

Adobe® Acrobat® Connect™ Professional solutions for marketing and sales

Help maximize qualified leads and close deals faster with live web seminars, on-demand presentations, and online meetings virtually anyone can access instantly



With this solution, you can:

- Increase direct marketing responses through engaging presentations that can be accessed instantly by virtually anyone—anytime, anywhere—using Adobe Flash Player
- Turn prospects into qualified leads through high-impact online events and seminars
- Reach large, dispersed audiences instantly and efficiently manage and track responses to large online events
- Quickly qualify prospects and accelerate sales cycles through branded online meetings and demos
- Foster customer loyalty and repeat business through improved quality and frequency of customer communications
- Help lower the cost of selling by making your marketing and sales teams work more efficiently

Competition is fierce. Time and budgets are tight. Being able to qualify prospects through targeted communications and to convert qualified prospects into effective leads for a motivated sales force is critical to achieving business success in our competitive global economy. Yet, as every marketing and sales manager knows, generating a steady and predictable stream of qualified leads is a challenge even for motivated marketing and sales teams.

Get better reach, shorten sales cycles, and help lower the cost of selling

With the Adobe Acrobat Connect Professional solution for marketing and sales, you can generate the number and quality of leads your organization needs, while helping to lower the cost of selling. This highly scalable solution enables you to reach large, distributed audiences through live or recorded online presentations, events, and seminars. With this solution, you can also significantly reduce travel time and expense by meeting with prospects one on one online to gauge their interests, or by following up with additional face-to-face online calls and demos. In addition, you can use this solution to help your marketing and sales staff collaborate more effectively, using interactive, multiple-participant video and integrated audio conferencing. And because Acrobat Connect Professional meetings and presentations are deployed using Adobe Flash® Player, which is already installed on more than 97% of Internet-connected desktops worldwide, your audiences and prospects can access live web seminars, on-demand presentations, or online meetings instantly, without cumbersome software downloads.

Generate more high-quality leads at lower cost

With this solution, you can broaden your lead generation capacity by engaging direct marketing respondents and converting them to qualified leads through high-impact online presentations and seminars. Actively engage users in your marketing campaigns—for example, embed a URL in your e-mail or online ad that provides access to a compelling multimedia presentation. The presentation can be branded with corporate logos and colors and can be created and published easily by anyone with Microsoft PowerPoint skills, using the separately available Adobe Presenter module in PowerPoint. The presentation also can include surveys to gauge a prospect's interest and understand his or her priorities as well as open-ended questions to collect contact information that can be passed on to sales for follow-up. The presentation may also include links for immediate calls to action—for example, inviting respondents to register for an informative, live online event or seminar as the next step in qualifying their interests. And with the Adobe Connect Events module, also available separately, you can register event prospects and send automated e-mail event reminders as well as track attendance.

Convert prospects to leads through engaging events

With this solution, you can also engage prospects and respond to their questions in real time through lively and informative web seminars while making the most of your travel and event budget. Using Acrobat Connect Professional with its unparalleled support for multiperson video, VoIP, and rich multimedia content and animations, you can bring in experts during live events or play prerecorded videos of corporate executives to communicate high-level messages and enhance credibility. Acrobat Connect Professional also enables you to record live events at the click of a button for later on-demand viewing as well as track the success of an event through simple dashboard-style reports that show attendance.

Accelerate sales cycles through online meetings and demos

Acrobat Connect Professional makes it a snap to communicate with virtually anyone, anywhere. You can quickly size up prospects through one-on-one online meetings before investing time and travel expense for an in-person meeting. You can further shorten the sales cycle through frequent live online presentations and product demos that complement your in-person meetings. If necessary, invite subject matter experts from around the world into your online meetings to provide technical or financial details in support of your proposal. You can personalize proposals by delivering customized information in narrated presentations that help champion your value proposition consistently to all decision-makers within your prospect's organization. And when the deal is closed, you can strengthen customer loyalty and repeat business by keeping in touch with customers with ad hoc meetings through your "always-on" meeting rooms.

Help lower the cost of selling by boosting your team's efficiency

The actual cost of selling also includes time and money spent trying to keep all team members on the same page. With this solution, you can save time and money by holding kickoff meetings online or conducting brief online meetings to answer questions of team members. Easily communicate and interact with geographically dispersed team members in real time, using essential collaboration tools, including screen and desktop sharing, interactive applications, and whiteboarding. You can use the same setup for quick online meetings to answer questions throughout a campaign—Acrobat Connect Professional automatically saves your meeting room layouts for future use. It also includes a searchable content library, which makes it easy for users to retrieve and share presentations, videos, and software simulations across your team. And because developing and publishing rich interactive Adobe Presenter content is as easy as creating a PowerPoint presentation, everyone on your team will be able to contribute to closing deals.

Follow leads that count

With the Acrobat Connect Professional solution for marketing and sales, you can drive results throughout every step of your marketing and sales cycles. You can use it in combination with traditional e-mail and online ad campaigns to qualify prospects, and then turn qualified prospects into leads, or to engage large audiences with informative live online events and seminars. It can also enable you to lower the cost of selling while increasing the effectiveness of your marketing and sales teams through interactive online meeting rooms and easy asset sharing.

For more information

To learn more about how the Adobe Acrobat Connect Professional solution for marketing and sales can help you drive results today, go to www.adobe.com/products/connect/solutions/marketing.

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