

# Web TV for Communication & Marketing

## Higher Revenues by Effective Communication with Customers and Prospects

Globalization, the internet and deregulations have changed your position in the marketplace and the way you interact with customers, prospects and partners. Clear and timely communication is more key than ever since the advent of electronic and interactive communication channels.

Web TV helps you to stay in a leading position and maintain the trust of your relations. A Web TV channel offers a powerful method to deliver fast and quality communications. The virtual intimacy and proximity created through the reach of the Internet combined with the impact of video, enables you to inform your most important markets about your products, services, company and strategies.

Quadia Web TV also enables you to measure the impact of your messages. Through the interactivity in your Web TV programs, you do not only transfer information, but also influence the behavior of the viewer directly and measure the return by 'closing the loop'.

Tangible Benefits	Intangible Benefits
Improved score on marketing KPIs and ROI	Consistent and timely communication
Reduced development and production costs	Faster go-to-market of important information
Direct results from each program	Reliable and authentic communication
Enrichment of traditional communication	Available for different applications

## High Impact, Cost Effective Communication — Anytime, Anywhere

By using video as the main information carrier, it becomes much easier to present detailed information about your products, services and organization. Your relations will prefer this way of communication over reading extended documents or websites.

Web TV offers effective communication with a short time-to-market. By using live or on-demand video supported by relevant and interactive context, your relations receive your information as if they had joined a seminar... but in this case behind their own desk – 24 hours per day, 7 days per week.

Quadia Web TV is a channel within your toolkit for marketing and communication programs. Each Web TV program can be integrated with your other messages in order to strengthen communication and to deliver clear measurement of results.

By using internet technology, Web TV is easy to produce and distribute and its scalability will lead to structural cost savings. This technology enables you to offer interactive communication to generate direct return from your programs. Return that is reported to you via the Quadia Web TV management reporting.

### Applications of QUADIA Web TV Solution

Live and on-demand (VoD) content can be used in a variety of activities and applications:

**Executive communications:** The company's executives are able to speak to customers, partners and investor relations directly and quickly and updating them on the latest results, new strategic initiatives and corporate programs.

**Customer testimonials:** Your customers communicate their experiences involving your solutions and people. Relevant topics and success stories are communicated by existing customers to their business piers and your future prospects. A testimonial holds more weight than a sales pitch.

**Expert presentations:** Web TV offers a perfect solution to scale the availability of your company experts or key opinion leaders. It is hard to use these specialists during extensive road show programs. By broadcasting their presentation via Web TV, you can easily address large groups of relations via a medium that is time and place independent.

**Product information and announcements:** Web TV offers you a channel to communicate in depth about your products and solutions. Your specialists will present the possibilities and unique selling points to your key accounts and prospects who can react immediately via mail, chat and webforms. Quadia Web TV addresses many of the challenges confronted by traditional communication methods by reducing and even removing the need for product 'road shows'. High-impact content is created and quickly deployed in an organized and accessible format. Frequent updates can be offered easily and delivered to your accounts quicker and at lower costs than traditional methods.



*"Web TV is an important innovation of our customer contact, with which, whilst respecting the doctors, we can enrich their knowledge."*

Dirk-Maarten 't Hart, Pharmaco-Economics & Market Research Manager – Novo Nordisk

### Benefits of Quadia Web TV Solution

Quadia's Web TV solution provides tangible benefits to an organization, including:

**More effective communications:** By using Web TV viewers see and hear directly from company executives and subject matter experts, ensuring that messages and information are delivered correctly. The combination of audio, video, and supporting text and graphics ensures that different learning styles are addressed, and network access provides access and viewing by as many people as possible.

**Right time and place:** Unlike large events, the Web TV content can easily be offered to prospects at the right moment in the sales process. By combining different presentations in a personalized program (via the Quadia Personal Program Module), sales can offer on-demand seminars linked to their sales opportunities.

**Closed loop measurement:** Quadia makes your Web TV programs interactive and offers the possibility to measure the actions of the viewer. You can see if the viewer decided to step into the next phase of the sales process and for example asks for a proposal. The conversion ratios show you how Web TV contributes to your sales success.