

Survey Says...

A recent B-to-B study of over 4,000 respondents found that 80% of buyers rely on vendors for educational material to solve a problem. They also want it to be customized to address their industry, job function or stage in the buying cycle.

Respondents were also increasingly selective about what types of content appealed to them most, with educational white papers topping the list at 71%.

KnowledgeStorm and MarketingSherpa, March 2007

In a similar study, 78% of respondents believe video makes online content more compelling.

KnowledgeStorm/ Universal McCann, July 2006.

Extend your white paper investment with eye-catching rich media

Research has shown that video makes online content more compelling, so why not incorporate rich media into your white paper program to attract more people and gain more from your investment? Demand for engaging, educational content delivered online, presents a unique opportunity for B-to-B marketers to deliver existing content in an exciting new way, with minimal effort. In this turn-key program delivered via AccelaCast inBanner, multimedia content is developed based on your existing white paper, with each stage of production managed by Accela Communications.

AccelaCast inBanner programs can be embedded on your web site or served directly within any standard banner ad unit on any web site that you buy impressions from. This unique approach broadens your reach and exposure, and at the same time allows your content to be delivered in the context of an editorial environment that your prospects are most comfortable with.

The AccelaCast platform offers a high degree of interactivity and navigational control. This translates into a richer user experience that educates viewers in more detail, enhancing the brand experience and retention of information. AccelaCast also allows for multiple forms of data acquisition including optional or mandatory registration forms to support lead generation.

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* First Name
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Program Benefits

- Raise the bar on how you deliver educational content to accelerate relationships.
- Appeal to different media preferences, gain more interested buyers, and ROI from your investment.
- Embed your program directly in your web site to enrich your visitors' experience.
- Increase distribution for your white paper by delivering the program via banner advertising units you purchase from any web site.
- Tracking intelligence and reporting metrics provide insight into viewer interests.
- Receive registrant data and demographic reports via email or 24/7 web access through the AccelaWorks web response management system.

AccelaCast Video White Paper Productions Services

- Prepare a 5 - 7 minute (800-1,000 word) executive summary derived directly from a supplied white paper.
- Edit script based on one round of client review.
- Hire a professional actor to present the executive summary version of the white paper. A male or female actor may be specified.
- Videotape the presenter in front of a neutral background in the AccelaCast Studio.
- Complete audio and video production and editing.
- Integrate the video content into a 336x280 or 300x250 AccelaCast player and synchronize any client-supplied images.
- Encode, integrate, host and stream program content. Includes 50,000 streaming minutes. Banner streaming charges are additional (quoted on a CPM basis).
- Enable distinctive AccelaCast features including full text search and navigation controls. Client can choose up to 4 platform services from this list: clickable agenda, clickable transcript, invite a friend; ask a question (client supplied email address required) or resources (client-supplied links required).
- Create a 336x280 or 300x250 Flash banner with a silent video loop to promote and launch the program via media buys. This banner can also be used as the clickable image for in-page delivery when auto-launch of the program is not desired.
- Create an MP3 file from the program audio that can be used as an audio podcast separately, or as a downloadable resource for program viewers.
- Create a mandatory or optional registration form to control access to your content. Form includes: first name, last name, title, company, email and phone number.
- Set up a custom automated email confirmation message that is delivered after registration to users with a link to your white paper PDF and any other resources you'd like to include.

AccelaWorks Data Capture, Tracking & Measurement

- Create a mandatory or optional registration form to control access to your content. Form includes: first name, last name, title, company, email and phone number.
- AccelaCast Video White Paper clients have 24/7 access to the AccelaWorks web response management system which provides reporting on viewer engagement metrics such as view time by segment, click activity and registrant demographics. Sophisticated data filtering and classification capabilities can be used to set up automatic nightly or weekly delivery of registrant data to you via email.

Optional Production & Creative Services

- **CD-ROM Master.** A CD-ROM master can be created upon request.
- **Creative Services.** From Flash development to custom designed landing pages, our Creative Services team draws on its singular experience in rich media communications deliver engaging content.
- **Audience Development Services.** A variety of lead generation packages are available (with mandatory registration programs), which include complete promotional management and copy development.
- **Post Production.** Creation of video files to be used in other distribution channels, such as YouTube.
- **Program Localization.** More than just basic translation, we offer full localization in 26 languages to help you adapt your video white paper to a specific locality.
- **Custom Engineering.** For specialized data feeds, custom reporting or player functionality.

For More Information

For additional information on AccelaCast Video White Papers, please contact your representative or:
Clare O'Brien, VP of Sales. Email: clare_obrien@accelacommunications.com Phone: 508.303.9709

On-Demand Rich Media Pioneer

Accela Communications is a technology-enabled interactive marketing firm that provides a collection of tools and services to produce, deliver and measure video communications across a wide range of industries

We create opportunities for engagement with technologies that work hand-in-hand to deliver multimedia content that can inform, create relationships, and direct future communications and learning activities.

For more information, please visit:
www.accelacommunications.com

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