

KEEP YOUR PARTNERS ENGAGED AND INFORMED

Keep your partners and employees in the loop on the latest company information, sales techniques, and new products by harnessing the power of online video. We'll help you meet your unique communication challenges with our end-to end video solution. We can not only put your live events online, but also convert them to on-demand video for later viewing. This way, your partners and employees can tune in wherever and whenever they want. You'll also have accurate viewership data through in-depth and full reporting functions.

SOLUTION OVERVIEW

Some organizations use satellite broadcasts to communicate with employees, partners, and remote departments. But why choose such an expensive method, especially since it has limitations that don't exist with online video? Satellite broadcasts provide no flexibility in viewing times and give you no accurate measure of how many people have tuned in. But with online video, you can deliver completely branded events live or on-demand so your audience can watch wherever and whenever they want.

And, with full-service reporting functions, you'll have a clear picture of who's tuning in, what and how much they are watching, and know which partners are driving traffic to your site. Armed with this information you can justify return on investment for specific content, and better allocate future resources.

Embedded coding allows you to get even more mileage out of your material since internal teams can re-use corporate videos for additional communication outlets including partner sites and blogs. We'll even embed the video player to further extend and reinforce your brand.

And with the FeedRoom Download Manager, partners and sales teams can obtain content in the highest quality format available, perfect for specialized content and training materials. Journalists, too, can retrieve essential information such as B-roll and broadcast-quality media footage, images, talking points, and podcasts. You can also automatically notify your audience when new content is available via RSS and XML feeds.

Spark creativity and interaction among your employees and partners with the Really Simple Upload (RSU) tool. Using RSU, employees can make their own videos to demonstrate best practices, and then upload them to your corporate website. You can also use RSU to easily upload and manage content to The FeedRoom platform. And everything is done in a safe and controlled way because an editor can approve videos before they are published. You can also add more security by restricting unauthorized users from uploading content, or by limiting where content is posted.

KEY BENEFITS

- *Convey information quickly in an inviting format*
- *Provide specialized content such as sales techniques and best practices*
- *Reinforce key company messages and strategies*
- *Support employee training and development*
- *Justify return on investment and effectively allocate resources*

SUMMARY

Online video can meet many of your communication challenges. Use it to deliver sales techniques, best practices, and to increase interaction and productivity among your employees. With our cutting-edge technologies, you'll convey information quickly, keep your audience engaged, retain complete control of your content and messaging, and know who's tuning in. And your audience can watch at their own convenience, because they're never limited to specific broadcast times.

KEY FEATURES

- *Embedded coding lets internal teams repurpose videos for their own communication outlets*
- *Full-service reporting lets you know who is tuning in and what and how much they are watching*
- *RSS and XML feeds alert your audience when new content is available*
- *The Really Simple Upload (RSU) increases interaction among employees and makes it easy to upload videos*

Keep your partners engaged and informed - go to FeedRoom.com

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