

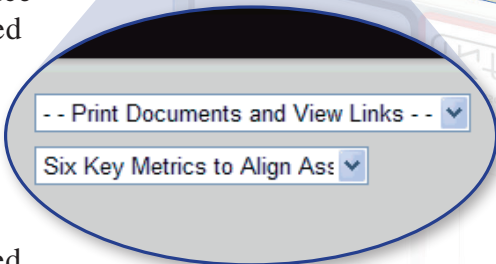
WEBCASTS Successful marketing strategy

Thanks to the web, today's marketers have more opportunities than ever to reach prospects at every stage in the sales cycle. Gone are the days of the one-way messaging we embraced through bingo cards, card decks and lit reviews... Today's savvy marketers are using interactive media to engage with prospects to educate and influence purchasing decisions and Webcasts are the medium of choice.

WEBCASTS ARE A WIN-WIN

Webcasts enable busy professionals to "do more with less". No longer do they need to leave the office and travel to become educated on industry topics or your products. They have direct access to thought leaders on their topic of interest and, they get questions answered when they are asked.

Webcasts provide marketers with the opportunity to reach a broad base of prospects with targeted messaging allowing them to position their company as a thought leader, industry expert and forward thinker. And Webcasts can be a great source of quality leads without breaking the marketing budget!



- Generate quality leads and develop business opportunities
- Interact with your target market
- Share your expertise
- Answer questions
- Provide insights and further encourage a dialogue
- Allow audience Interaction through web-based Q&A, polling, and Exit Survey
- Personalize content and creative
- Provide fantastic branding opportunity
- Develop loyalty
- Cast a wide net
- Reach new customers
- Receive immediate feedback
- No travel expenses for you, your speakers, prospects and clients

Find out just how successful a Webcast can be!

To learn more about how you can incorporate Webcasts in to your marketing strategy contact:

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