

Essential Marketing Toolkit

Webinar Services Reviewed



Things To Consider When Choosing A Webinar Service

There are so many webinar services that you may feel overwhelmed when trying to choose one. If you ask yourself three questions when looking for a webinar service you may find that the decision to choose webinar software is easier than you thought.

What are the objectives of my webinar?

Knowing what your objectives are can help you determine the type of webinar service you need. Are you looking to promote your business, educate clients, establish relationships, and build leads? If you answer yes to any of these questions, then you will need a webinar service that allows you to have large groups of people in attendance and also allows some sort of interaction with your audience.

You may want to look for a webinar service that lets you sell your products with one click. If you are looking to build leads, a webinar service that has social media built in can help. Looking to educate your clients? Look for a webinar solution that allows for more than one moderator/speaker. When there are more speakers involved in a webinar your audience will become more engaged.

Will I use this webinar for marketing purposes?

You may have people come in late to your webinar event or not attend at all. In these cases, do you want a webinar recording sent them? Do you want to send a recording to those that attended so they have something to refer back to at a later date? You may also want to put this recording on your website or social media outlets to gain interest from people who didn't attend the webinar event and might want to attend your next one.

For whatever reason, if you want to record your webinar you will need to look for a webinar platform that allows you to do so. It would be a waste not to record your webinar event. Believe it or not there are many webinar services that do not automatically record your session.

What's my budget?

Knowing your budget will help you narrow the list of webinar services available. What is the greatest number of attendees that you expect? Don't purchase a webinar service that maxes out at 500 if you are only ever going to have 100 attendees. Most webinar solutions worth looking at will cost anywhere from \$20 to a \$1000 a month. When analysing your budget for a webinar service, make sure the platform the webinar software runs on will work for all your clients. To get the most bang for your buck look at webinar services that have as many of the features you want.



Choosing a webinar service can be difficult, but if you ask yourself these three questions, the answers should help you reach your decision. There are many webinar software solutions available to business owners, but there is only one solution for you.

Tips For Using The Right Service

If you want to grow your business and connect with your clients, then it's time you thought of hosting live webinars. Live events are exciting to those who attend and allow you interaction with clients.

Here are 4 tips to get you started with your webinar service.

Practice

Whichever webinar service you choose, make use of the videos, tutorials and training manuals that service offers. Those guides will ensure that you know your webinar software inside and out. If your webinar provider offers in-person training, take them up on it. The more training you receive with your new webinar service the better!

Make sure that your office technology matches the specifications that the webinar company specifies. Practice using your new webinar software. Practice on colleagues in the office or with family at home. Practice as a presenter and as a listener. Record yourself to see how you sound. Make sure you are ready for questions from your audience when hosting a live webinar; don't let yourself be caught off guard.

Co-Presenters

Collaborating on live webinar events makes your material more exciting to the audience and helps to increase your conversation rate. No one wants to listen to the same person talk for two hours. Having a co-presenter also helps; one person can answer questions and another to take care of any technical things going on in the background. It may also give you some level of comfort to know you are not alone. A co-presenter might also spark interest from different demographics and help you gain more participants and market your webinar to a wider audience.

Visuals

You need visuals when hosting a webinar. Make sure your webinar service lets you use many different types of visual formats. You don't want to just read your PowerPoint slides to your audience. Throw in fun graphs and images. Show graphs, graphics and slides of interest pertaining to your webinar. Make sure you are adept in toggling back and forth between different pictures and slides. If you are presenting have a picture of yourself at the beginning of the webinar. It will help make a connection between you and your audience.

Interact

If you don't interact with your audience during your webinar event, you will lose their attention. Keep them engaged. Ask questions during the presentation; don't wait until the end

to address your guests. Encourage them to ask questions through whatever means the webinar platform offers and answer them during the webinar. If your webinar service allows, try and have some discussion where attendees can talk with each other. Run a poll during your webinar and then in real-time give the results of the poll.

Webinars can be an advantage to your business if given correctly. Using these tips should help you in having a successful webinar presentation.

Reviewed Webinar Services To Consider

Click Webinar

Click Webinar offers you enough features to help you make the most of your online seminar, without cluttering your screen with unnecessary items. This webinar service allows you to use any browser that you like to connect to your meetings, as well as giving you the ability to record your meetings for future viewing. Click Webinar also offers the ability to conduct polls during your meeting, which can be helpful for encouraging interactivity.

This webinar service will allow you to record your meeting, which will allow those who were unable to join the conference to see what they missed. Having the option to record your online seminar can also work to your advantage for creating training material for others to watch. It also is a great way to share the meeting with people that may be in different parts of the world and in a different time zone.

This webinar service also allows you to create different polls and gather the results. This is something that can work well if you are in need of people's responses during your online seminar. It is also something that is helpful to have when trying to narrow down the list of ideas that have been gathered during a brainstorming session.

In order to get into your webinar with Click Webinar, you enter a password. This allows you to feel more confident that your meeting is secure. They also allow you to privately chat with members of your audience. This is an important feature to consider because it can help a minor misunderstanding from becoming a larger problem. One of the features we really like about their chat feature is the ability to translate languages. If your preferred language is English but you are having a discussion with someone who speaks Polish, both of you can enter your information in using your preferred language and it will be translated correctly into the other person's language. This will practically remove the language barrier.

Click Webinar offers you the ability to design your meeting room so it's customized for your own company. You have the option to add your company logo to your meeting room as well as the lobby. You also have the flexibility to add your company colours and graphics to these rooms. This is sure to impress those who are attending your webinar.

Because this webinar service will work with any browser, you will not have to worry about downloading any software on to your computer. This also means you don't need to worry that your system is up to date and running smoothly before joining or moderating your webinar. Your participants will also be grateful they don't have to waste time downloading new software onto their computers. This should almost entirely remove the need for tech support during webinars.



They also offer a mobile app so this application is more widely available to your audience on their mobile devices.

We like the toggling views feature that comes with this webinar service. This feature allows you to upload and share several different views of the document you are working on. Switching to a different view is as simple as choosing a different tab, as if you were using a multiple-tab web browser. This feature is great for those times when you are trying to illustrate a proposal to your audience and want them to see different options.

This webinar service is simple to use. They offer an intuitive interface that allows you to share exactly what you want the audience to view. As long as you have a webcam, you can allow the audience to view you as the moderator while also sharing your computer screen. A presentation is much more engaging to participants when they can see the presenter's face.

Scheduling an online meeting with Click Webinar is quick and easy to do. Once you log into your account you have the option to start a meeting immediately or set up a future meeting. Once you enter in the start and end times of your online meeting, you are ready to go. You will also have the opportunity to log in and prepare your documents for the meeting before allowing other participants to join. You can do all of these things with just a click of the mouse.

This webinar service offers a great section of help and support options. They have an ample FAQs page that will answer questions ranging from the basics of getting started with this service to the more complex items regarding communication problems. Additionally, they have tutorial documents that you can download that will explain the ins and outs of this application.

We also like that this webinar service offers tutorials to help you use their product to your full advantage. They are also prepared to have a member of their IT team join your conference remotely, if you are experiencing difficulties that you are unable to fix.

Summary:

Click Webinar online meeting service comes with great features for anyone who is planning to host an online meeting. Because it allows you to create a custom look in the meeting room and the lobby, you can impress all of the audience members who join your meeting. Additionally, your meeting will be user-friendly because your participants will not have to download any extra applications in order to join your meeting. Because this software is browser based and works with all browsers, you do not have to download any special software for this application, which will save you time.

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Rating 

Vyew

Vyew is a webinar services provider that lets you connect with worldwide audiences with just a few mouse clicks and a quick download. You can show Microsoft PowerPoint presentations and communicate using audio, video or both. Do this with confidence that the information you display is visible only to your guests. With Vyew, you can do it all for a low monthly price. Competing webinar service providers cost many times more but come with superior usability and better options for attendee payment and mobile webinar access.

Some of the best features in Vyew - the ones that make it unique in the webinar services market



- are optional plugins. We were delighted to find that you can use a graphing calculator plugin, for example. You can also add an equation editor to check your presentation for you, an equation calculator to make sure your answers are correct, an MP3 player or a calendar. A handy online video portal (no download required) lets you search YouTube for videos relevant to your conference or class. These features are enhanced by the fact that your guests don't need to download anything to participate. Once your attendees are on board, you can control their browsers to follow along with your presentation in Sync Mode. Together, these tools make Vyew the best educational webinar services provider we reviewed.

Vyew falls short compared to other webinar services in that it doesn't require registration and doesn't allow users to create profiles. This could make classroom control a challenge. Vyew also lacks an application for mobile devices such as smartphones or tablet computers, unlike its top competitors. Furthermore, you can't charge attendees on a pay-per-view basis for attending your webinars with Vyew. This might be a problem if you are hoping to use the tool for paid tutoring or continuing-education training.

You may also run into trouble with Vyew based on its lack of specificity for large-scale events. You can only host 150 attendees at a time and won't have the benefit of post-session statistical reporting. Furthermore, you can only use MP3s that are hosted on your server.

Vyew lacks some of the latest features but is a fully capable application for online seminar services. You can use it to send invitations and reminders to your guests before every meeting. Include a password in those messages to enhance the security of your webinar. Then, while in session, you can conduct audience polls, chat privately with any participant and record your meeting for easy access anytime in the future.

Vyew is among the least expensive products we reviewed, so we were surprised to find that it offers all the audio and video options for which we tested. You can share your screen with your guests or you can let them share their screens with you. You also have access to VoIP and webcams. In our tests, video feeds were choppy and garbled in some instances but clear and perfectly synchronized in others.

Our test results were similarly mixed when we examined Vyew's ease of use. We were able to start meetings on the fly, for example, but could never start a prescheduled meeting despite watching tutorial videos, perusing the free online manual or searching the FAQs page. This fact makes the product hard to recommend for anyone without extensive computer experience and troubleshooting knowledge.

Summary:

Vyew is an inexpensive webinar services provider with superior academic options but mediocre functionality. Its product is sufficient for some uses but may not include enough tools for large presentations, sales demonstrations or online seminar series. Usability roadblocks compound this problem. We recommend Vyew to small businesses or schools but caution presenters to practice using the application before holding any live meetings.

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Instant Presenter

Instant Presenter is a completely browser-based application that you can use to connect with clients, students and trainees around the world via video, live chat or audio. This webinar services application comes with powerful ways to market your webinars and is accessible to



anyone with a computer and an internet connection, regardless of how strict your office download policies are. Furthermore, Instant Presenter provides options for including social networking tools in your presentations. Tools this provider lacks include the ability for users to create profiles, the ability for hosts to send out meeting reminders and secure encryption to keep your trade secrets protected.

In our tests, we enjoyed navigating the friendly interface of Instant Presenter but found a handful of problems that make the service hard to recommend. First, we were never able to join an Instant Presenter webinar as a guest when we used Internet Explorer and had trouble using the latest version of the Firefox browser. Next, we discovered that while no downloads are required for attendees, hosts must download a plug-in to use the screen-sharing tool. We also found that this webinar services provider works differently than many competing products do. You can only share files you upload before you begin, and you must prepare materials in a special Account Manager URL rather than in the application's homepage.

One of the best features of Instant Presenter is its marketing integration possibilities. Each account comes with a webpage solely for advertising your webinars. You can also advertise by way of social networking tools for sites such as Facebook and Twitter, and you can include comments from those forums in your meeting. This webinar services provider is the only one we reviewed with this level of support.

The ability to record your meetings and to host those recordings on either your webpage or one provided by Instant Presenter is another outstanding feature. You can do this with an unlimited number of webinars. The closest competition in this regard allowed hosts to keep only 10 recorded presentations. Other capabilities that come standard with Instant Presenter are in-meeting polling to help you keep your attendees involved, post-meeting statistics and reporting, meeting password protection and the ability to charge your guests for their attendance.

The most important part of a webinar is to get your message across to your audience, whether it is made up of potential clients, students or employee trainees. With Instant Presenter's audio and video options, that task is simple. The webinar services provider offers all the communication tools we looked for, including screen sharing, VoIP, webcam compatibility and embedded video sharing. Each of these tools is easy to use. Furthermore, you can upload almost any conceivable kind of document into your webinar with Instant Presenter. For example, all Microsoft Office documents are supported, as are music documents, WAV and WMV files and MOV files. This feature makes organizing your meetings easy and simultaneously enhances accessibility for your attendees.

Instant Presenter is easy to use after you spend a few minutes learning the ropes. If you do run into trouble, rest assured that you can find a solution online. The company offers free tutorials, an online manual, a FAQs page, telephone support, email support and live chat. It does not offer remote IT support.

Summary:

Instant Presenter has the potential to be a good product for some businesses because of the marketing, social networking, and audio and video services it provides. However, we can't recommend a product that only allows visitors to attend meetings easily using the Chrome internet browser. Using the service with Mozilla Firefox is possible, but required multiple attempts and third-party plug-ins. We look forward to technological glitches being resolved so this service can fully compete in the webinar services market.



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Rating 

Infinite Conference

Infinite Conference is a proven leader in webcasting that has been hard at work improving online communications for a decade. The New Jersey company's foray into webinar services is similarly exceptional. Infinite Conference offers high-quality features such as webinar recording, file uploading and the ability to send invitations and reminders by email.

These basics are enhanced by the ability to upload Microsoft files and presentations for use during your sessions. Furthermore, all your webinars with Infinite Conference will benefit from encryption protection and customizable registration options that let you carefully control your guest list and presenter tools. You can pay for this service on a per-use or monthly basis.

Combined, the tools listed above make Infinite Conference a worthy competitor in the hot market of webinar services. However, it is the company's excellent customer service options that make it stand out from the fray. First, every account is assigned a live customer service coordinator who walks the client through the set-up process, webinar practice sessions and session-reporting tools. This person is available to the client throughout each live webinar meeting, as is the technical support staff.

The next valuable option from Infinite Conference can make your webinar presentation professional and unique. For a one-time fee, you can pay the company to create an interface for your webinar attendees that matches your company's colours, website and logo. Your guests will feel as if they are working with a big, successful company whether your budget is tens of thousands of dollars per year or hundreds of millions.

Infinite Conference's webinar services and features let you broadcast any message to anyone with a few hours' time, a computer and a web browser. One of the best features is the ability to customize the registration process for your webinar's attendees. All guests must provide a name, but from there the options are limitless. You can require an address, phone number, job title, company and more by way of demographic questions, but you are never required to do so by the webinar service. You can also ask any other questions on the registration form by filling in blank boxes and answer buttons. Then, you can choose to approve all registrants automatically or approve them one at a time as they register.

Once approved, each guest gets a unique URL with which to join the meeting. Then, those guests have access to the full presentation without any software downloads. This is a great benefit for professionals in industries like finance, internet commerce or travel where network security is of vital importance.

Getting the right people to your presentation is critical, whether it's a sales demonstration, an employee training session or a paid academic refresher course. Once everyone is on board, it's critical to present a message that is clear, interesting and informative. With Infinite Conference, one way to achieve these goals is to use Microsoft PowerPoint presentations, Word documents or Excel spreadsheets. You can upload 10 documents to your account and draw from your selection for each new meeting.

Another way to inform and engage is to ask questions of your audience and to answer their questions in return. With Infinite Conference, you can create an infinite number of polls for this purpose. Your guests can also digitally raise their hands by clicking a simple button. Then, you can answer or ignore as you wish. You can even answer questions in private chat and can



designate a group of users to have the same question-answering and private-chat privileges.

Infinite Conference does not offer breakout chat sessions and does not include the option to require passwords of your attendees. A mobile application for smartphones and tablet computers is also unavailable, but one may be included in a future version of the webinar service, according to company representatives.

Infinite Conference has focused on usability and easy access for attendees, and it provides superior options in that regard. The company has focused less on video support as far as its webinar services are concerned. Webcam support is available only for presenters, and you must log in through a special URL to use the feature.

Furthermore, embedded video support is unavailable, and the system isn't fast enough to transmit high-quality streaming video when screen sharing is employed, instead broadcasting a choppy mess. However, other screen-sharing functions work like a charm. You can share any application one at a time, or you can share your whole desktop. If you choose the former option, any pop-ups and windows you don't want to share are greyed out to protect your privacy.

Another function that works well in Infinite Conference is full duplex support, meaning that you can transfer control to any guest and give him or her all the tools available to you as moderator, including screen sharing, private chat, document uploads and more. When you need to regain control, it's as easy as clicking a button at the top of your chat window.

Infinite Conference's video services fall behind the competition, but the company does much better when it comes to audio capability. It offers VoIP and telephone conferencing that you can schedule ahead of time or on the fly.

Your business is about exchanging information and reaching clients and customers, not learning to use complicated webinar services. You want to spend as much time as possible in active communication. You can do this easily with Infinite Conference. Inviting people to a meeting is very intuitive, especially when you use the free Microsoft Entourage plug-in. Uploading materials and running your meeting is also simple, and tools such as a pointer and highlighter are easy to find and easy to use.

Like most applications you use for the first time, Infinite Conference webinar services come with a learning curve. We struggled to approve registered attendees, for example, but figured it out after a few minutes. We recommend going through a practice event before your first webinar to ensure a stress-free experience.

Infinite Conference is unparalleled in its customer service and, therefore, in its help and support options. As mentioned above, each new account comes with a dedicated representative to hold your hand as you get going. Remote IT support is also available, as are online tutorials and product manuals. Whether you're working on your 99th webinar or your first, you and your representative together will create a polished and professional final presentation.

Summary:

Infinite Conference offers webinar services that will let you demonstrate to, persuade, train or teach users worldwide. You can use Microsoft documents to create presentations and then talk in real time and share any applications on your desktop with up to 999 users at a time.



Meanwhile, you can record the meeting so that an infinite number of clients or students can watch it at their leisure. In fact, you can host any number of meeting recordings on your own website indefinitely. Infinite Conference lacks video options and takes a different approach to providing webinar services than its top competition does, focusing on usability rather than a crowded feature set. This amounts to a fully functional product that's easy enough for almost anyone to use.

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Rating 

Fuze

Fuze Meeting is very easy to use, but it doesn't give hosts everything they need to present an engaging and memorable web-based seminar. It lacks the audio and video tools that will provide more interaction with your attendees. However, it may satisfy the needs of some hosts and it is still one of the top ten best webinar services we reviewed.

You can start a meeting instantly or schedule one for the future with Fuze Meeting. The e-mail invitations contain a unique URL that will enable participants to join the meeting. You can import contacts from your business or personal email accounts. You can also import addresses from instant messaging accounts. Anyone can click on the URL, but the presenter needs to accept each guest's request before they're allowed into the meeting.

Only the host needs to register to use this internet presentation service. Additionally, no downloads are required unless the host wants to share his or her screen with the attendees. If the presenter does want to share his screen, the download is only a small plug-in. No download is required for attendees. We found that the screen sharing option has issues in Mozilla Firefox. We had to switch over to Internet Explorer in order to get it to work properly.

Aside from a few glitches, Fuze Meeting is fairly easy to use. The application allows you to upload content from your computer or from previous meetings. This content is then stored in a content library connected to your account.

One unique feature of Fuze Meeting is that it is mobile. The company's mobile application allows you to host or attend meetings from your iPhone, Android smartphone or BlackBerry. This is a very useful feature for those who are on-the-go and don't have the time to sit down at a computer. This service also allows you to share meeting links on Facebook, Twitter and other social networks to help promote your presentation.

Fuze offers Fuze In, a tool to bring people to your webinar. Just enter an invitee's phone number and Fuze In will call them and directly connect them to the meeting. No passwords or PINs are necessary for people to connect to the audio. Recently, Fuze added VoIP support to its webinar service. Use this tool to communicate via microphone directly over the internet.

We found the Fuze customer service department to be professional and helpful. The company offers online tutorials, an online manual, a FAQs page, remote IT support, telephone support, email support and live chat. While using the live chat feature, we received direct and immediate answers to our questions. The representatives we chatted with understood what we were asking and were very knowledgeable about their service.

Summary:



This service knows what the modern world needs to hold an internet presentation. The company offers a mobile app, social networking and IM address importing. Other webinar services are already following this pioneer's example. However, while it is very user-friendly for those attending the meeting, Fuze does not give the host all the tools she needs to make the webinar engaging. Fuze Meeting seems to be more interested in the promotion of presentations rather than the presentation itself.

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Rating 

Inter Call

InterCall Unified Meeting is more suited toward office meetings than webinars. However, it does have many tools that can be used for online presentations. It isn't very easy to use, but it does integrate well with Microsoft Outlook. It is because of the clumsy interface and limited customer support that this service ranked near the lowest among all webinar providers we reviewed.

The most impressive feature of this service is that it works well with Microsoft Outlook. If you already have Outlook on your computer then this service will send invitations and reminders through that application. This will give your attendees one-click access to your presentation.

InterCall Unified Meeting does support VoIP (Voice over Internet Protocol). However, if you want to use a telephone connection, the InterCall application will call you, so you don't have to worry about a call-in number or identification numbers. This could be very appealing to those people who have had to delay a meeting because they had an audio connection issue due to a lost or forgotten number.

Unlike the browser-based webinar services, InterCall Unified Meeting requires the participants to download software. This may deter some users from participating. Documents and files also have to be converted by InterCall before they can be presented. This process doesn't take long, but it does require an extra step before you begin your presentation.

Participants can use a still photo of themselves in their profile. You can also include a variety of other information in your profile as a presenter. This makes it easy to identify who is speaking and gives the presentation a personable feel. InterCall is compatible with webcams, but it does not support embedded video sharing.

During the webinar you can chat with the entire group or chat privately, if needed. Attendees can use the Raise Hand feature to get the attention of the host without interrupting the session. At any time during the internet presentation the moderator can invite participants, share documents and change permissions. If you are only a presenter then you can share content, but you can't modify permissions.

If the participants want to look at something specific they can change their view in the interface. InterCall gives the option to zoom in on something specific or to make the presentation fill the screen. This kind of control will help the participants feel more involved in the webinar.

The site features email support, telephone support, multiple online manuals, tutorials and a FAQs page. It does not have remote IT support to help you during your meeting and the site doesn't have a live chat feature. The InterCall site also links to a number of other webinar services if Unified Meeting doesn't fit your needs.

Summary:

This service offers a variety of helpful tools to create memorable and engaging webinars. It also works with Outlook to keep your invitees informed about the online seminar. Even though InterCall Unified Meeting isn't as user friendly as other webinar services that we reviewed, it is still one of the ten best options available.

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