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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

INTERACTIVITY IS KEY

By Karen Fegarty

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Many companies are trying to differentiate themselves from their competitors. Imagine the power of your site or marketing message if you include ways for your customers or potential customers to interact with you on a personal level, immediately.

Studies have shown that if you can address customer questions or concerns at the point of initial contact or at a buying decision point on a site, conversion to buyer is greatly increased. In addition, customer satisfaction is truly enhanced

Take a look at the following great tools that will allow you, to become Interactive.

Live Person - Live Person's "Click-to-Chat" functionality can be quickly added to your website. All that is required is that you download a small file and insert a couple of lines of code to your HTML page. Your visitors will not require any plug-ins or software to chat with you.

Features include:

Chat with your visitors - You can accept or decline the request to chat you may also "call" a visitor on your site and ask them whether they would like to chat. If operators are unavailable or offline, the customer is given the option to email your company.

Statistics - you will see complete info on all your visitors. Where they came from, what pages they are looking at and how much time they spend at your site.

Sounds - You can hear notification of a visitor to your site or a request to chat.

Multiple Operators - You can assign multiple operators to handle incoming chats.

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Simplicity - Easy to establish, you can be up and running in minutes.

Pricing at this time ranges from no charge for the FREE version, Express \$19.50/month and \$89.50/month for the Pro. All features listed above are included in all versions. Additional features and functions are available with Express and Pro services.

InfoSystems - Info Systems offers a number of web-based interactive products.

Browse-N-Talk tm is a "Click to Call Me" button that, strategically positioned on a web page, allows visitors to click on it and immediately connect via the regular telephone to a customer support or sales

person.

Call Mail tm allows subscribers to send e-mails with a "Click to Talk to Me" button in the signatures.

The recipient of the e-mail clicks on the button and is immediately connected via regular telephone with the sender

Vox2eMail tm is an indispensable tool for business travelers, managers, staff or customers. It allows them to send an e-mail with a voice message attachment from any touch-tone phone in the world.

Pricing ranges from Free for the Vox2eMail service to various pricing structures for the other services.

Broadc@stHTML Broadc@stHTML from MailWorkZ is an email marketing software product that has fully integrated the Live Person technology.

Customers using Broadc@st to create, manage and send email marketing campaigns can also include the "Click-to-Chat" button right within their email campaign.

Pricing is \$249 to create and send multiple campaigns, each with up to 1000 emails, \$795 to manage multiple campaigns of up to 10,000 emails, and \$2495 to manage multiple unlimited size campaigns. Live Person costs are extra.

Karen Fegarty is co-founder of MailWorkZ. MailWorkZ is the producer of innovative e-marketing tools including Broadc@st, a leading email/bulk email marketing software tool and ezTrackZ online ad tracking. Claim your trial of Broadc@st today <http://www.mailworkz.com/download.htm> and trial ezTrackZ ad tracker at <http://www.eztrackz.com>.

Hands On Trade Show Exhibits Lure Attendees

By Dick Wheeler

When trade show exhibit goes walk the vast exhibit hall floors and come upon highly creative, interactive trade show displays, they get to stop and join in some fun. The trade show attendee becomes part of the exhibit. By using experiential activity, the trade show exhibitor not only entertains but also educates their key customer prospects with entertaining "hands on" experiences.

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Why are such participatory activities important at trade shows? Quite simply: they boost traffic to the trade show exhibit site, leading to product interest and often substantial sales from experiencing first hand a dynamic new product.

When Event Marketer covered the Consumer Electronics Show (CES) in Las Vegas in early January 2006, they found exceptional trade show exhibits that offered interactive experiences. Here are a few exhibitors whose "hands on" trade show displays showcased new product trials on the trade show floor:

Canon — Canon's goal was to get attendees' hands on its products. They had three hands-on display islands staffed by representatives. One of the islands featured PowerShot and EOS cameras and camcorders, another showcased printers, and the third island featured smaller digital cameras and camcorders. Canon also had a theater that mimicked a working film set with camera booms and professional stage lighting. Visitors demonstrated Canon's new products and took photos and videos of a working model-train village choo-chooing away in their center island.

Dolby — A TrueHD Theater was Dolby's centerpiece to run demos of its high-definition audio technology. Separate semi-enclosed zones showed off Dolby's audio technology for HDTV home theaters, surround-sound video gaming, and PC home audio. The gaming zone offered visitors a chance to try Burnout, the new Xbox 360 racing game. The Xbox's Dolby Digital sound technology seduced game enthusiasts to come try their new products.

Garmin — Several interactive demonstration stations helped Garmin get its portable navigation systems into people's hands. Two circular islands each featured eight handheld navigation units for visitors to try, while plasma screens atop the stations ran videos about the products.

Nokia - The company divided sections of the trade show exhibit—which featured everything from its mobile office products to its latest Bluetooth-capable phones—to create individual environments for products and presentations. Visitors checked out the products on tables on the main floor. Nokia created interactivity with touch-screen computer kiosk booths, where trade show attendees could learn more about key product features.

Remember that people want to try before they buy. At trade shows, they want to see for themselves and be part of the action. That is why the use of interactivity works especially well at trade show displays that introduce new products and services.

Dick Wheeler is President of Professional Exhibits & Graphics, headquartered in Sunnyvale, California. The firm is a full-service premiere trade show exhibit, graphics and management services company. For additional information, go to

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