

Brainshark for Marketing

Successful marketers have taken nimble and innovative approaches to increase their effectiveness in product launches, demand generation and customer and mobile communications.

In their efforts to minimize time and overhead costs while increasing their reach, marketers are turning to flexible, easy-to-use solutions like Brainshark.

With the time investment required to develop high quality marketing content, marketers aim to maximize the use, value and impact of the content for their varied audiences. To accomplish this, they need talent, technology and processes that help them “do more with less.”

Inside *Brainshark for Marketing*, you'll find success stories written by customers who have overcome the constraints of time, budget and geography to produce impressive results using a powerful solution that complements their innovative thinking.

We hope you enjoy the success stories inside!

Beyond PowerPoint: Tracking and QR Codes

Dan Coghlan, Learning & Development Specialist, STAPLES Canada

I recently used Brainshark to launch a training video on the Apple iPad 2 to our retail organization. This training started off as a PowerPoint with voice-over but eventually evolved into a training video featuring a full product demo. The beauty of Brainshark was that I was able to launch the training to over 300 retail locations and over 10,000 associates via adding a simple URL in a global email distribution list.

To make things even better, I am able to track views in the Brainshark reporting tool and correlate retail sales to video viewings by user and location, thus making ROI easier to observe.

The icing on the cake was the addition of a QR code to the launch communication, and possibly on store displays, that links right to the video in English and French which allows users to quickly scan, capture and view the Brainshark on their mobile device at their convenience.

As we say around the office, "That was EASY!"

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Educating Customers via Interactive Portal

Brad Whitford, Assistant Account Executive, Canyon Communications

As a full-service B2B marketing agency, our team at Canyon Communications focuses on identifying a client's specific marketing challenges, then helping rise to those challenges through proven, multi-touch B2B marketing communications strategies. My favorite client-service success story involves the introduction of Brainshark as an online training, education, and presentation tool to Horizon Distributors.

"We needed a way to provide Horizon's customers with valuable, educational content that was easily accessible, visually entertaining, creative, and most importantly, trackable."

Horizon is a professional landscape and irrigation distribution company across nine states within the green industry that is committed to providing its customers with innovative, professional service and quality products in four product categories: irrigation, landscape, equipment, and specialty products.

Horizon places a large focus on providing business-building resources for its professional landscape and irrigation customers to help them succeed in their business ventures. They created the BizPro eSources training portal, an online resource filled with tools, tips, training videos and much more. It helps green industry professionals grow their businesses and increase their profits with online resources, including the ability to watch training presentations on irrigation, landscape, equipment, or specialty product topics.

We needed a way to provide Horizon's customers with valuable, educational content that was easily accessible, visually entertaining, creative, and most importantly, trackable. Brainshark ticked all the boxes to meet our goals, making the choice to implement the software a no-brainer.

The easy-to-use cloud format enables us to embed the presentations within e-mails and directly on the website, offering Horizon's customers detailed educational and training materials without leaving the portal. The video presentations proved to be a great way to engage our audience and provide them with valuable information and tips. And the ability to track who viewed the presentations was an incredibly useful tool to show our client portal performance. In just one month, 135 green industry professionals viewed the BizPro eSources winter edition training presentation. This is fantastic visibility into the great resources our client provides to its customers.

From Product Training to Lead Generation

Mary Rapaport, Director of Product Marketing, GN Resound

We first started using Brainshark at ReSound when it was crunch time during a new product launch. Time was short, and we had a need to train our entire national sales staff on our new product, but didn't want to fly them all into headquarters for a training session. We knew our Sales people (students) and even our subject matter experts (located across the globe) didn't want the hassle of learning new software to view or produce these courses. I had brought the Brainshark platform to the last 4 companies I've worked with – I knew it would be an “easy” sell because it is quick and easy to get up and running – requires no software, no training for either the course developers or the students.

After we'd had success in the training arena, I could use Brainshark for Marketing activities. It seemed like almost instantly we had a new and excellent way to get our sales team up to speed on the technical elements of the new products. PLUS, we were able to train Sales in key messaging, positioning and how to demonstrate the product. The built-in quizzing helped us validate that our sales representatives had the technical skill and messaging know-how before they got in front of customers.

Our parent company decided to roll it out to the rest of the organization. This expansion of our subscription gave us the ability to offer Brainshark courses to customers all over the globe. We continue to use Brainshark with every product launch and when onboarding new customers. Today, we use it as an awareness and lead generation tool in our marketing campaigns. Our marketing campaigns include a URL and a QR code that drops the prospect into a Brainshark presentation. We use the guestbook feature to ask a few questions to better qualify the lead before we pass it on to Sales.

As an agile, easy, robust and constantly-evolving solution, the people at Brainshark continue to keep up with the market needs. Whether it is more robust learning management system needs, or support for mobile devices and offline learning options – at ReSound, Brainshark is indispensable.

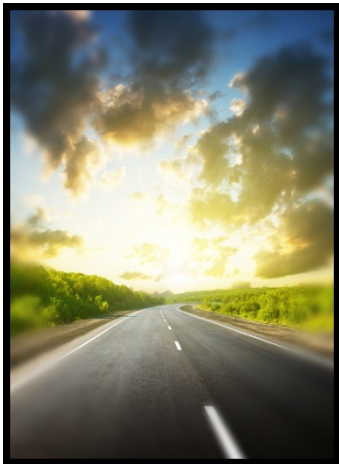
“It seemed like almost instantly we had a new and excellent way to get our sales team up to speed on the technical elements of the new products.”



Warming Your Leads, One Click at a Time

VP of Digital Marketing, Large Educational Publisher

“We launched this campaign and generated more than 9,000 views and more than 6,000 leads in less than 4 weeks.”



Our sales force asked marketing for something they had never requested: leads. We were asked to get into the marketplace and activate program interest in ways we've never done before and to generate viable leads.

Our digital marketing team went to work and developed a new concept, a virtual approximation of the sales experience that could be pushed into the marketplace. We developed a multi-step program activation campaign and turned to Brainshark as the key tool to help us develop this nurture program. The idea was to create a set of easily identifiable steps to learn about the program, each step requiring just a little more information from the customer.

The first step is a two-minute elevator pitch developed with Brainshark that helps the customer learn whether they want to go further in the review process. It was just enough information to capture them, and Brainshark allowed us to develop a mobile-ready movie with animation and narration. This tour pushed customers to the Sample step that allowed the customer to see and experience the materials quickly and easily across all components and grade levels. The third step was the trial. Brainshark and other tools provided a customized trial experience with the program materials.

The customer, lured to the trial through the first two steps, specified what grade level they teach, helping us customize the trial experience even further. This trial directed the customer through a 6-week course, complete with downloadable teaching materials, student materials, a training video for each grade level, and each week of instruction (more than 40 Brainshark videos). Building these training pieces in Brainshark gave us ease of use and super-quick time to market without expensive Flash programmers or rich media developers.

We launched this new type of campaign and generated more than 9,000 views of our product tour and more than 6,000 leads in less than 4 weeks. We're extremely pleased with our choice of Brainshark as a core tool in our marketing strategy.

Dynamic Business Cards with a QR Code

Jessica Pyne, Marketing Consultant, m62

At m62, we often find it difficult to explain just what we do to potential new clients. We always want a quick way of demonstrating this to people we meet, but we often can't get a laptop out. There hasn't been a simple solution to this problem – until now.

A QR code is a barcode that has many different uses, but it is most well known for offering a means to direct a viewer to a specific URL. The QR code has proven particularly useful on smartphones, which usually have an in-built camera and internet access.. QR codes offer improved ease of use, and almost anyone with a smartphone and the ability to download apps can use.

With our move to hosting online presentations on Brainshark, we now have a way of hosting our introductory presentation on demand. This means that anyone with an internet connection can view this presentation anywhere in the world, at any time – all they need is the link. With QR codes, we can easily make the link available.

QR codes are still a relatively new way of using technology, QR codes on business cards are newer still, and using a QR code on a business card to link to a presentation – well, we hadn't encountered it before we tried it!

Using a presentation is a really great way of getting people you meet engaged with your content. It's far more personal than directing someone to your company website, particularly as each person can narrate their own slides, thus introducing themselves and their role, as well as introducing the company.

Adding QR codes to our business cards wasn't simply a case of plonking them on to our existing design. While it was important that the QR code was positioned in a way that looked good, it had to be large enough that it would scan correctly.

Once we'd resolved the design issue, producing the individual codes was simple. We were quickly and easily able to generate QR codes for each presentation within Brainshark itself.



Tackling Audience and Information Complexity

Mohan Mailvaganam, Program Manager, Xerox Global Services

“The offering we are taking to market is one that is complex and has many moving parts.”



I am the National Program Manager for the Enterprise Print Services offering for Xerox Global Services in Canada. Xerox Global Services is the outsourcing services arm of Xerox which focuses on providing Document and Output management solutions to large national and global organizations worldwide. I have been with the organization for 12 years and have had the pleasure of working with Brainshark technology for years.

My team has embraced Brainshark technology as a vehicle to deliver knowledge to our field organizations such as sales, assessment & consulting, transition and operations. The Brainshark technology has been critical for our program's success. The offering we are taking to market is one that is complex and has many moving parts. My team touches over a 100 field resources 2-3 times a quarter with the Brainshark technology. Our Brainshark sessions are primarily focused on communicating our offering and capabilities, new initiatives and programs, software and platform updates, back-office processes, and at times connecting with customers to deliver our value proposition.

Brainshark provides us with reporting metrics that highlight who attended the sessions, their roles and managers' names, and participation tracking and more importantly, closed loop feedback to team managers. Another important capability we leverage is the replay feature. This helps us from a program as well as field perspective since we can deliver the session once and for those who had conflicting appointments and time zone challenges, can go in anytime to view the session at their own pace.

In addition, we are also able to incorporate the recorded sessions into our Learning Management System (LMS) so that we can apply course codes for the sessions as well as develop test outs for completion of course. The ability to bring the recordings into our LMS and incorporating test outs gives us ultimate control and visibility of who has viewed the content and those who truly comprehended the material.

Brainshark has been a great technology for me personally as well as my team to deliver content to a wide audience cost-effectively and efficiently.

A Short Timeline to the Right Leads

Marketing Manager, Financial Services Company

Prior to Brainshark, for our marketing campaigns, we would send out 2,000 to 5,000 mailings to financial advisors. Unfortunately, we couldn't capture any metrics with the mailings, couldn't follow up on warm leads that actually viewed the information, and mailing was costly.

So we decided to use Brainshark. Subject matter experts created PowerPoint slides and a script. We also enlisted Brainshark Professional Services for professional voice-over services. We attached a PDF of the printed brochure to the Brainshark and distributed the link through email, gathering viewer information with the Brainshark's Guestbook feature.

By utilizing the Guestbook, we had ability to see who viewed the information and for how long, and could follow up on the financial advisors and turn them into warm leads. What's more, we could resend the information easily without additional costs.

Overall, mailing 5,000 brochures would have cost \$59K, without the benefits of tracking.

But, with Brainshark, we sent 5,000 emails, and then mailed just 156 brochures to warm leads for a total cost of \$3,700.

For this one 4-month campaign, we saved \$56,000!



For more information:

www.brainshark.com

Toll Free: 866-276-7427



Brainshark, Inc.

130 Turner Street
Building 1, Suite 100
Waltham, MA 02453
(781) 370-8000