

Wasting Your Webinar Archives: *Old Content Becomes New Again!*

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Webinars, Webcasts, Audio Recordings

If you have existing recordings in your library not actively being used, you're wasting a valuable resource. I'll wager that the content is still relevant for your audience (with possibly the need for a bit of editing.)

Recording content for training, lead generation and marketing is an expensive undertaking. You spent time and money on project development, booking the subject matter expert(s) to speak, building presentation material and marketing the event. You may have even posted a link to the archive immediately after your event, but then what?

The vast majority of archive recordings are getting "dusty" on servers across the globe, and trainers, product managers and marketing professionals forget about them.

Existing recordings can be "repurposed" into new content as a cost-effective alternative to starting from scratch. The addition of multimedia elements such as flash animation, video, music, intros and trailers can create instant impact. Converting your content from its original format (sometimes proprietary) and saving as a Flash, Windows Media file, or other universal format, makes the content easy to access and view. The "On Demand" capability of a recording presents a wealth of opportunity for recycling your investment.

Get the most mileage out of your content; repackage your archives into multimedia training videos, product & sales demos or a corporate video. Don't waste your investment, reach a new audience and breathe life into your archive content.

Ideas

New Training Package - combine multiple webinars into one video with training "modules" that can be selected using a detailed navigation menu. This self-paced learning model is extremely convenient for busy professionals.

Product Demonstrations - create an exciting video of your product's capabilities, demonstrate ease-of-use and applications. Delivery methods could include hosting from your website to capture online leads as well as cutting to CD or DVD for your sales reps to deliver.

Corporate Video - take clips from multiple webinars and combine them to show the depth and breadth of your organization's capabilities. Display at conferences, tradeshow booths, your website etc.

Tips

Measure your ROI - use registration and tracking tools to get detailed reports on viewing behavior. Use the reports to issue certifications, capture new leads and measure your return on investment.

Show off your newly "repurposed" content by streaming a clip to your audience as an exciting introduction for your next live webinar.

Intellor Group, Inc.

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