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**How Can Multimedia Work For You?**

**By Frank Levert**

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Multimedia here and multimedia there. Is it just a flashy thing you don't need or the reason why your competitors are getting ahead? Today's reality is that people live on a fast pace so their time is important. They watch tv going from one channel to the other, get a satellite dish so they can watch their favorite show on a different time schedule after putting the kids to bed, go through mail as fast as you can count up to 3, surf on the web with an average of 55 seconds spent on a web page, read the newspaper by going through the big titles, etc. It is a matter of facts, today's companies and entrepreneurs need to get the best out of every second a potential customer, or current customer, will spend paying attention to their offer. There are many ways to improve receptivity and develop time saving solutions such as using repetivity and faster technologies but how can multimedia work for you?

Have you ever noticed how easy children learn songs from commercials on tv? Do you really think they would learn as fast if all they could see was as static text on tv? As you know, the answer is no. The combination of dynamic images, music and narration improves the receptivity of any audience.

Imagine how more effective a digital business card could be versus the traditional piece of paper! Such a multimedia presentation of your company or services could make a difference between a sale and another time wasting meeting. Now imagine how a great interactive marketing campaign could support your professional multimedia presentation or multimedia portfolio! The repetivity effect of your multimedia production would improve even more the receptivity of your audience. In addition, your interactive marketing campaign could be used to generate valuable data from respondants, which would then allow you to filter those respondants and only target high potential customers with future multimedia presentations or direct marketing campaigns.

In the same path, interactive websites using flash animations can also improve receptivity if used the smart way. Remember how much time people spend on a web page in average? Taking that into consideration is an essential key to the success of a flash website. Don't overload your flash animation or make your website navigation too complicated. The point here is to get visitor's attention and keep

## How Can Multimedia Work For You?

them awake, not make them lose patience and leave your overloaded flash website!

In many ways, multimedia can help you improve the receptiveness of your message but it goes way beyond that. You can also save time to your customers by developing multimedia applications such as an interactive training or multimedia tutorial! Offering that kind of multimedia support to your customers could greatly improve their learning process and save them time. As you know, saving time to your customers and offering effective support is a step forward in your customer retention efforts.

Over years, multimedia and interactive marketing services got more affordable. Many multimedia companies are now offering solutions that even smaller budgets can make room for. Are your customers worth it?

Frank Levert is a graphic/web designer, multimedia artist, copywriter and marketing professional with over 10 years of experience in the industry. He is now the owner of Netmar Solutions, a company offering a whole spectrum of internet and marketing services for small and medium size businesses.

### **Creating Connections: Making Your Business Truly Multimedia**

**By Mary Wheeler**

#### **Creating Connections: Making Your Business Truly Multimedia by Mary Wheeler**

Remember when "multimedia" was the hottest term in the computer world? Everyone wanted a system that was multimedia-ready -- some were even called "multimedia" systems, which usually meant that they had decent sound and video cards.

Today, we are on the verge of having TRULY multimedia systems -- systems that integrate and connect various ways of communicating and sharing information. Businesses that want to prosper (or perhaps even survive) in the future need to be aware of these changes and should try to capitalize on them as soon as they can.

What kind of changes am I talking about? Mainly the ways that the Internet is combining with other communication media to create products and services that hadn't been thought of before. Here are just a few examples:

\* You can now use the Internet to make local and long distance telephone calls, as well as video conferencing. The combination of these two media allows customers to transmit more information than either could do by themselves.

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\* More and more merchants are integrating their physical store locations and their Websites, so that the two aren't separate selling points for the company, but rather work together to make profits. These kinds of systems lead to more sales and greater customer satisfaction.

\* Innovative businesses are combining the power of the Internet with the ease and popularity of television to create new interactive media. With these systems, a person who is watching TV can use a wireless mouse to find out more about a product that he or she sees, including how much it costs and the closest place to buy it, all based upon the viewer's individual information and location.

These examples help show that the future of the Internet is going to be based upon the innovative ways that it is combined with media with which we are already familiar. As business "entrepreneurs," we should keep a close eye on

these kinds of developments, so that we don't get left behind.

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