



The Changing Face Of Multimedia

Multimedia is one of the most powerful and underappreciated tactical marketing tools. It's often underutilized because it once carried a hefty price tag; but recently that has dropped significantly, and some form of multimedia is now within most company's budgets.

Multimedia can be deployed in a number of ways but is ideally suited for sales, Branding, and web applications. It is a very flexible medium, lending itself to adaptation, and it can vary in deployment.



Adam Strickland, PMG Creative Director, points out that, "Virtually any multimedia presentation can be modular, used as a whole, or divided into individual parts or segments to deliver a targeted message without sacrificing continuity. And the segments can be serialized."

PMG multimedia pieces are often serialized. They're designed to be able to communicate one-to-one or one-to-many in diverse applications. In fact, one multimedia presentation has run the gamut...

- originally as a 30-minute projection vehicle for a group of several hundred salespeople which was then...
- segmented into a 10-minute projected keynote speech at a major convention reaching 2,500 individuals...
- repurposed as part of an online Branding campaign webinar...
- used as an educational seminar piece with the addition of an omnipotent narrator...
- used as a looped 3-minute topical highlighter, an attention grabber at trade shows...
- as well as a menu-driven, interactive in-person sales presentation to individuals and groups of varying sizes...
- and, to top it off, parts of it were used in a TV ad!

Now that's multifunction at its finest! Then too, multimedia is an ideal tactic for websites and blogs, webcasts and podcasts, social media and sentiment analysis, etc.

"Multimedia used to connote a video or DVD." **Ross Mahler, Interactive Director**, adds, "Now it qualifies for an entirely new vocabulary. It can also be a blog entry, a podcast on iTunes, or a video on YouTube. Multimedia can be an interactive Flash presentation on a company's website or simply a tweet from your corporate Twitter account. In fact, the same multimedia piece can be all of the above. So the 'multi' in multimedia has truly come to fruition."



Memorability

No matter how you use multimedia, it should include Branding elements and protocols and must have a pointed, memorable Message.



Megan Lukas, PMG Graphic Designer, adds, "When multimedia is on the Internet, it should not only be attractive and innovative in its design, but also function in terms of its purpose, be easy to navigate, and fast to download or stream. Multimedia should be designed to last but be easily updatable as needed."



PMG Multimedia on YouTube



Make Mine Message-Driven

To be message-driven, a multimedia presentation has to establish key values in an indisputable manner, quickly and distinctly. Otherwise, you may have created a masterpiece but not motivated people to become customers or clients. Establish topicality, e.g., the multimedia's reason to be, in a way that demonstrates how you are different. Don't overlook the point. Give customers/prospects a reason to select you over your competition. Make sure the real reasons to change or upgrade are there and are clear. Branding is often nebulous if you allow it to be. Don't let that happen to your multimedia. Convert your promise of benefit into a promise of trust. Convey your promise of value into the proliferation of customer loyalty. Integrate multimedia into your strategic marketing program as a means to transform prospects into customers.

Work With Me Annie

That's actually the title of an old R&B song, but it applies to your sales force and/or sales chain. Multimedia should enhance and complement the sales skills of the presenting individuals or groups, bringing out their best instead of overriding them or cramping their style.



Don't Try To Be Spike Lee...

or Clint Eastwood or Quentin Tarantino when creating. Just communicate your Brand distinctions and personalize your Message to your audience. Even though multimedia is versatile, you're not going to sell coffee beans to a caffeine hater or a left-handed guitar to a right-handed player (unless it's the next Jimi Hendrix).

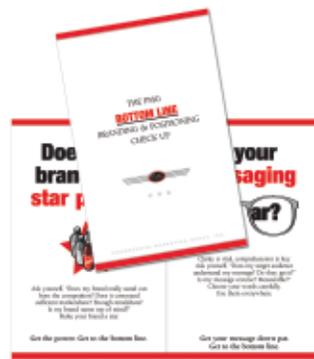
Summarizing

A highly effective Branding and communication vehicle makes sense for just about any business, product, service, or star vehicle. Especially one that is cost effective, extremely versatile, and can be used in a bevy of media. Multimedia makes total sense.

Call PMG for your multimedia needs, (631) 756-7160.



Strategic marketing can make a difference in your business.
Call us (631-756-7160) to discuss which strategies will work best for your organization.



Email us (news@pmgstrategic.com) for a complimentary copy of the PMG Branding and Positioning Booklet.

▶ **Jamie Stanco**, President and Founder of Progressive Marketing Group, Inc., is a recognized authority on strategic marketing and branding.

▶ The ballerina linebacker symbolizes Progressive Marketing Group, Inc. We pride ourselves on our ability to provide strategic marketing services with the creative finesse of a ballerina and the tactical marketing power of a linebacker.