**Audio Conferencing / Web Conferencing / Event Services / Recording and Archiving**