



"It would have taken longer and cost more to do it ourselves and that is why we turned to MobileCast Media. The podcasts sound great and we are very happy with the results."

-Jim Obsitnik, Vice President of Marketing, Everdream Corporation (acquired by Dell)

HIGH TECH

Technology companies are increasing revenue and brand equity through online video and podcasting

Offshoring, outsourcing, and shrinking product life cycles are just a few issues that technology companies have to worry about, and still one of the largest challenges remains: how to build better relationships with your customers and prospects in this new digital age. As consumers and businesses shift from old to new, companies are using online video and podcasting to increase sales and make better connections with their target audiences.

Online Video

Statistics show that most web visitors spend an average of two minutes on a website, and that's the amount of time you have to get your message across; however, if you have an engaging video on your website, users are likely to spend more time watching and will better absorb your message. Because video is more engaging than text, people are also more likely to respond to your call to action.

Benefits of Online Video:

- Reach a wide online audience
- Cut expenses (no pay-to-play fees)
- Create emotional connections with audiences (the pinnacle of advertising)
- Demonstrate complex processes and procedures and show before and after results

Creating a video is easy, but creating a video that properly represents your brand and generates results takes a lot of expertise. At MobileCast Media, we produce high-quality online videos that deliver your message with impact.

Podcasting

Because of their early adopters, technology companies are among the biggest producers and users of podcasting. Podcasting offers technology companies effective and inexpensive ways to reach highly targeted groups and educate them on the benefits of using specific products and services.

Benefits of Podcasting:

- Penetrate deeply into specific market segments
- Stretch marketing dollars
- Spend more time influencing your targeted group
- Connect directly with your audience (no news media filter)
- Educate and convert prospects into clients
- Reach larger audiences due to time-shifting and the mobility of podcasting
- Expand to global audience

The difference between a podcast and a piece of audio or video posted on a website (called online audio or online video) is that a podcast is syndicated (distributed) so that it is listed in iTunes and other podcast directories. While a larger number of users will casually browse your website and watch your online video, they will most likely leave and not return. When someone subscribes to a podcast, you have a long-term audience member who receives each new podcast episode over a period of months or years. These people are not just casual listeners, but long-term followers. Therefore, podcasting provides an unparalleled opportunity to educate and influence your targeted audience over a long period of time resulting in dedicated followers that more easily convert to customers.

The challenge with any media is to know how to design a program to appeal to a specific demographic and to know how to promote the program to reach new audiences. At MobileCast Media we have years of experience and are specialists when it comes to producing corporate podcasts. We can save you a lot of time because we already know what works and what doesn't.

Of course, in addition to being syndicated and published through iTunes, podcasts are frequently posted on websites where they receive additional downloads. Some chose not to syndicate, and in this case, the program becomes an online audio or online video program.

Ideas for Online Video and Podcasting

There are many ideas for online video and podcasting including, customer testimonials, product demonstrations, presentation highlights, training & education, and internal podcasting. Another popular way to attract customers and position yourself as an authority in your field is to host a best practices program in an area where your company has a lot of unique expertise.

Why MobileCast Media

MobileCast Media is the authority on new media communication. We get results. We stand for integrity. We deliver the highest quality. MobileCast Media was there when podcasting began and we were the first company to dedicate ourselves to providing podcasting and online video production services to corporations. We shoot in HD and our work has been seen in over 120 theaters as well as satellite broadcasts to large sports arena Jumbotron displays. We offer new media strategy, concept development, scripting, executive media skills coaching, production, syndication, and promotion. Customers include Chevron, Macy's, Everdream (owned by Dell), Symyx, Skyy Spirits, Nature's Cure, DecisionView Software, Nosal Partners, GigaTest Labs, Network Appliance, SNP Communications, and San Francisco Opera.

To learn more, please visit www.mobilecastmedia.com, or call 800 508-8155.

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