

Adoption Services: Promotions & Marketing

Service Overview

Internal marketing is an integral part of the installation and ongoing usage of successful videoconferencing and collaborative communications systems. By promoting the technologies, not only are individuals made aware of the technology options, but successful applications of videoconferencing and collaborative communications tools can be made known to all potential users. A variety of media is available to be used in a promotions/marketing campaign including posters, tent cards, user guides, videos, blogs, digital signage and giveaways.

While it may not be practical or possible to implement all forms of promotions, carefully selected materials, introduced over a span of time, will help enhance any videoconferencing or collaborative communications system. AVI-SPL will work with you to determine the best promotional materials to meet your needs and culture. We can provide content recommendations or will work with graphic houses to design and produce finished materials for the client.

As part of our adoption services, AVI-SPL will provide a detailed promotions/marketing plan as it relates to your deployment and use of videoconferencing and collaborative communications tools. Once the plan is defined, we will provide a separate proposal to produce the content recommended.

At a minimum, we recommend our customers make users aware of equipment location, how to operate the equipment, and the benefits and applications of the equipment. The goal is to make the technology easy to use and relevant to day-to-day work so the technologies become second nature to the users.

Because people learn different ways, a variety of content should be developed and made available electronically and in a hard copy format.

Internal Marketing Topics	
Introduction to new equipment/applications	✓
Equipment location	✓
How to operate equipment/applications	✓
User tips & tricks	✓
Sample use cases & workflows	✓
Benefits of new solution/application	✓
How to request support	✓