

Put Your Program at the Center of Your Marketing Activities to Increase your ROI

Reporting Tool Reveals ROI

The AccelaCast reporting tool, called AccelaWorks, helps you realize the overall value of your program through extensive reporting metrics, and easy-to-use source codes.

How does it work?

Your producer will provide you with a unique source tracking URL to identify all webcast registrations by activity. The source code embedded in the URL can be easily modified for any promotion. Each registration record will then contain the source code used in the promotional URL, enabling you to evaluate your most effective promotions. Any additional audience development purchased will be tracked separately from your own activity.

The AccelaWorks reporting tool enables you to track:

- source name
- # of clicks
- # of registrations
- conversion yield.

This is a very powerful tool that will let you monitor and adjust your own promotional efforts to greatest advantage.

Gartner Media Products leverage the power of Gartner research to add credibility and impact to your marketing campaigns. Why not maximize the investment you've made in your Gartner Multimedia program by putting your program at the center of your marketing activities? Any activity related to your own marketing efforts is tracked separately from purchased audience development packages.

To that end, here are some of the best practices we recommend based on years of experience and hundreds of thousands of registrations.



Advertising (Print & Interactive)

- ❑ Develop advertising creative to promote "unique thought-leader content" with featured analyst firm Gartner.
- ❑ Highlight featured analyst by using photos and quotes in your creative, bearing in mind Gartner's guidelines for use. (Quotes can only focus on the general technology, not companies, competitors or products.)
- ❑ Have Accela Communications create an inBanner version of your program (300 x 250) that you can run in relevant media or partner web sites, or place on your web site home page.

Direct Marketing

- ❑ Promote the program to your existing customers by sending an exclusive email invitation to watch the experts as they discuss current technology solutions. (Accela Communications can provide you with copy.)
- ❑ Include links to the Webcast in other promotions or eNewsletters, as an additional resource.
- ❑ Send a follow-up email to all program registrants with a special offer or consulting advice with a sales engineer/specialist, white papers, links to a product demo.
- ❑ Cross-promote the program within other webcasts you've sponsored or produced.

Featured analyst firm

Gartner

Web Site

- ❑ Embed the program in multiple areas of your website: on product and solution pages or resources areas. Your producer can provide you with a snippet of code which enables it to play seamlessly from your website with no burden on your infrastructure.
- ❑ Create a thumbnail image of the program to include on your home page directing people to the program.

Channel

- ❑ Invite strategic or channel partners to embed the program on their website. Provide them with a source tracked URL so all registrations resulting from their promotion will be credited to them.
- ❑ All of their registrations can be sent back to them automatically for follow-up – while you retain a record.

Sales Force

- ❑ Provide the sales team with a sourced URL and a personalized invitation that they can send to their best customers or prospects.
- ❑ Provide the sales team with talking points from the program so they can engage registrants in conversation.
- ❑ Instruct sales teams to follow up within 24- 48 hours in order to get the best response.
- ❑ Integrate registrations in real-time with your SFA application so follow-up can be immediate. Rank the registrations based on classification criteria set up in the AccelaWorks registration system.
- ❑ Use the CD-ROM provided to show the webcast to customers and prospects offline in sales meetings, or use as a leave-behind.

PR & Events

- ❑ Company email signature – put a link to the program in relevant corporate communications.
- ❑ Issue a press release (following Gartner guidelines), announcing the release of the program and the featured analyst firm Gartner.
- ❑ Use the CD-ROM provided at road shows, tradeshow and other events.

Program & Content Best Practices

- ❑ Create a program title that is concise, free of jargon and focuses on the educational benefit, or problem being solved. Don't use acronyms, product, or company names in the title.
- ❑ Make sure that prospective viewers know the program is available 24 x 7, on-demand. You'll maximize conversion rates if people know the program is available at that moment.
- ❑ Include additional resources and/or web links within the AccelaCast player so registered viewers can explore other content and product information.
- ❑ Create an agenda (or table of contents) to allow viewers to quickly get to the content of interest.
- ❑ Customize the automated confirmation email to reinforce the relationship with the registrant, by including links to other educational resources, contacts, or white papers.
- ❑ Send follow-up email to contacts within a week after registering.
- ❑ Use time-coded links in your promotion to direct people to the most specific, relevant part of the program.
- ❑ Leverage the AccelaWorks registration, reporting and delivery service to monitor response and optimize subsequent activity.



On-demand Rich Media Pioneer

Accela Communications

provides a suite of software platforms and professional services to produce, deliver and measure interactive video communications across a wide range of industries including healthcare, information technology, financial services, marketing services, and other business sectors.

We create opportunities for market and audience engagement with the AccelaCastSM rich media platform, combined with the ability to measure, manage and monetize those interactions through the AccelaWorks[®] data acquisition, measurement, classification and delivery system.

For more information, please visit:
www.accelacommunications.com

We look forward to working with you.

For more information, please contact your **Gartner Account Executive**.

Or send an email to mediaproducts@gartner.com

