



Simple Video Meetings

How Agencies Bond with Clients, Build Stronger Teams & Do More with Less

iMeet for Marketing Agencies | Your brainstorming room is waiting.

The New Rules for Marketing

EVERY DOLLAR INVESTED AND EVERY INTERACTION MUST PRODUCE RESULTS

Marketing today is dramatically different from the days when – supposedly – half of all budgets were wasted. (Of course, no one knew which half was wasted, as the old joke goes.) To succeed in the 21st century, marketers must be accountable and data-driven. That means tracking every interaction with target audiences and every dollar invested to ensure it generates value.

But it's not just a matter of measurability. It's about doing more with less, and innovating cost-effectively. Connecting with fast-moving, highly empowered consumers across a range of new channels and platforms. Getting the most from tighter budgets, and hitting all deadlines on very tight schedules, even when resources are stretched. And producing great creative, compelling stories and irresistible brands.

As much as marketing has changed, however, a few constants remain. Like the need for strong client relationships. And productive collaborations across the entire account team – creatives, account planners, relationship managers, media buyers and agency leadership.

WHAT YOUR MEETINGS SAY ABOUT YOUR AGENCY

Marketing means meetings. From client presentations, strategy sessions and regular project updates to impromptu brainstorming and creative reviews –

meetings are how marketing work gets done. In many cases, the better these meetings go, the better the campaigns ultimately are.

Despite email, text and mobile communications there is no substitute for face-to-face meetings when it comes to engaging clients. Non-verbal cues are too important. In fact, they represent up to 80% of all communications. Chemistry matters too much, especially when you're on the short list of agencies in a pitch, you're competing to gain more of a client's business, or trying to maintain a relationship over the long term.

While it's the job of agencies to help clients find their competitive edge, it's just as important that they demonstrate their own. Top agencies must show an innovative streak, especially in relation to communicating and project management. Offering highly effective and efficient techniques for collaboration shows that a company knows how to streamline key processes and drive results quickly.

Today's agencies must be adept with all kinds of technology – web-based tools for short seminars and slide-sharing, FTP sites for transmitting digital assets, creative briefs and media plans, iPhones, BlackBerries, tablets and notebooks. Using these tools shows currency with the latest channels and platforms. Yes, it's vital to show the world your agency is technology forward, but it's just as important to provide the personal touch.

Many agencies use some form of video conferencing, too, often the costly kind that requires big up-front investments and lots of help from the IT department. The natural next step for many companies is to move to online video meetings. A simpler, more cost-effective approach – like personal online video meeting rooms – allows for a personal touch in conducting business with clients and for strengthening account and project teams.

For account directors and managers, replacing a phone call with a quick face-to-face interaction allows a better read on clients' non-verbal reactions. For creatives, a flexible "anytime" virtual venue allows them to connect and work together on messaging and imagery when inspiration strikes. That means stronger bonds with remote resources or free-lancers. Lastly, the entire team can get together for quick status updates and reviews without the tedium of a long, droning conference call.

Though meetings are important, they shouldn't get in the way of real work. Studies have concluded that up to 50% of all meeting time is wasted and nearly half of all managers feel overwhelmed by their meeting schedules. We've all seen the signs – endless presentation decks that put everyone to sleep, agendas as long as Russian novels, participants checking their emails under the table, web interfaces that hang up, entire days lost to back-to-back-to-back meetings. To be effective, teams must be fully engaged and focused. The truth is, great leaders hold great meetings. And that's especially true in marketing.

Marketing is all about relevant communication with an audience. The more personal the connection, the better. That's just as true for client relationships and productive account teams as it is for reaching consumers. But taking control of meetings and personalizing communications is not just about relationships. It also saves time and money, provided your agency is using tools that are intuitive, efficient and well-suited to the tasks at hand.

How Agencies Can Use Online Video Meeting Rooms

- » **Touch base quickly, easily and personally with key client contacts** – smoothing ongoing communications.
- » **Hold informal update meetings with individual stakeholders** – keeping in touch with the business.
- » **Provide early "sneak-peek" reviews of developing creative concepts** – using "reality checks" to reduce risk.
- » **Personalize project kick-off and de-brief meetings** – ensuring all participants stay engaged.
- » **Convene account teams to review strategy, work up briefs and media plans** – gather and integrate all inputs more efficiently.
- » **Connect remote creative resources for brainstorming and ideation sessions** – saving on travel costs and enabling collaboration.

GRAPPLING WITH THE TIME, SPACE AND SPEED OF BUSINESS

Marketing pros often need to be in two places at once, attending the tens of millions of meetings that occur each and every day in the U.S. alone. Business travel leaves your team waiting in airports almost as many hours as they spend in meetings. In the modern global marketplace, office branches for both agencies and clients are spread far and wide. Resources often work remotely. Short of teleportation, a web-based, “always-on” meeting room that clients and teams can “step into” at any time is an excellent method for gathering remote professionals together to get them all on the same page, understanding the goals and framework of the project. More than ever, project teams require closer integration for better brainstorming and stronger bonds.

Luckily, typical marketers are open to new ideas and new ways of working. They can be counted on to take part in meetings via their iPads and smartphones – whether they’re in an airport lounge, hotel lobby or working from home. Employees from Generation X and Y expect to communicate digitally and are just as relaxed in front of a webcam as in a conference room. They are also comfortable with a less formal approach, and love to have a little fun in their meetings – especially the creative types.

As far-flung as business has become, it also moves at higher velocity. While marketing campaigns once had fixed beginnings and ends, now the strategic, media and creative work must support ongoing and

highly varied marketing efforts. Especially in digital channels, constant updates and optimization efforts help keep your clients top of mind in an attention deficit world. Plans have to be re-evaluated dozens of times to account for sudden market and competitive shifts. Marketing strategy and briefs may need continual refining. And budgets are adjusted and re-adjusted, and then changed some more. No wonder account managers must communicate multiple times a day – with their client contacts and all the resources on the team.

BETTER MEETINGS = BETTER RELATIONSHIPS & BETTER DELIVERABLES

Online video meetings offer breakthrough gains in efficiency without adding significant expense to client service. For marketing agencies, the benefits include:

- » Lower costs based on reduced travel expenses for project teams
- » Clearer visibility into a client’s reaction and ongoing state of mind
- » Faster response to strategic changes or project adjustments
- » Closer collaboration among remote team members and across disciplines (e.g., creative, media, account planning)
- » Faster “ramp-up” on new accounts
- » Impressive communication tools that sell the agency

Clients will realize important benefits, too, including:

- » A richer and more detailed view of the agency's approach and talent
- » Quick access to account managers for project updates and the ability to ask questions
- » More engagement and interaction with teams for clear feedback
- » Reduced travel costs

The bottom line? Video meetings allow marketers to do more and better work within shrinking project budgets and still maximize business productivity and profit.

Once agencies recognize the potential power of online video and personal meeting rooms in boosting productivity and strengthening client relationships, the next step is to evaluate the options and find the right system and tools based on unique needs and objectives. As a recent report on enterprise video suggested, companies should not "simply focus on technical standards," but rather "on the characteristics that are most relevant to the business."

For marketing firms, those characteristics are usually simplicity, ease of use and the ability to share simple documents and information (see sidebar on page 3). From the perspective of IT leaders, who will influence these decisions (or make them directly), additional video solutions must be self-contained, with built-in support and a generally small footprint. In other words, they cannot be disruptive to implement, difficult to support or expensive to maintain.

What to Look for in Online Video Meeting Technology

EASE OF USE: Ideally, a video conferencing service should be as easy as making a phone call or signing into a website.

AFFORDABILITY & RELIABILITY: Many corporate video networks are costly, complex and prone to technical difficulties. Internet-based services largely avoid such issues.

SIMPLICITY: Online meeting platforms typically distract users with too many features, clunky interfaces and required downloads. Focus on technology that is ready for everyone, emphasizes the people communicating, and allows sharing of simple content, like videos, documents and social media links.

PRIVACY: Marketing users should have a private room or space to preserve confidentiality.

ALWAYS-ON AVAILABILITY: Because schedules are tight, look for tools that enable spontaneous video meetings, without arduous set-up or scheduling process.

SUPPORT FOR MULTIPLE USERS: Meetings often require more than two people; make sure the service can integrate the entire team.

MOBILITY: User-friendly mobile interfaces and seamless integration with smartphones, tablets and other handheld devices.

Welcome to iMeet®

GREAT RELATIONSHIPS START WITH GREAT MEETINGS

The Proven Way for Sales Organizations to:

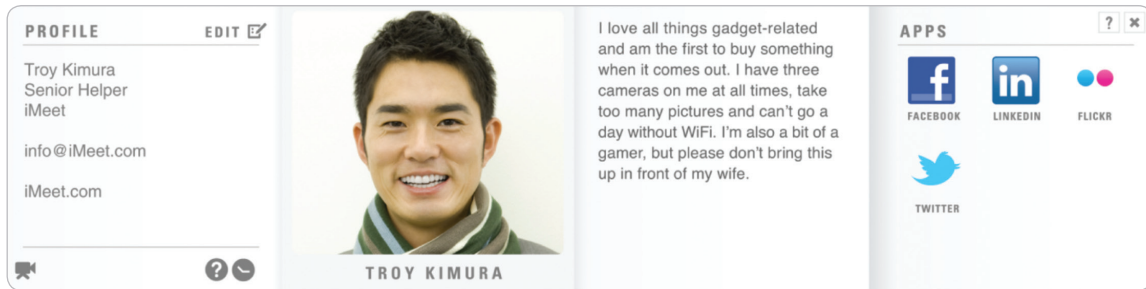
- » Enhance and personalize client service
- » Share and socialize “big ideas” and project information
- » Integrate project teams
- » Foster highly creative and productive collaborations

iMeet is as simple as a phone call, but much more enriching, powerful and fun. That's why we believe the world's most productive meetings happen in iMeet.

iMeet combines crystal clear, HD-like multipoint video (up to 15 web cameras simultaneously turned on) in a virtual, personal room that's perfect for impromptu brainstorming, quick project reviews, and informational updates. Designed for clarity and instant access to anyone, iMeet combines the best parts of conference calling, video conferencing, and social networking – all cleaned-up, simplified and ready for your agency.



- » No difficult downloads or complex interfaces –all participants need is a webcam and a browser
- » Your iMeet room is always ready, for formal meetings, “drop-by” brainstorming and quick check-ins
- » Individual rooms ensure privacy, but are perfect for teams – up to 15 people can participate at once



BETTER THAN A PHONE CALL OR EMAIL

Engage clients:

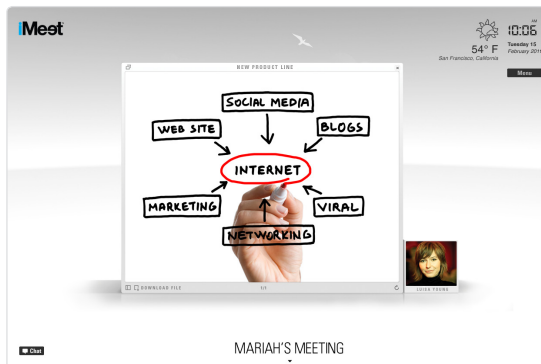
- » Assess their attitude, enthusiasm and satisfaction with natural conversations
- » Share information with a personal touch
- » Link to relevant social media outlets

“iMeet is refreshingly simple and intuitive. Personalized rooms and social media make meetings friendly.”

Roopam Jain
Senior Analyst Frost & Sullivan

BE RESOURCEFUL, RESPONSIBLE AND STILL GET PERSONAL

- » Show your stuff – share great new concepts and big ideas
- » Drive collaboration among remote resources and team members
- » See who’s talking – and get to know your colleagues
- » Easy links to strategic planning documents, creative briefs, media plans, project schematics, schedules and more
- » Position your agency as client-centric and innovative



YOU'RE A MARKETER-YOU BETTER BE A GREAT COMMUNICATOR

With iMeet, marketing agencies can get to know clients and their needs faster and more personally. Project scopes, timelines, research data and strategy can be understood more clearly. It's all about enabling better client relationships and collaborations that result in a competitive advantage for the client and a decent profit margin for the agency. You can't get much clearer than that.

About iMeet

iMeet is a simple, elegant, wide-open space where you can get together any time. It's your own personal meeting room where you can see everyone and learn more about them. Simply put, iMeet is the best parts of conference calling, video conferencing, and social networking, all cleaned-up, simplified and ready for business. Our goal? Do away with soul-sucking meetings and make get-togethers as enjoyable as possible. After all, great things can happen when we're all in the same room. iMeet is the brainchild of PGI, a company that hosts over 4 million meetings every month for businesses around the world, including 75% of the Fortune 100 (needless to say, our technology is rock solid). Thanks for reading and hope to see you around.

[iMeet.com](#)

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